

PURDUE TRADEMARKS AND LICENSING

Issue 11 | September 2018

“GOLDEN RULES” FOR PURDUE GOLDS

The following information is intended to help you select the right color of gold based on brand marks and use.

The following marks should **only** be used with Athletic Gold (PMS 7502):

- Motion P
- Boilermaker Special
- Word marks using Athletic font
- Helmets with Motion P
- Purdue Pete

The following marks should **only** be used with Campus Gold (PMS 110):

- Purdue Signature Logo
- The University Seal (limited use)

NOTE: Purdue Verbiage, such as “Purdue”, “Purdue University”, “Boilermakers”, “Boilers”, and “Boiler Up” that is produced for an internal academic entity should use Campus Gold (PMS 110) unless used in combination with an Athletic brand mark. When used with an Athletic brand mark, Athletic Gold (PMS 7502) should be used.

UPDATES TO PURDUE LOGO SHEET

Purdue Licensing has made several changes to the logo sheet. The changes consist of the following:

- 1.) On page 2, we changed the ™ to ® after “Boiler Up”, as it is officially registered.
- 2.) On page 5, we changed the ™ to ® after “Giant Leaps for Mankind”, as it is officially registered.
- 3.) On page 5, we removed “Boiler Built” because it is not allowed to be used on licensed product.

An updated art sheet can be accessed through the Learfield Trademarx system.

COLOR MATCHING REFERENCE GUIDE

Reminder for licensees: Learfield Licensing has created Purdue color swatches which contain correct codes for University and Athletic colors. If you are interested in receiving a color matching reference guide, please contact Rachel Gerdes at gerdesr@purdue.edu.

PURDUE TEAM STORE RETAIL OPPORTUNITIES

MainGate now operates the official Purdue Team Store with locations at Purdue Ross-Ade Stadium, Purdue Memorial Union, and online at PurdueTeamStore.com. If you would like your products highlighted at any of those locations, please contact Justin Bryant at jbryant@maingateinc.com.

MainGate is currently looking for products, specifically non-apparel items, that are available as part of a drop ship program. Please contact esimons@maingateinc.com if you are interested in participating in a drop ship program.

Please note, only Purdue standard licensees may secure orders with MainGate for the stores as a retail operation. If you have any questions, please contact Erika Austin at elaustin@purdue.edu.

2018 PURDUE UNIVERSITY LICENSEE FAIR

For internal vendors only, the licensee fair is a chance to connect with student organizations and faculty, including representatives of campus departments that order products through campus accounts. The event will showcase licensees of Purdue branded product and work to educate the campus community on the importance of using licensed vendors.

This year's fair will be held on Wednesday, September 12 from 11 a.m. to 3 p.m. Please see the attached forms for registration and lodging details. With any questions please contact Jim Vruggink at jvruggink@purdue.edu.

2018 WOMEN'S VOLLEYBALL PROMOTIONAL SCHEDULE

Sept. 1 vs. Oakland – Boilermaker Kids Club Game
Sept. 2 vs. Notre Dame – Pregame Fan Fest
Sept. 7 vs. Xavier – Digs and Donuts
Sept. 7 vs. Lipscomb – Tanks and Tacos
Sept. 8 vs. Louisville – Most Valuable Professor Night
Sept. 21 vs. Illinois – Boilermaker Kids Club Game
Sept. 22 vs. Northwestern – Glory Days Alumni Reunion
Sept. 29 vs. Wisconsin – Court Replica Rally Towels
Oct. 10 vs. Penn State – Kickin' It Old School
Oct. 19 vs. Maryland – Boilermaker Kids Club Game
Oct. 20 vs. Ohio State – Purdue Athletics Doubleheader
Oct. 31 vs. Michigan State – Boilermaker Kids Club Game/Senior Night
Nov. 3 vs. Indiana – Boilermaker Blackout #BeatIU
Nov. 16 vs. Nebraska – Pack the House

2018 WOMEN'S SOCCER PROMOTIONAL SCHEDULE

Sept. 6 vs. Louisville – Club-Intramural Sports Night
Sept. 9 vs. Western Michigan – Girl Scouts Day & Sunglasses Giveaway
Sept. 13 vs. Michigan State – Student Stein Cup Giveaway
Sept. 16 vs. Michigan – Alumni Day & Youth Team Day
Sept. 29 vs. Indiana – Boilermaker Blackout
Oct. 5 vs. Minnesota – Hammer Down Cancer
Oct. 7 vs. Wisconsin – Senior Day
Oct. 18 vs. Ohio State – Student Scarf Giveaway

2018 FOOTBALL PROMOTIONAL SCHEDULE

Aug. 30 vs. Northwestern – Hammer Down Cancer
Sept. 8 vs. Eastern Michigan – Youth/Band Day
Sept. 15 vs. Missouri – Military Appreciation Day
Sept. 22 vs. Boston College – Homecoming
Oct. 20 vs. Ohio State – Pack Ross-Ade
Nov. 3 vs. Iowa – Boilermaker Kids Club & Family Day
Nov. 17 vs. Wisconsin – Senior Day

@REPPURDUE SEPTEMBER SOCIAL MEDIA CALENDAR

Please see below our social media marketing lineup for September. We will highlight Purdue licensed product for each of these campaigns as promotions and giveaway items to our followers.

If you would like to donate product for any of these campaigns, please send the items to Erika Austin one week prior to the promotion date. Please email Rachel Gerdes at gerdesr@purdue.edu with any questions.

September 5 – #FreeHatWednesday – Every Wednesday, Trademarks and Licensing does a “Free Hat Wednesday” social media campaign where Twitter users can “follow” and “retweet” for a chance to win a free Purdue cap.

September 8 – Purdue Football vs. Eastern Michigan – Youth Day – We will be promoting children's apparel and product.

September 9 – National Teddy Bear Day – We will be promoting Purdue teddy bears.

September 11 – National Day of Service and Remembrance – We will be promoting Military Appreciation themed product.

September 12 – #FreeHatWednesday

September 13 – Purdue Women's Soccer vs. Michigan State – Big Ten Home Opener – We will be promoting women's soccer product.

September 15 – Purdue Football vs. Missouri – Military Appreciation Day – We will be promoting Military Appreciation themed product.

September 19 – #FreeHatWednesday

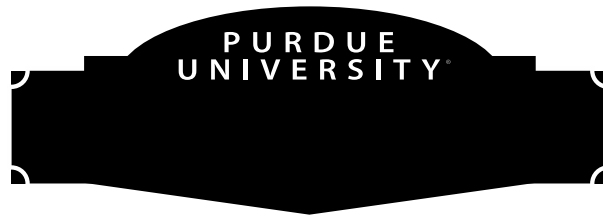
September 21 – Purdue Volleyball vs. Illinois – Big Ten Home Opener – We will be promoting Purdue volleyball product.

September 22 – Purdue Football vs. Boston College – Homecoming – We will be promoting 150th Anniversary themed product and alumni product.

September 26 – #FreeHatWednesday

September 29 – Women's soccer blackout vs. Indiana – We will be promoting Only the Strong Wear Black t-shirts and other black Purdue merchandise.

September 29 – National Coffee Day – We will be promoting coffee mugs and drinkware.



Purdue LICENSEE FAIR Focuses on Students

Continuing with our pattern of successful Licensee Fairs of recent years, Purdue now invites you to be a part of its 2018 Licensee Fair that will focus on 900+ student organizations plus campus departments. You can register through Sept. 10.

Licensee Fair, Wednesday, Sept. 12, 11 a.m. to 3 p.m.
Feature Gym at Cordova Rec. Sports Center

- 9 to 10:30 a.m. -- Setup
- 10:30 a.m.-- Vendor Meeting
- 11 to 3 p.m. – Licensee Fair open to campus

Geared toward the wide range of student organizations, this fair will also include representatives of campus departments and units that order products through campus accounts. The event will showcase licensees of Purdue's branded products and educate the campus community about the importance of using licensed vendors. Licensees will show only the products that they are licensed to sell.

Registration fee (\$40 per company & \$10 for each additional person) for participating businesses includes a table and two chairs, tailgate party with food & soft drinks, plus access to Purdue's campus departments and organizations. Giveaway/promotional information and items may be distributed, but orders may not be accepted nor products sold. You may register at (www.conf.purdue.edu/trademarks2018)

- Need a Room? See attached information for lodging details.
- Questions? Contact Jim Vruggink (765-494-2086)

You may use the form on next page to pay by check and mail it to Amanda Shields NOW or register on-line as noted above to pay by credit card.

PURDUE LICENSEE FAIR

Sept. 12, 2018

Registration deadline is Sept. 10

LICENSEE/COMPANY NAME/INDIVIDUAL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

BUSINESS CONTACT PERSON _____ PHONE _____

EMAIL _____ FAX _____

NAMES OF PEOPLE ATTENDING _____

REGISTRATION FEE: \$40 FOR ONE PERSON & ADD \$10 FOR EACH ADDITIONAL PERSON

FOR TOTAL AMOUNT: \$ _____

PLEASE ENCLOSE CHECK PAYABLE TO: PURDUE UNIVERSITY

DO YOU NEED OVER-NIGHT ACCOMMODATIONS? See attached list of suggested hotels

SUBMITTED BY: _____ DATE _____

**RETURN TO: AMANDA SHIELDS, PURDUE CONFERENCES, 116 STEWART CENTER, 128
MEMORIAL MALL, PURDUE UNIVERSITY, WEST LAFAYETTE, IN 47907-2034**

Hotel Room Availabilities

For Sept. 11 and/or 12

Contact hotel directly for rates and booking

Property: Purdue Union Club (on campus)

Phone: 800-320-6291

Property: Four Points by Sheraton (West Lafayette)

Phone: 765-463-5511

Property: Hampton Inn (West Lafayette)

Phone: 765-269-8000

Property: Hilton Garden Inn (West Lafayette)

Phone: 765-743-2100

Property: Holiday Inn-City Center (Lafayette)

Phone: 765-423-1000

For other options or suggestions:

Contact: Jim Vruggink (jvruggink@purdue.edu), 765-494-2086