



PURDUE
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T&L FEBRUARY 2020 NEWSLETTER | ISSUE 25



2019 Women's Basketball Promotional Schedule

February 3 vs. Indiana: Boilermaker Blackout

February 9 vs. Iowa: Beat Cancer Pinkout & Rally Towel Giveaway

February 20 vs. Michigan State: Trapper Hat Giveaway

February 20 vs. Ohio State: Senior Day & Tote Bag Giveaway



2019 Men's Basketball Promotional Schedule

February 22 vs. Michigan: Brad Miller Bobblehead Giveaway

February 27 vs. Indiana: Boilermaker Blackout

March 7 vs. Rutgers: Senior Day

Hats Needed

#FreeHatWednesday is the staple social media program of @RepPurdue. Unfortunately, however, we are experiencing a shortage of new Purdue hats and other items to share with our followers. If you are interested in donating product to be a part of this program, please contact Rachel Gerdes at gerdesr@purdue.edu.

New Buyer for MainGate

Jason Orton recently took over the role of Program Director for the Purdue partnership with MainGate. As many are aware, MainGate operates the Purdue Team Store. If you are interested in having your product available in the Purdue Team Store, contact Jason at jason.orton@legends.net.

Artwork Approvals

Beginning February 1, Emily Blue, Purdue Brand Manager, will be handling artwork approvals submitted via BrandManager360. All other licensing functions will still be handled by Erika Austin. If you have any questions, feel free to contact Erika first at elaustin@purdue.edu for direction.

Sports Licensing and Tailgate Show

It was great to see many of you at the recent Sports Licensing and Tailgate Show. Purdue will not be attending the upcoming CAMEX show. If you need to set up a meeting after CAMEX, please let Erika know. You are also always welcome to visit campus if your schedule allows!

Brand Launch

Purdue University will be adopting new brand guidelines on February 1.

These guidelines were reflected on the brand website on January 30 (purdue.edu/brand). If you were unable to attend the webinar on these changes, click [here](#) to download the webinar and presentation. The art sheet does not yet reflect these changes, but we will send the new art sheet once it is complete. Please contact Emily Blue at emilyblue@purdue.edu with any questions.

New Signature Logo

As you may have noticed from the beginning of this newsletter, Purdue University has a new signature logo! This change comes along with the new brand guidelines previously mentioned. Examples of the new logo on light backgrounds are shown below:



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FEBRUARY 2020 @REPPURDUE

SOCIAL MEDIA CALENDAR



February 3 – Women’s Basketball vs. Indiana, Boilermaker Blackout – We will be promoting #BeatIU product as well as black Purdue apparel.

February 5 – #FreeHatWednesday – Every Wednesday, @RepPurdue does a “Free Hat Wednesday” giveaway where Twitter users are encouraged to follow and retweet for a chance to win a free cap.

February 7 – #FlyYourFlagFriday – We will be holding a Tweet-to-win giveaway for a Purdue flag and asking our followers to show us how they show their Purdue spirit on #FlyYourFlagFriday.

February 12 – #FreeHatWednesday

February 16 – “Stick with us!” – We will be holding a giveaway for a pack of Purdue stickers from Blue84.

February 19 – #FreeHatWednesday

February 22 – #SockItToEmSaturday – One Saturday each month @RepPurdue will be holding a Tweet-to-win giveaway for a pair of Purdue socks from FBF Originals.

February 26 – #FreeHatWednesday

February 27 – Men’s Basketball vs. Indiana, Boilermaker Blackout – We will be promoting #BeatIU product as well as black Purdue apparel.

February 27 – National Retro Day – We will be highlighting products using logos available through the Ever True Program.

Please contact Rachel Gerdes at gerdesr@purdue.edu if you are interested in donating product for any of these campaigns!