

## Our Logo

The Purdue University logo is the clearest depiction of our unified Purdue brand, visually and verbally. The logo features the dynamic energy of the Motion P, paired with a wordmark in a classic slab-serif font.



### Motion P

The iconic mark calls back to its Purdue Athletics roots with the following advantages:

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

### Signature Wordmark

The signature wordmark takes cues from the Motion P's bold character, keeping a modern edge with classic sophistication. Its design includes these attributes:

- Contemporary slab-serif letterforms
- Boxy, curved transitions
- Angular details
- Balanced weight of letterforms

### NOTE

Identity assets must not be manipulated, altered or modified for use by other entities.

## Identity Assets

The Purdue University academic brand uses several important logos and marks. Each has a specific role in representing the University.

Identity assets must never be manipulated, altered or modified for use by other entities.

### University Logo (Horizontal)

This version sets the Motion P and the Purdue University wordmark together in a single line. This is the most common configuration used to identify the brand.



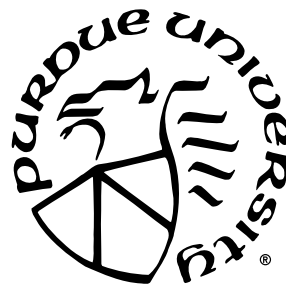
### University Logo (Stacked)

The stacked version sets the Motion P atop the wordmark. This more compact configuration may provide more flexibility in placement and scale.



### University Seal

The seal is reserved for official presidential communications, such as diplomas, stationery and signage. It may be used for high-end applications and merchandise, but only with approval from Purdue Marketing and Communications.



### NOTE

Purdue Marketing and Communications is responsible for approving any and all usage of University trademarks in promotional instances and must be consulted prior to ordering any materials. Contact us at [purduebrand@purdue.edu](mailto:purduebrand@purdue.edu).

## Logo Usage

There are two options to use depending on the background color on which the logo is being placed.

**The full 3-color logo is preferred.**

Use the version of the logo with the outer stroke of the Motion P that provides the most contrast with the background color.

One-color versions of our identity should be used sparingly: only when printing restrictions demand it. Always use one of the approved logo options shown here.

### PREFERRED - FULL 3-COLOR



*For use on light backgrounds*



*For use on dark backgrounds*

### USE SPARINGLY - 1-COLOR



#### NOTE

The inner rule of the single-color Motion P mark (black-and-white versions) is a knockout. Therefore, any color or photo underneath the logo artwork will be visible.



*For use on light backgrounds*



*For use on dark backgrounds*

## Recommended and Minimum Sizes

To aid in consistency, we've provided a recommended size for reproducing the University logo. While the medium or layout often dictates the proper size for the logo, it's best for similar materials to have a consistent logo size.

To maintain good legibility, never reproduce the logos smaller than shown here, for print or screen. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

### Recommended Sizes



2.5 inches (180 pixels)



1.5 inches (110 pixels)

### Minimum Sizes



1.75 inches (125 pixels)



1.25 inches (90 pixels)

## Clear Space

To achieve maximum impact and legibility, clear space must be maintained around the logo. The logo may be placed onto images, but no other graphic elements, typography, rules or images should appear inside this clear space.

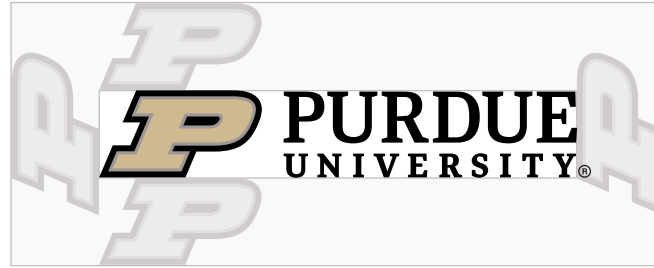
### For Print

Use the height of the Motion P as a tool for measuring the proper clearance, as shown.

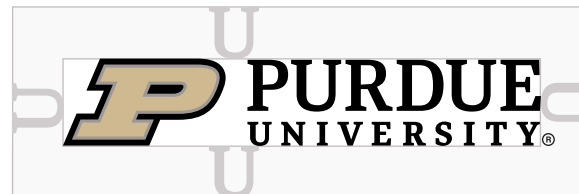
### For Digital

In order to accommodate display of the signature mark on small screens, the spacing for the mark is reduced to the same size as the "U" in Purdue.

#### For Print



#### For Digital



## Logo Misuses

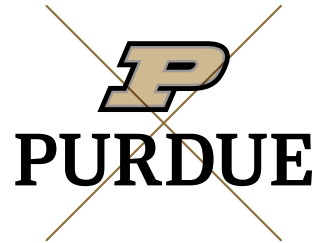
Here are a few practices to avoid in using the Purdue identity. Adhering to these rules will ensure that our logo is recognizable to all audiences.

Avoid unintentionally creating an unauthorized co-brand by ensuring there is ample space between the Purdue University logo and other logos and wordmarks.

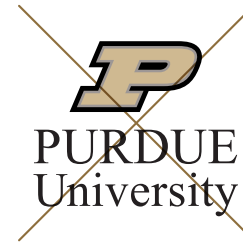
Do not change the colors of the logo from the versions provided.



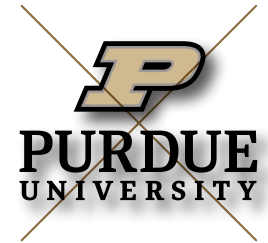
Do not delete the word "university" from the logo.



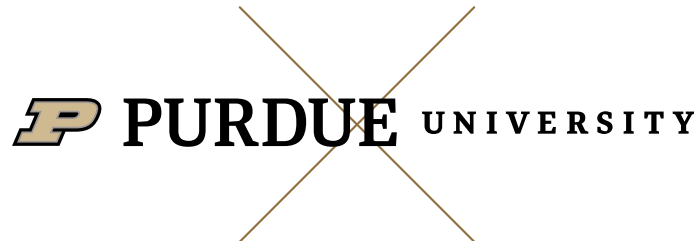
Do not typeset the name.



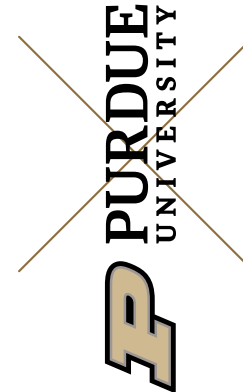
Do not add drop shadows or other visual effects to the logo.



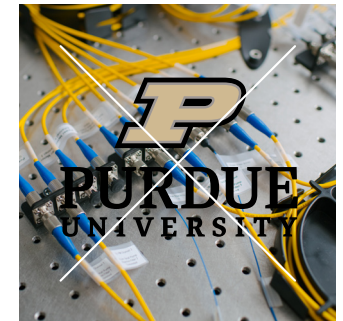
Do not rearrange or delete any of the logo's elements.



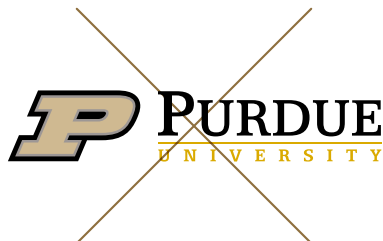
Do not place the logo or any of its elements on their side or diagonally.



Do not use the logo on complex backgrounds or color elements with poor contrast.



Do not use elements from the previous identity.



Do not create an unauthorized co-brand



## Co-Branded Logos

In an identity system, consistency is key to overall brand recognition. These logos exist as a uniform system, maintaining hierarchy between academic and administrative units. Each logo in the identity system communicates one level of hierarchy.

Each official co-brand should use only the approved and supplied version of its lockup.

### One Line



Krannert School of Management



Krannert School of Management

### Two Lines



Biotechnology Innovation and  
Regulatory Science Center



Biotechnology Innovation and  
Regulatory Science Center

### Three Lines



Center for Intercultural  
Learning, Mentorship,  
Assessment and Research



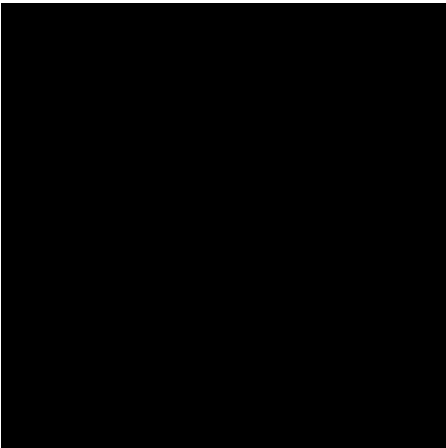
Center for Intercultural Learning,  
Mentorship, Assessment and Research

### GETTING APPROVED CO-BRANDED LOGOS

To request a co-branded logo, complete the form on the Marketing and Communications website: [marcom.purdue.edu](http://marcom.purdue.edu)

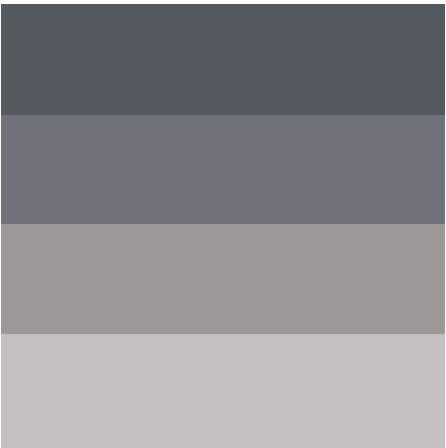
# Color Palette

At our core, we are Gold and Black. As part of our brand’s visual language, the color palette expands the flexibility of these two colors and unifies the colors of the brand, reflecting our institution’s philosophy and mission.



## Primary

These colors should make up about 80% of the palette for any particular piece of communication.



## Supporting

All together, these colors should make up about 20% of the palette for any particular piece of communication.

### TIP

When using color builds, always use the color values listed on the following pages. They have been adjusted for the best reproduction on-screen and in print and may not match Pantone® Color Bridge breakdowns. In general, the color code sources originated from official Pantone® Color Bridge swatchbooks.



## Primary Palette

Our primary palette consists of Boilermaker Gold and Black. Our layouts lean heavily on these colors, mixing in the supporting palette to build color schemes that are complementary and balanced.

### Coated Paper

When printing on most coated stocks (matte, dull and silk finishes), on specially treated uncoated paper or on UV presses, use the Pantone spot color or the CMYK formulas specified here.

### Pantone 7502 C

## Boilermaker Gold C

cmyk	13 20 45 3
rgb	207 185 145
hex	CFB991

### Uncoated Paper

When printing on most uncoated stocks, we adjust the spot color and CMYK formula of the color palette to achieve the best results. Use the specified formulas here.

### Pantone 7502 U

## Boilermaker Gold U

cmyk	13 22 50 5
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### Metallics and Foils

Reserved for specialty print pieces to achieve a reflective, shiny effect. They do not translate to CMYK process color and should only be used in print.

### Pantone 10119 C

### Infinity Foil – #82

## Black

cmyk	0 0 0 100
rgb	00 00 00
hex	000000

### Rich Black

To achieve a darker black for large areas or large typographic elements, use a CMYK formula that includes a percentage of the other process color pigments. Contact your preferred printer and ask if they have a go-to formula for achieving a richer black tone, instead of printing only 100% black.

## White

cmyk	00 00 00 00
rgb	255 255 255
hex	FFFFFF

### White Space

White is an indispensable color. Rather than viewing white space as a blank area, see it as a break. Don't rush to fill it: it can focus attention on what is there, rather than drawing attention to what isn't. Always balance color, typography and graphic elements with white space.

# Gold-Supporting Palette

The expanded range of gold-inspired colors offers a variety of tones and brightnesses. Bold and energetic options can be contrasted with subtle and sophisticated approaches to control the tone and desired effect.

Pantone 7562 C

Aged

cmyk 14 29 62 12  
rgb 142 111 62  
hex 8E6F3E

Pantone 7562 U

cmyk 14 28 57 10

Pantone 110 C

Rush

cmyk 0 20 100 8  
rgb 218 170 0  
hex DAAA00

Pantone 110 U

cmyk 1 21 100 10

Pantone 4017 C

Field

cmyk 5 18 81 4  
rgb 221 185 69  
hex DDB945

Pantone 4017 U

cmyk 3 20 81 4

Pantone 7402 C

Dust

cmyk 3 8 43 0  
rgb 235 217 159  
hex EBD99F

Pantone 7402 U

cmyk 0 8 45 0

# Black-Supporting Palette

The tones inspired by black are the hardest-working colors of the brand. They provide support and flexibility for the gold options, allowing for greater legibility and vibrancy. Without these neutral options, the other colors would be harder to use — making the black-supporting palette indispensable to the brand.

Pantone 425 C

## Steel

cmyk	63	51	45	33
rgb	85	89	96	
hex	555960			

Pantone 425 U

cmyk	46	35	32	28
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Pantone Cool Gray 9 C

## Cool Gray

cmyk	50	40	34	17
rgb	111	114	123	
hex	6F727B			

Pantone Cool Gray 9 U

cmyk	41	31	26	18
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Pantone 402 C

## Railway Gray

cmyk	34	30	33	8
rgb	157	151	149	
hex	9D9795			

Pantone 402 U

cmyk	29	26	30	11
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Pantone 400 C

## Steam

cmyk	20	17	19	0
rgb	196	191	192	
hex	C4BFC0			

Pantone 400 U

cmyk	17	16	20	1
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## Digital Color Palette

Like printed colors, screen-based colors should be consistent across multiple pages and sites, and a limited color palette is well-suited for digital applications.

All communications should follow the brand color palette outlined here. These hexadecimal values have been optimized for accessibility on light or dark backgrounds.

### Color Consistency

Hexadecimal values are derived from the Pantone® Color Bridge system to ensure that colors are consistent from their original selection, to print and to screen.

\*Adjusted for AA Normal Text Compliance (tested on webaim.org. color contrast checker). These colors do not use the formulas recommended by Pantone Color Bridge.

## AA-Compliant Color Formulas for Screen Applications

By ensuring adequate contrast for text and visual media, we can help people with visual impairments navigate content more easily.

The Web Content Accessibility Guidelines (WCAG) provide a set of international standards developed by the Worldwide Web Consortium (W3C), the governing body of the web.

AA-level compliance is an important standard of contrast for displaying text and images, in both the foreground and the background. The goal of these accommodations is to help ensure that our online content is equally accessible and user-friendly to all users.

### Passes AA on light backgrounds

These colors are more useful on white backgrounds.

<div>Aged*</div> <div>rgb 142 111 62</div> <div>hex 8E6F3E</div>	<div>Black</div> <div>rgb 00 00 00</div> <div>hex 000000</div>	<div>Steel</div> <div>rgb 85 89 96</div> <div>hex 555960</div>	<div>Cool Gray*</div> <div>rgb 111 114 123</div> <div>hex 6F727B</div>
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### Passes AA on dark backgrounds

Most of these colors should be used on dark backgrounds.

<div>Boilermaker Gold</div> <div>rgb 207 185 145</div> <div>hex CFB991</div>	<div>Rush</div> <div>rgb 218 170 0</div> <div>hex DAAA00</div>	<div>Field</div> <div>rgb 221 185 69</div> <div>hex DDB945</div>	<div>Dust</div> <div>rgb 235 217 159</div> <div>hex EBD99F</div>	<div>Railway Gray</div> <div>rgb 157 151 149</div> <div>hex 9D9795</div>	<div>Steam</div> <div>rgb 196 191 192</div> <div>hex C4BFC0</div>
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Digital Color Matrix

The digital color matrix demonstrates the options available for applying text using our brand colors to achieve AA-level compliance. The matrix makes the process of combining foreground and background colors easier.

Naturally, the size of the text will influence the degree of its legibility and compliance.

**Ls** **LARGE + SMALL**  
All text sizes can be used for this foreground color and background color combination

**L** **LARGE**  
Use this combination only for text that is 18 point or larger (14 point or larger if in a bold font)

		BACKGROUND COLOR										
		Black	Boilermaker Gold	White	Aged (Digital)	Rush	Field	Dust	Steel	Cool Gray	Railway Gray	Steam
TEXT COLOR	Black	TEXT	Ls	Ls	L	Ls	Ls	Ls		L	Ls	Ls
	Boilermaker Gold	TEXT	Ls						L			
	White	TEXT	Ls		Ls				Ls	Ls		
	Aged (Digital)	TEXT	L	Ls				L				
	Rush	TEXT	Ls						L			
	Field	TEXT	Ls						L			
	Dust	TEXT	Ls		L				Ls	L		
	Steel	TEXT		L	Ls	L	L	Ls				L
	Cool Gray	TEXT	L	Ls				L				
	Railway Gray	TEXT	Ls									
	Steam	TEXT	Ls						L			

## Font Families

Typography is a robust vehicle for our brand voice. It contributes to how our messages are read and communicated. Acumin Pro is our sans-serif family and a workhorse for our communications. United Sans, used as an accent, has a structured and collegiate feel. Source Serif Pro, our serif family, performs well at small sizes, in longerform text and in more sophisticated applications. Used together, these three typefaces help us create a clear visual hierarchy and keep our content legible and engaging.

### NOTE

Additional weights exist for each of these typefaces. The following pages show the fonts approved for use in the Purdue brand.

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Acumin Pro  
Acumin Pro SemiCondensed  
Acumin Pro Condensed  
Acumin Pro ExtraCondensed

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UNITED SANS  
UNITED SANS CONDENSED  
UNITED SANS  
SEMI EXTENDED  
UNITED SANS  
EXTENDED

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Source Serif Pro

## Alternate System Fonts

Our brand typefaces may not always be available to everyone for use in Word documents, PowerPoint presentations and other digital applications.

In these situations, use the alternate fonts listed here, which are freely available on all computers.

### Franklin Gothic is the acceptable PC substitute for Acumin Pro.

Brand Fonts	Substitute Fonts	
Light <i>Light Italic</i> Regular <i>Italic</i>	Franklin Gothic Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.	<i>Franklin Gothic Italic</i> ABCDEFGHIJKLMNOPQRSTUVWXYZ STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.
Medium <i>Medium Italic</i> Semibold <i>Semibold Italic</i>	Franklin Gothic Medium AaBbCc123	<i>Franklin Gothic Medium Italic</i> AaBbCc123
Bold <i>Bold Italic</i> Black <i>Black Italic</i>	Franklin Gothic Demi AaBbCc123  Franklin Gothic Heavy AaBbCc123	<i>Franklin Gothic Demi</i> AaBbCc123  <i>Franklin Gothic Heavy Italic</i> AaBbCc123

### Georgia is the acceptable PC substitute for Source Serif Pro.

Brand Fonts	Substitute Fonts	
Regular <i>Italic</i>	Georgia Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.	<i>Georgia Italic</i> ABCDEFGHIJKLMNOPQRSTUVWXYZ STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.
SemiBold <i>SemiBold Italic</i> Bold Bold Italic	Georgia Bold Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.	<i>Georgia Bold Italic</i> ABCDEFGHIJKLMNOPQRSTUVWXYZ STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.

### Impact is the acceptable PC substitute for United Sans.

Brand Fonts	Substitute Fonts	
CONDENSED HEAVY REGULAR HEAVY EXTENDED HEAVY	IMPACT REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!,.	

#### NOTE

Please note that our approved brand typefaces don't include the full range of weights from these font families. Although they are available, our brand does not and should not use any font weights other than those listed here.