SECTION 2

BRAND LAUNCH

MASTER BRAND

IDENTITY
INSTITUTIONAL LOGO

Motion P

New Signature Wordmark

Hallmarks:
- Forward motion
- National recognition
- Enthusiastic public usage
- Emotional connection

Hallmarks:
- Contemporary slab-serif letterforms
- Boxy, curved transitions
- Angular details
- Balanced weight of letterforms
## Identity Colors

### University Logo (Horizontal)

<table>
<thead>
<tr>
<th>White Backgrounds (preferred logo colors)</th>
<th>Photographic Backgrounds</th>
<th>Single-Color Version</th>
<th>Dark Backgrounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Logo Horizontal White]</td>
<td>![Logo Horizontal Photographic]</td>
<td>![Logo Horizontal Single-Color]</td>
<td>![Logo Horizontal Dark]</td>
</tr>
</tbody>
</table>

### University Logo (Stacked)

<table>
<thead>
<tr>
<th>White Backgrounds (preferred logo colors)</th>
<th>Photographic Backgrounds</th>
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</tr>
</thead>
<tbody>
<tr>
<td>![Logo Stacked White]</td>
<td>![Logo Stacked Photographic]</td>
<td>![Logo Stacked Single-Color]</td>
<td>![Logo Stacked Dark]</td>
</tr>
</tbody>
</table>
IDENTITY CO-BRANDING

One Line

Purdue University | Krannert School of Management

Two Lines

Purdue University | College of Health and Human Sciences

Three Lines

Purdue University | Department of Medicinal Chemistry and Molecular Pharmacology
MASTER BRAND
PRINT COLORS
Boilermaker Gold

Pantone 7502 C
GOLD-SUPPORTING PALETTE

Aged
Pantone 7562 C

Rush
Pantone 110 C

Field
Pantone 4017 C

Dust
Pantone 7402 C
SECTION 2

BRAND LAUNCH

MASTER BRAND

DIGITAL COLORS
CONTRAST AND COLOR ACCESSIBILITY

PASS

FAIL
DIGITAL COLOR PALETTE

Passes AA on light backgrounds

Aged
Black
Steel
Cool Gray

Passes AA on dark backgrounds

Boilermaker Gold
Rush
Field
Dust
Railway Gray
Steam
SECTION 2  BRAND LAUNCH

MASTER BRAND

TYPOGRAPHY
USING TYPOGRAPHY

THE PERSISTENT PURSUIT
OF THE NEXT GIANT LEAP

1,711 EMPLOYERS VISITED CAMPUS TO RECRUIT STUDENTS

O.SO MEDICAL
TIM FRAM

Innovation isn’t limited to our research efforts or the STEM disciplines. Each of us is always exploring new ways to approach problems.

$1.3 MILLION

Purdue is a collection of exceptional people, coming together every day to work together.

“A safer, more secure future starts with the work I’m doing right here, today.”

BUILDING
THE NEXT GIANT LEAP
BEGINS WITH ONE SMALL STEP

PROFILE TWO

Engineering ways to bring fresh, healthy food to all who seek it.

THAT’S MY GIANT LEAP

WE’RE HERE
SO YOU WON’T TAKE A GIANT LEAP ALONE.

Here, thousands of Boilermakers stand up together to make giant leaps of their own. Where will yours take you?
SECTION 2

BRAND LAUNCH

MASTER BRAND

PHOTOGRAPHY
OUT-OF-BRAND PHOTOGRAPHY
SECTION 2
BRAND LAUNCH

MASTER BRAND

GRAPHIC ELEMENTS
Sequential

The persistent pursuit of new possibilities.

"This is where the science of possibilities meets the hands that will put it to work."

Wrap

Linking

Every small step that takes us from the earth to the world beyond.
EMPHASIS BOX

Filled

PH.D. ENGINEERING
FLIGHT SIMULATORS

72 1

Student Groups Drum

Outlined

EMPLOYERS VISITED CAMPUS TO RECRUIT STUDENTS
CLOSER TOGETHER
WE KEEP GOING
DIAGONAL BANDS AND OFFSETS

Image Color Offset

Impact Type Offset

Diagonal Bands

PUR

WORK HARDER

77°