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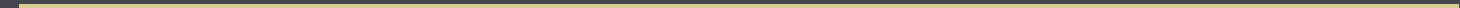
The Purdue University Athletics brand is distinguished by a simple philosophy: We cultivate excellence in all that we do. Our mission is to guide, strengthen and support our student-athletes as they strive for excellence academically, athletically and socially. This concept creates a cohesive identity system that not only respects the traditions of the university, but also looks ahead to the promise of a great future.

The qualities and values of the Purdue University Athletics brand are expressed in the design of its brand identity. These guidelines allow strategic partners to properly work with the elements of the identity so that their application and presentation achieves a powerfully consistent effect. This manual provides simple ground rules. By following these guidelines in our communications, we contribute to the rising reputation of the Purdue University Athletics brand for excellence across the country and around the globe.

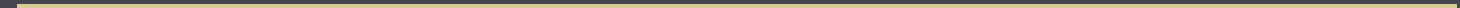
Presenting the Purdue University Athletics visual identity with consistency and quality is crucial in maintaining our competitive position as a leader. It is imperative to always use these guidelines when designing any materials for athletics. They will not constrain creativity, but ensure the full and beneficial impact of the athletics brand image.



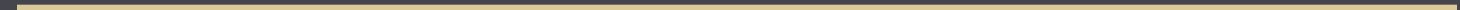
GOAL



GOAL



To cultivate a leading athletics program by developing a strong, timeless and consistent athletics identity system that reflects the unique characteristics of Purdue University while continuing to advance a program that promotes academic integrity, social responsibility and competitive excellence.





With the publication of these brand guidelines, we introduce the refined Purdue University Athletics identity. Comprised of typography including a complete numeral set and a refined color palette and additional brand elements such as an updated boilermaker special, this new identity is being introduced to underscore the Athletics Department’s commitment to a strategic direction that is anchored to athletic and academic excellence.

The identity has been enhanced to reinforce the core values of the athletics brand in an effort to promote consistency across athletics. This core essence includes strength of character, exceptional performance in both the classroom and on the field of play, a heritage of excellence, dedication and a visionary spirit.

Purdue University Athletics embodies the following attributes:

- Character
- Elite
- Hardworking
- Legacy
- Passionate
- Strength
- Determination

**PRIMARY—THE STATEMENT**

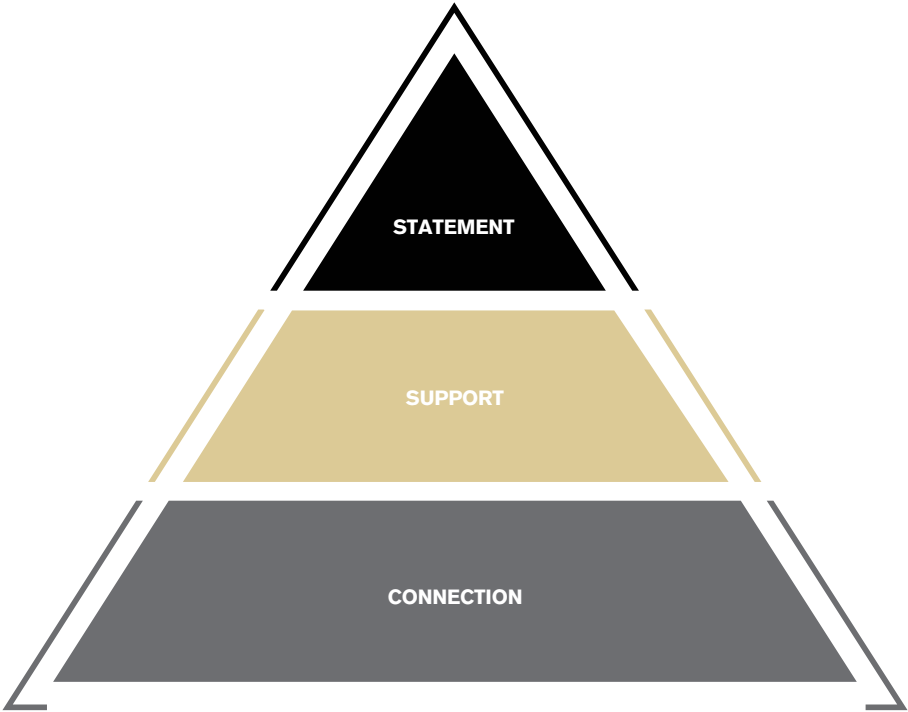
A consistent primary identity has been developed to accurately represent the university and confidently position it for the future. The identity is both timeless and strong. Reinforcement of the primary mark will build worldwide brand equity.

**SECONDARY—THE SUPPORT**

The secondary identity works closely in support of the primary identity to represent the school. It gives the identity flexibility while staying consistent with the primary look and feel.

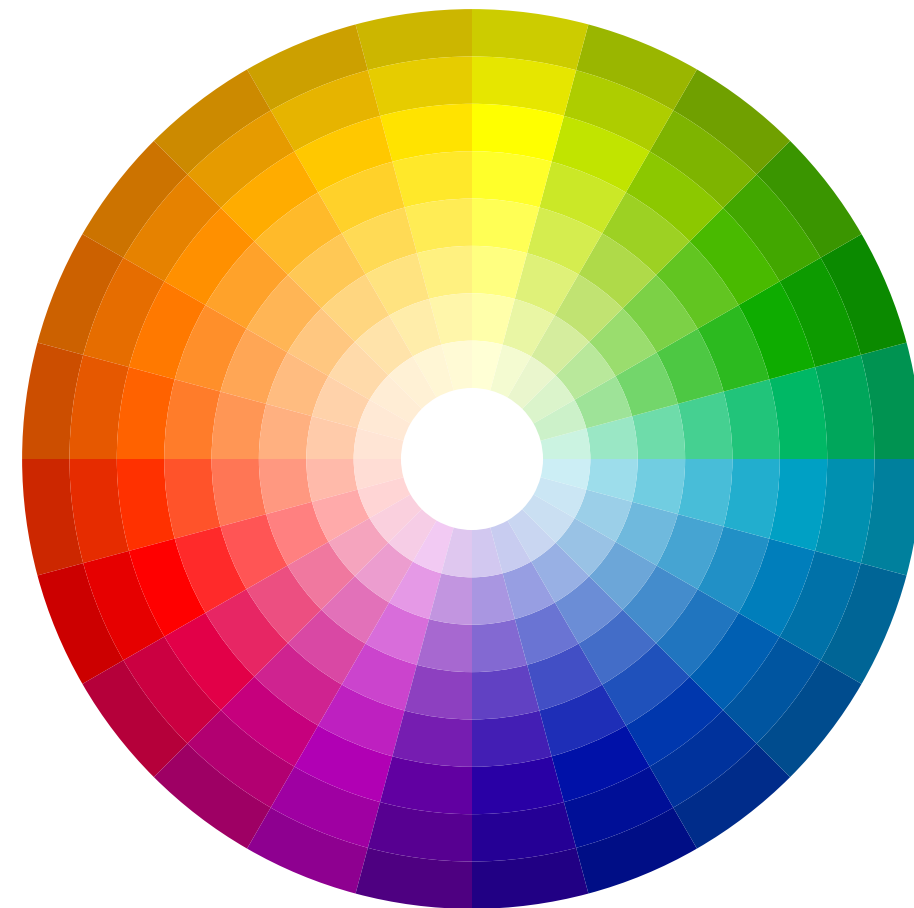
**TERTIARY—THE CONNECTION**

The tertiary identity connects with specific programs and traditional mascots. These marks supply freshness to products when needed as well as representing specific aspects of the school.



Color is a fundamental component in establishing and communicating the Purdue University Athletics brand identity. Used consistently in conjunction with the primary logo and wordmarks, the colors of the Purdue University brand evoke immediate recognition and response.

The color wheel or color circle is the basic tool for combining colors. The first circular color diagram was designed by Sir Isaac Newton in 1666. Traditionally, there are a number of color combinations that are considered especially pleasing. These are called color harmonies or color chords and they consist of two or more colors with a fixed relation in the color wheel.



The colors we choose—as well as how those colors are combined with other design elements—work together to create a unique and compelling brand expression.

The more consistently we use color, the more powerful our brand will become. A consistent color palette allows for instant team identification. Correct use of color will enhance the impact of the athletics identity and differentiate the brand from competitors.

Black and Gold are used for the foundation of the Purdue University Athletics color palette. Secondary colors include: White, Anthracite and Silver.

PRIMARY COLORS

	Process Black	C:000	M:000	Y:000	K:100	R:000	G:000	B:000	#000000
	Pantone 7502C	C:006	M:014	Y:039	K:008	R:206	G:184	B:136	#CEB888
	White	C:000	M:000	Y:000	K:000	R:255	G:255	B:255	#FFFFFF
	Pantone 402C	C:013	M:016	Y:021	K:036	R:157	G:150	B:141	#9D968D
	Pantone 447C	C:050	M:030	Y:040	K:090	R:055	G:058	B:054	#373A36

TONAL ACCENT COLORS

	Cool Grey 2C	C:000	M:000	Y:000	K:010	R:216	G:213	B:211	#DDD8CE
	Pantone 5845C	C:014	M:009	Y:051	K:025	R:178	G:170	B:112	#B2AA70
	Pantone 432C	C:067	M:045	Y:027	K:070	R:068	G:079	B:081	#444F51

The effective use of color is one of the most powerful tools to establish and communicate our brand identity. Color must be used consistently in combination with the identity package in order for the brand to evoke immediate recognition and response.

Color is one of the most vital components in creating a brand identity. The purpose of a brand identity system is to communicate a brand's values and encode those values so deeply within a viewer's memory that when the person sees the visual aspects of the brand, the values are immediately retrievable. To gain the most impact from a visual system, it is imperative to use instantly recognizable shapes and colors.

Color theory creates a logical structure for color. As one of the most important design elements of any brand, color will be widely used to express the Purdue brand. Color connects us emotionally with our audience and works to make our brand expressions and communications more noticeable and memorable. Color sets the desired emotional tone and projects the proper mood for any communication piece. Careful consideration should be given to color selection in order to support the brand values and send a singular, consistent message.

At times, there arises an opportunity to utilize an expanded color palette or colors outside of the core palette. This is typically seen in the occasional use of a unique uniform, like those that support special initiatives such as breast cancer or honoring U.S. military service members. Though acceptable for special occasions, utilizing colors outside of the primary color palette is not intended for long-term use. Additionally, color plays a critical role in the retail environment. Retail brand expressions should have seasonal core palette flexibility and when used correctly, will complement the primary color palette utilized on the field of play.

Typography is a powerful tool within our identity system that unites athletics. Typography plays an important role in communicating an overall tone. Careful use of typography reinforces our personality and ensures clarity and harmony in all athletics communications. To aid in creating a consistent look for a wide variety of athletics related communications, two typefaces are included in the identity manual.

Consistent use will enhance the overall identity, promote consistency across athletics and build equity in the athletics brand. There is no lowercase version. Do not try to “make” a lowercase version. Not intended for large bodies of copy, use of this font should be limited to no more than one sentence.

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

The sans-serif typeface Frutiger was selected to complement the primary typeface and tie back to the university design language. Frutiger is part of a family that offers an exceptionally wide range of weights, providing great versatility and legibility. It may be used as headline and body copy for athletics department marketing materials and support verbiage (i.e., specific sport marks, event tickets, brochures, etc.).

Frutiger is a sans-serif typeface by the Swiss type designer Adrian Frutiger. It was commissioned in 1968 by the newly built Charles De Gaulle International Airport at Roissy, France.

Frutiger’s goal was to create a sans-serif typeface with the rationality and cleanliness of Univers, but with the organic and proportional aspects of Gill Sans. The result is that Frutiger is a distinctive and legible typeface. The letter properties were suited to the needs of Charles De Gaulle — modern appearance and legibility at various angles, sizes and distances. Ascenders and descenders are very prominent and apertures are wide to easily distinguish letters from each other.

Only variations of the font shown here may be used. Do not use outline, shadow versions, etc.

Frutiger —45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Frutiger —55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Frutiger —65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Frutiger —75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



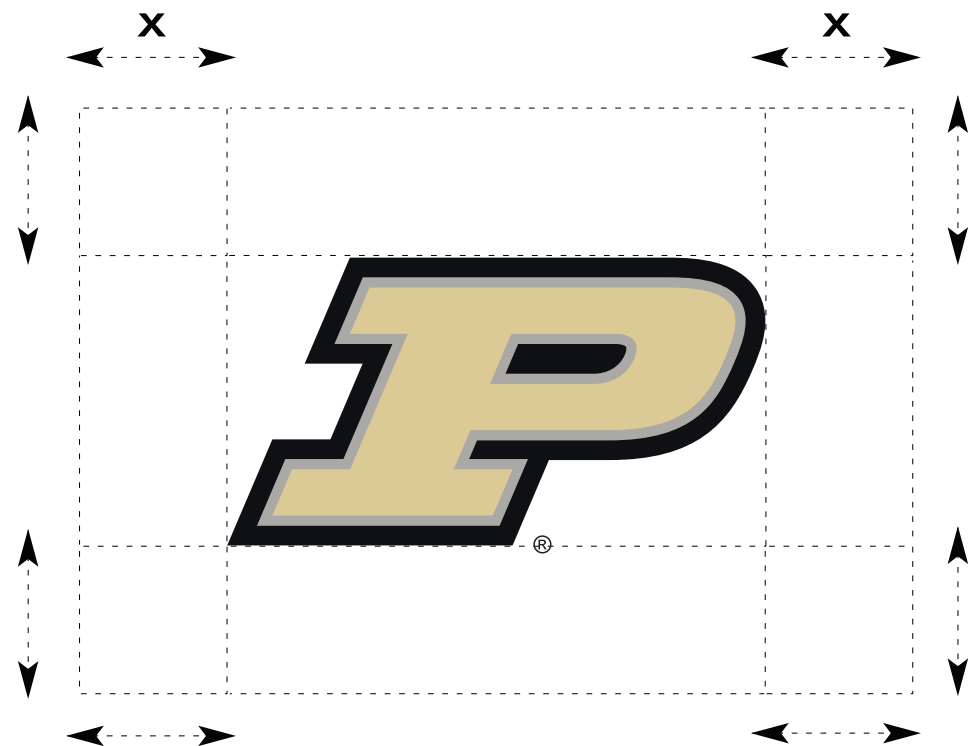
The Motion P logo is the primary representation of the brand and is used as the main identifying device for athletics. It is an instantly recognizable symbol representing Purdue University Athletics. Reinforcement of the primary identity will build equity in the brand.





### Protected Area

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'X'.

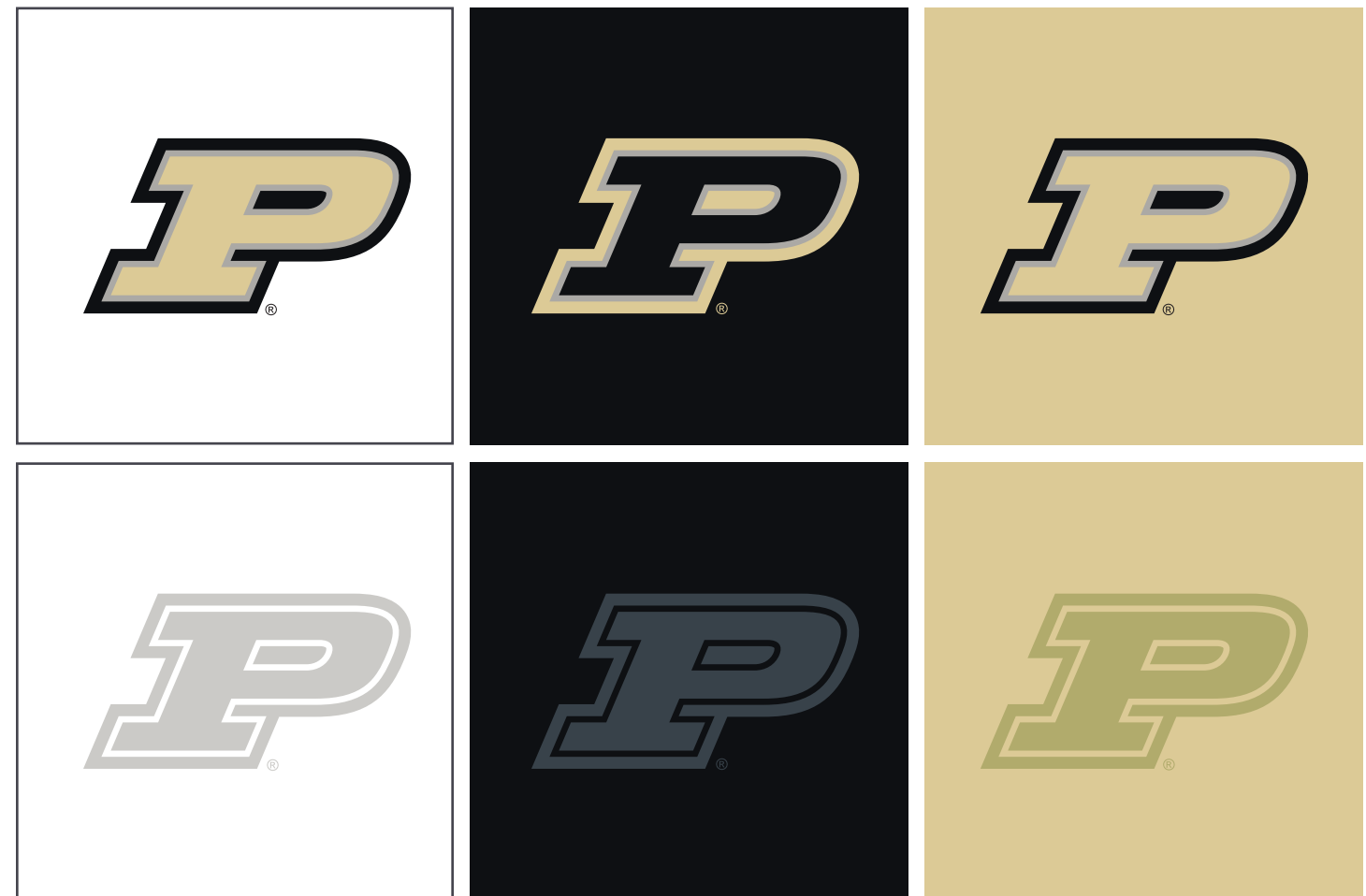


Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

### Color Variation

The logo can be used in the following color variations:





The logo can only appear as specified in these guidelines. This is important in ensuring the desired consistency in the way the logotype is used, which promotes effective recognition.

The chart on the opposite page provides recommended use of the various marks regarding specific applications.

APPLICATION	TWO—COLOR SOLID	ONE—COLOR SOLID	ONE—COLOR REVERSE SOLID
4/c Printing	⊗		
2/c Printing	⊗	⊗	
1/c Printing		⊗	
Electronic Media (Web, PowerPoint)	⊗		
Word Processing (Word)	⊗	⊗	
TV	⊗		
Billboards, Signs, Posters	⊗	⊗	⊗
Embroidery	⊗	⊗	
Silk Screen	⊗	⊗	⊗
Embossing/Debossing		⊗	
Etching/Engraving		⊗	
Thermography	⊗	⊗	⊗
Painting	⊗	⊗	
Monochrome		⊗	
LCD Display	⊗	⊗	

A boilermaker is a trained craftsman who produces steel fabrications from plates and sections. The name originates from craftsmen who fabricated boilers, but also worked on projects as diverse as bridges to blast furnaces to the construction of mining equipment.

This nickname for Purdue student-athletes emerged in 1891. Purdue coaches were accused of hiring several husky Monon Railroad workers to play football, prompting a Crawfordsville newspaperman to call the team “Boiler Makers”. Over the years, Purdue teams had been called grangers, pumpkin-shuckers, rail-splitters, cornfield sailors, blacksmiths, foundry hands and, finally, boilermakers. That last one stuck.

The wordmarks are bold graphic treatments creating a clear, consistent and visually memorable identity. The representation of the words Purdue and Boilermakers become visual symbols of the Purdue University Athletics organization. These custom wordmarks incorporate unique design elements in the body of the letterforms as well as ligatures to create a powerful look that distinguishes the university’s wordmarks from other schools. The wordmarks have been specially designed and cannot be created by typesetting the wording.

PURDUE™

BOILERMAKERS®

BOILER UP™

PURDUE™



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Color Variation

The logo can be used in the following color variations:





Protected Area

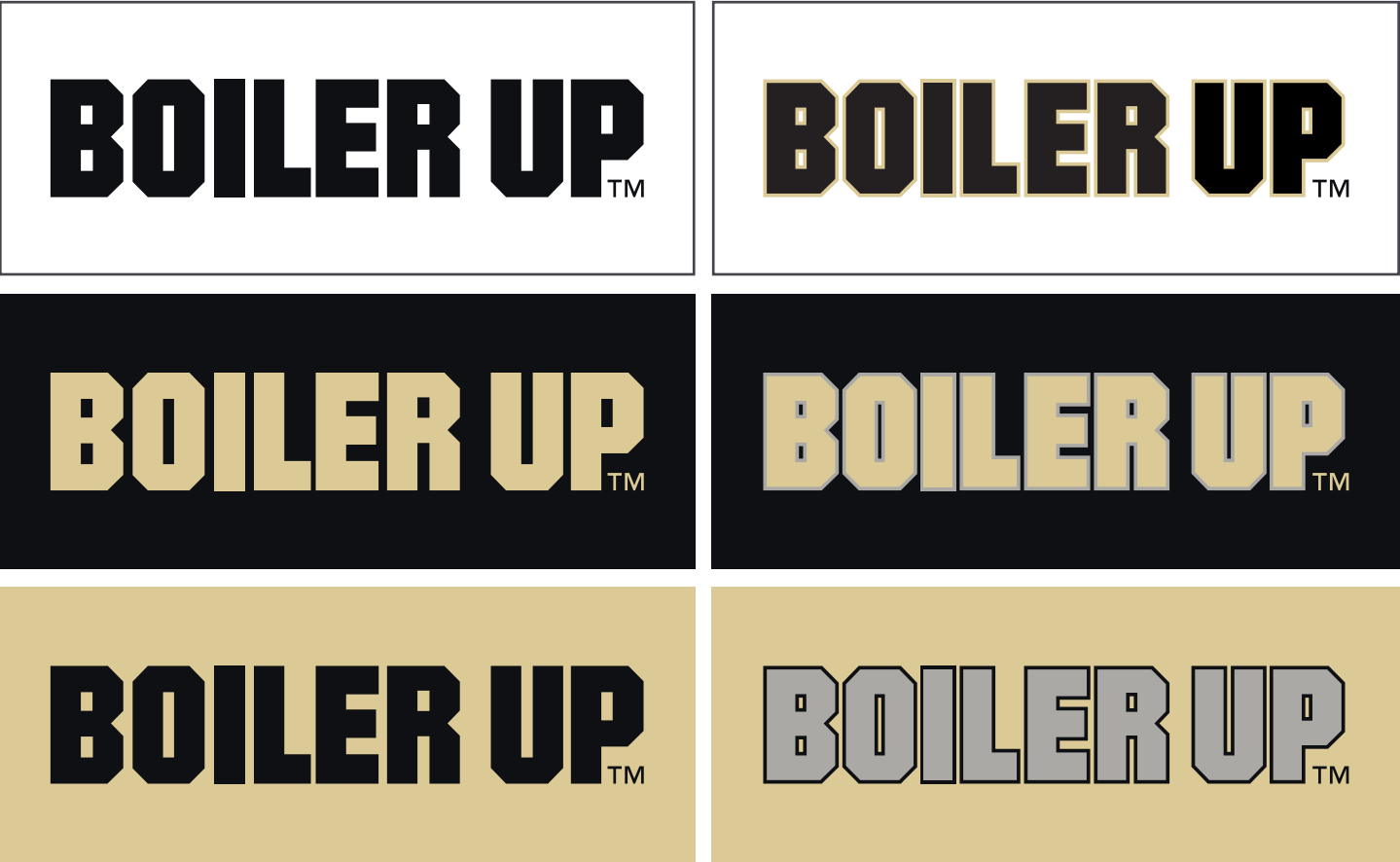
The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the ‘X’.

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Color Variation

The logo can be used in the following color variations:





### Protected Area

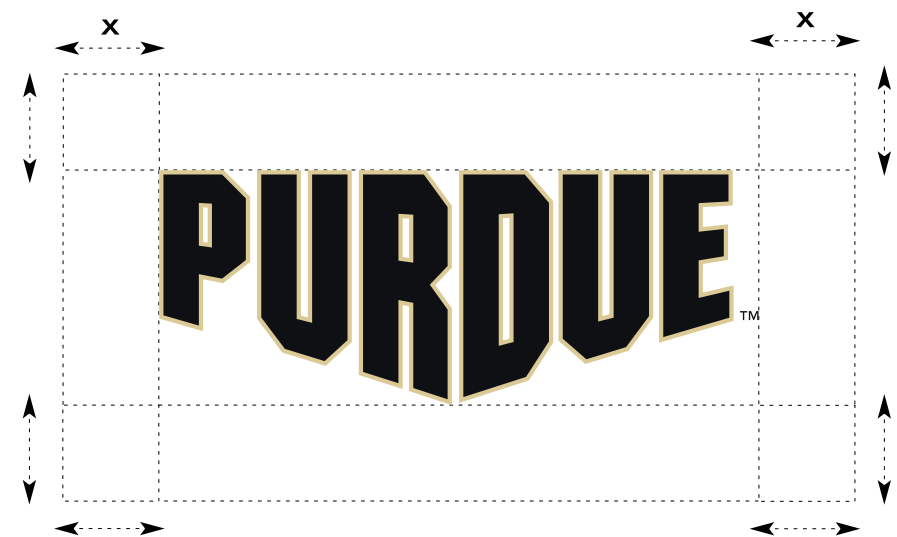
The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the ‘X’.

Use good judgment to ensure legibility. A mark that is too small doesn’t serve any communicative function.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and may alter the scale of the various elements.

### Color Variation

The logo can be used in the following color variations:



The Boilermaker Special is the official mascot of Purdue University in West Lafayette, Indiana. It resembles a Victorian-era railroad locomotive.

In its early years, Purdue did not have a mascot. In 1939, Purdue student Israel Selkowitz suggested the school adopt an official mascot to represent Purdue’s engineering heritage. He originally proposed a “mechanical man”. After much debate, it was decided to build a locomotive on an automobile chassis. This choice allowed the mascot to build on Purdue’s engineering and railroading heritage as well as represent the school’s nickname “Boilermakers” in a meaningful way.

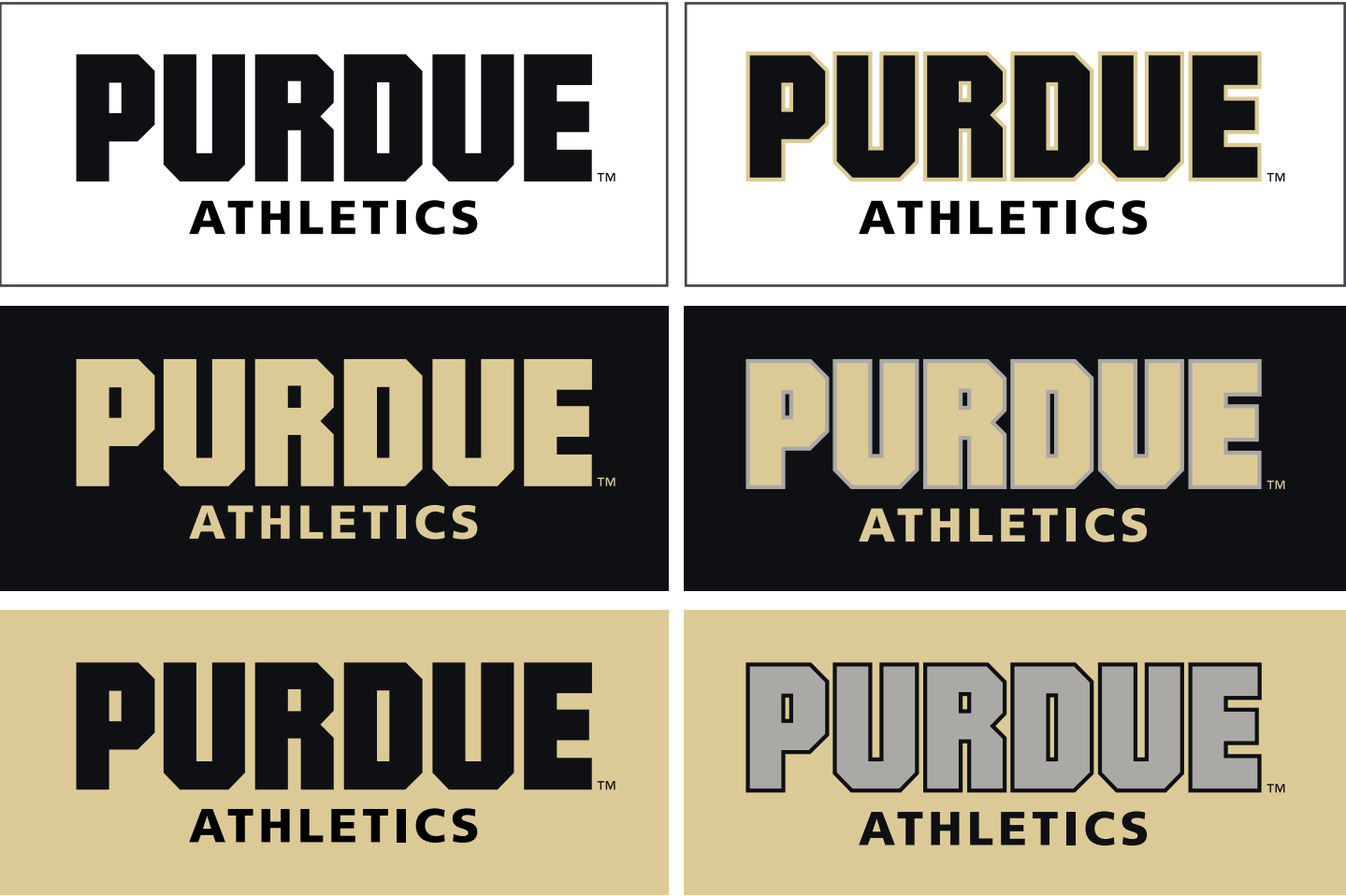
The “Boilermaker” nickname came about during the early years of Purdue football. There had been rumors the university enrolled burly boilermakers from the Monon Railroad shops in Lafayette, Indiana as students/football players to help beef up the scrawny football team. When a railroad operated an extra train independent of the scheduled timetable, it was known as a “special”. Thus, the trains carrying Purdue’s sporting teams and their fans to other cities for athletics contests were known as “Boilermaker Specials”. It was a perfect match.

Color Variation  
The logo can be used in the following color variations:



Purdue is home to 18 Division I/I-A NCAA teams including football, basketball, cross country, tennis, wrestling, golf, volleyball and others. Purdue is a founding member of the Big Ten Conference and played a central role in its creation. Traditional rivals include Big Ten colleagues the Indiana Hoosiers, the Illinois Fighting Illini and the Notre Dame Fighting Irish from the Big East Conference. Purdue is tied with Alabama in producing the most Super Bowl winning quarterbacks: Len Dawson (SB IV, MVP), Bob Griese (SB VII and VIII) and Drew Brees (SB XLIV, MVP).

Color Variation  
The logo can be used in the following color variations:





The Boilermakers men’s and women’s basketball teams have won more Big Ten Championships than any other conference school with 27 conference banners, including a league-leading 22 for the men’s team. Purdue men’s basketball has an all-time winning record against all Big Ten schools. Since its establishment in 1869, Purdue has won three NCAA championships—one in men’s golf, one in women’s basketball and one in women’s golf.

**PURDUE**<sup>TM</sup>  
**FOOTBALL**

**PURDUE**<sup>TM</sup>  
**BASKETBALL**

**PURDUE**<sup>TM</sup>  
**BASEBALL**

**PURDUE**<sup>TM</sup>  
**TRACK & FIELD**



Specific usage standards have been established for application of the identity, providing a quality control system to ensure that each individual component is used correctly.

These standards should be adhered to in order to maintain the integrity of the identity system. By following these guidelines in all our communications, we each contribute to Purdue University Athletic's reputation for excellence across the country and around the globe.

The examples on the following pages illustrate some of the most common application errors. Adhering to these guidelines will ensure proper reproduction and application of the identity.

For reproduction, use only the digital artwork on the disc supplied.

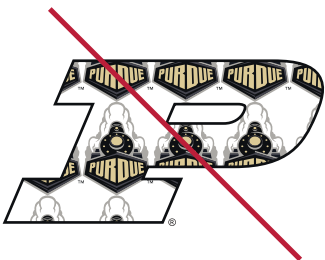
[1]



[2]



[3]



[4]



[5]



[6]



- [1] At no time should anything (other logos, type, etc.) be placed over the Primary Mark.
- [2] All elements surrounding the Primary Mark must adhere to the prescribed distance requirements.
- [3] The Primary Mark should not be used as a repeated element in closed patterns.
- [4] All wordmarks or support type must be positioned below the Primary Mark and should adhere to the outlined proportions.
- [5] The Primary Mark should not be modified, stretched or distorted in any way.
- [6] The Primary Mark should not be inverted.

[7]

[8]

[9]

[10]

.25"

PURDUE™

[11]

[12]

- [7] The Primary Mark should not be used in any other color combinations other than those specifically called out in this identity manual. Some color variations are acceptable for consumer products, contact licensing for approval.
- [8] The Primary Mark should not appear against any distracting textures or repeated patterns.
- [9] The Primary Mark should not be outlined in any other way other than those specifically called out in this identity manual.\*
- [10] Wordmark Usage: The recommended minimum size for printing wordmarks on all materials is .25" in cap-height.
- [11] The Primary Mark should not be used as an outline.
- [12] Do not place the logo within another shaped background.

[13]

[14]

[15]

[16]

[17]

- [13] Do not crop the Primary Mark in any way.
- [14] Do not fill the Primary Mark with a gradient or pattern.
- [15] Do not place the identity marks on busy photographic backgrounds.
- [16] Do not add additional elements to the Primary Mark.
- [17] Do not italicize the wordmarks.

Any individual, organization or company wishing to use Purdue Athletic’s logos and trademarks must obtain the right to do so in writing from the university. All uses of Purdue Athletic’s logos and trademarks must be licensed and shall be regulated by the Licensing Program at Purdue University.

All images, logos, designs and other marks in this standards manual are trademarks owned by Purdue University. By accessing and using any of the images, logos, designs or marks in this standards manual, you are agreeing not to reproduce or otherwise use any of the images, logos, designs or marks, except in accordance with the terms of your contract with the University or as otherwise expressly permitted by an authorized University representative.

The logos and wordmarks are registered marks of Purdue University and must include the ® or ™ designation whenever they are used.

- Purdue ™
- Boilers ®
- Boilermaker ™
- Boiler Up ™

All content in this printed manual is also included on the supplied CD as master Adobe Illustrator files as well as individually as EPS files in Pantone, CMYK and RGB color spaces.

Purdue University Licensing & Trademarks exists to protect and promote the indicia (marks, names, logos) of Purdue University. Through a partnership with the Collegiate Licensing Company, Licensing & Trademarks monitors commercial and internal use of Purdue University indicia and is responsible for managing licensees producing products bearing Purdue University's indicia.

Individuals, groups and organizations, both on and off campus, seeking to use Purdue University indicia must have prior approval from Licensing & Trademarks.

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