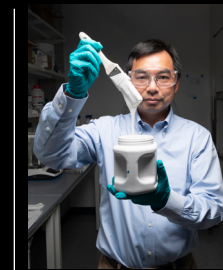


BRANDING OUR NEXT GIANT LEAP



The story of Purdue University is a powerful one.

With over 150 years of history and legions of talented and successful alumni, students and faculty members, we have a rich legacy of impact. In the sciences, the arts and humanities, athletics and nearly every other field of human achievement, it's no exaggeration to say that Purdue has shaped the world. And we've left an indelible mark in places beyond Earth, too.

With a story this momentous, it's up to each of us to share it in an equally impressive way.

Welcome to the next small step in our story.

Welcome to our next giant leap.

There's never been a more exciting time to tell the Purdue story.

As communicators and storytellers, we hold in our hands a remarkable opportunity, an incredible responsibility and a singular power: the ability to shape the next chapter of the Purdue story for a new generation of Boilermakers.

We have the ability to speak directly to those who will solve the problems of tomorrow. Those who will unite communities. And those who will work together to build a better world.

Which is why it's more important than ever to share our story with purpose, persistence and pride.

Together, we speak with one voice. Unite with one cause. And tell one story.

The story we tell together must be **clear**.

It's why we're unified with an instantly recognizable symbol. The Motion P, which has long been the symbol of our proud athletic tradition, represents the energy and intensity that the entire University brings to all our pursuits. One logo for all.

Our story must be **consistent**.

Which is why we fly just one set of colors. Through consistent use of a limited color palette that highlights Gold and Black, we have a constant and reliable identity in the eyes of all our audiences.

And it must be **compelling**.

Which is why it takes all of us. Through our brand, narrative and communications, we reach people and cause them to sit up, take notice and care deeply about the work we're doing.

Right now, we have the power to make people see Purdue like never before.

What could be more exciting than that?

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Resources

All the Purdue University brand assets in this document can be found on the Purdue Marketing and Communications' website.

marcom.purdue.edu

If you're looking for additional guidance or resources, or have questions about applying the brand, please contact purduebrand@purdue.edu

THE STRATEGY

SECTION

1.0

Our strategy celebrates our impact, elevates our strengths, captures our personality and defines what the world can expect from us. Simply put, it's the blueprint for building our brand.

Everything we say and everything we do as a brand are built on this brand strategy. It's how we'll tell the world: Here is who we are, why we exist and why it matters. Every element of the strategy is the result of focused decisions to establish the positioning for our brand and a platform for our big idea. This is where it all starts.

Who do we need to engage?

Audiences

What does Purdue stand for?

Brand Essence

What do we offer and why does it matter?

Value Proposition

What is our story?

Brand Narrative

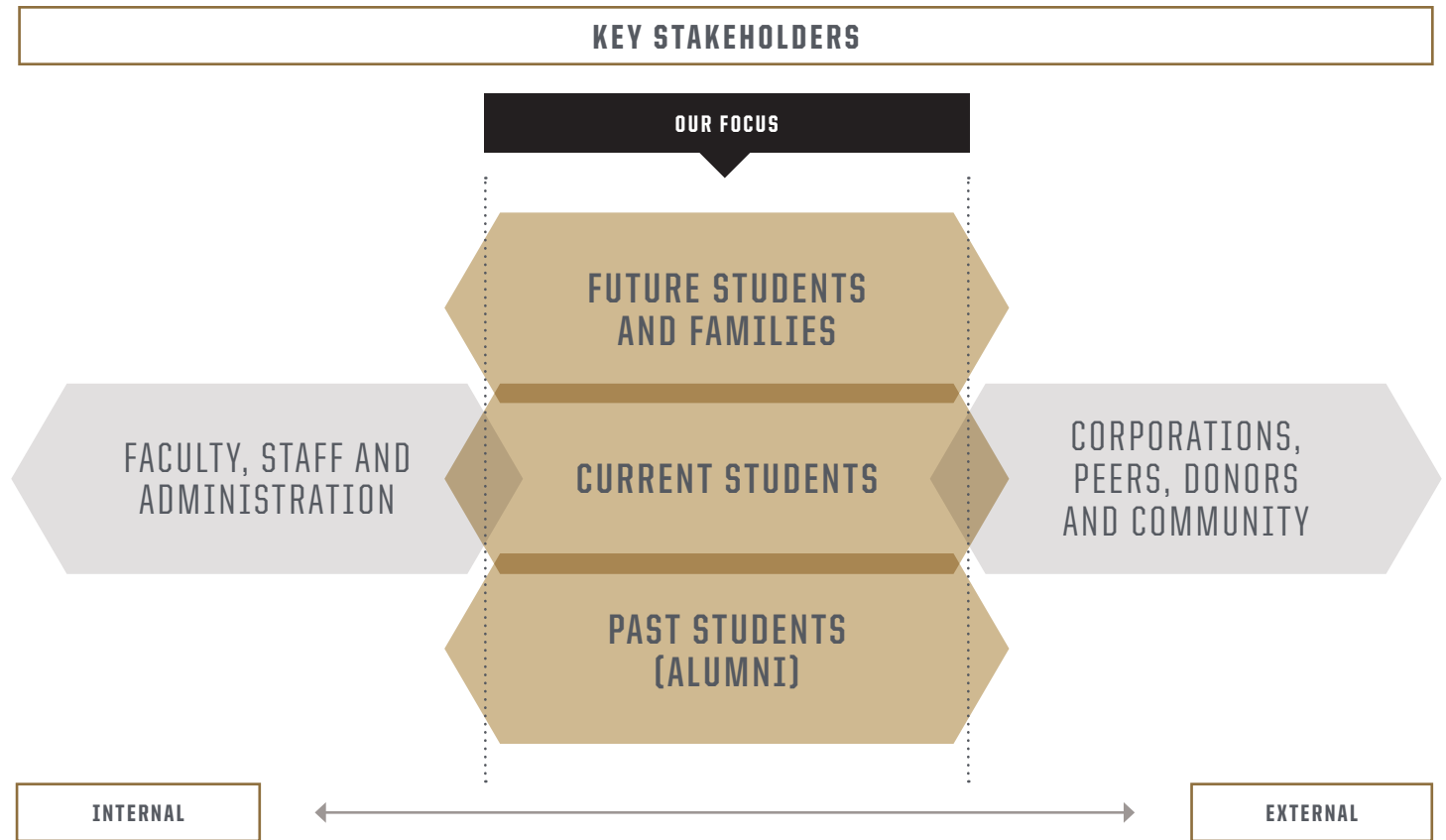
How do we look, sound and feel?

Brand Personality

Audiences

Purdue engages with a profoundly diverse collection of audiences and individuals. Though needs vary dramatically across these groups, our brand story should always remain consistent.

Our brand is built around five key stakeholder groups that shape the experience we create.



Audience — Our Focus

We are a major research institution. That means we have an abundance of stories to share. But if we try to convey all of our messages at once, none of them will be heard. Purdue’s communications must reach many different audiences, and the visual and verbal tone of each piece needs to reflect that.

FUTURE STUDENTS AND FAMILIES

Gen Z

What They Need

- Confidence in their ability to make an impact on the world upon graduation.
- Assurance that they will be intellectually challenged and set up for success.
- To know Purdue is a nurturing environment with attention to meeting diverse needs, and that it's not so large that they'll get lost.
- To see themselves on campus and know that they'll find their place.
- Parents need to know that their child will fit in, will have the resources that they need and will be equipped to succeed upon graduation.
- To be able to envision their future and see how Purdue will help them get there.

Brand Drivers:

- Excellence
(Elite, but not elitist)
- Drive & Determination
- Balance & fun
- Fit
- Care
- Value
- Accessible

CURRENT STUDENTS

Gen Z

What They Need

- Stories about Purdue students from different programs and disciplines, reflecting their own experience.
- Illustrating the process in small steps, growing and building their future.
- Access to faculty, mentors and groups to create a stronger sense of belonging.
- To know how Purdue solves problems on a national and global scale.
- Validation of the lifelong relationship they will have with Purdue.

Brand Drivers:

- Prestige
- Quality
- Diversity and inclusion
- Respect

PAST STUDENTS (ALUMNI)

Millennials / Gen X / Boomers / Silent Generation

What They Need

- Information about the people, programs and partnerships that place Purdue at the top of the list for academic quality.
- To know the strategic ways in which Purdue is evolving and the positive outlook for future impact on the community.
- Validation of the lifelong relationship they will have with Purdue, as well as the information about global access and connections for continued impact.
- Confirmation of continued excellence of the credentials.
- Rankings and statistics.

Brand Drivers:

- Pride
- Family
- Resilient
- Accomplished
- Practical and applied
- Respect
- Impact
- Value

Audience — Continued

FACULTY, STAFF AND ADMINISTRATION

Millennials / Gen X / Boomers / Silent Generation

What They Need

- To know that Purdue is focused on recruiting and retaining top-tier talent in all disciplines for improved reputation.
- To know that they are critical for fostering student success and retention.
- Focused, multidimensional stories that reflect Purdue's depth and breadth, so that they can serve as advocates for the University.

Brand Drivers:

Pride
Respect
Resilient
Accomplished
Practical and applied
Impact

CORPORATIONS, PEERS, DONORS AND COMMUNITY

Millennials / Gen X / Boomers / Silent Generation

Corporations + Donors

What They Need

- Frequent updates about the results of their investments to Purdue, so that they know of Purdue's commitment to continued excellence.
- Connections to current students, to clearly see their contributions in action.
- Engagement and continual reminders to keep a close connection to the University community.

Brand Drivers:

Prestige
Respect
Outcomes
Impact

Peers + Media

What They Need

- Greater awareness of Purdue's assets and accomplishments.
- To know that Purdue is achieving continued success and is building from our foundation of excellence in STEM.
- To know that Purdue fits into the big picture and what expertise it offers.

Community

What They Need

- To know that Purdue impacts the local, state and national economies through job creation.
- To know that Purdue has a diverse culture of contribution to benefit its community.
- To know that Purdue's many engagement and outreach initiatives benefit state and local economies through corporate training and assistance, P-12 educational enhancements and other programs.

Brand Essence

This statement (above right) articulates the conceptual core of our brand and serves as **the underpinning for everything we say and do**. Through this fundamental statement, various areas of Purdue University can move forward in their own unique way, because they've all started from the same place.

Our brand essence (below right) distills the positioning statement into a succinct, memorable phrase. This is not meant to be a tagline, a slogan or a headline, but rather an internal expression that should be used as a recall device — a mental prompt as an anchor to our story. **It serves as a gut check for the decisions we make and the spirit of everything we create.**

TIP

Revisit the brand essence from time to time. Make it part of your prewriting ritual. Though these aren't the exact phrases that we will use in our communications, they should echo through the community in the things we say, write and do.

**THE CLEAREST, MOST CONCISE STATEMENT OF WHO WE ARE AS AN INSTITUTION.
THIS "BIG IDEA" FORMS THE FOUNDATION OF OUR BRAND:**

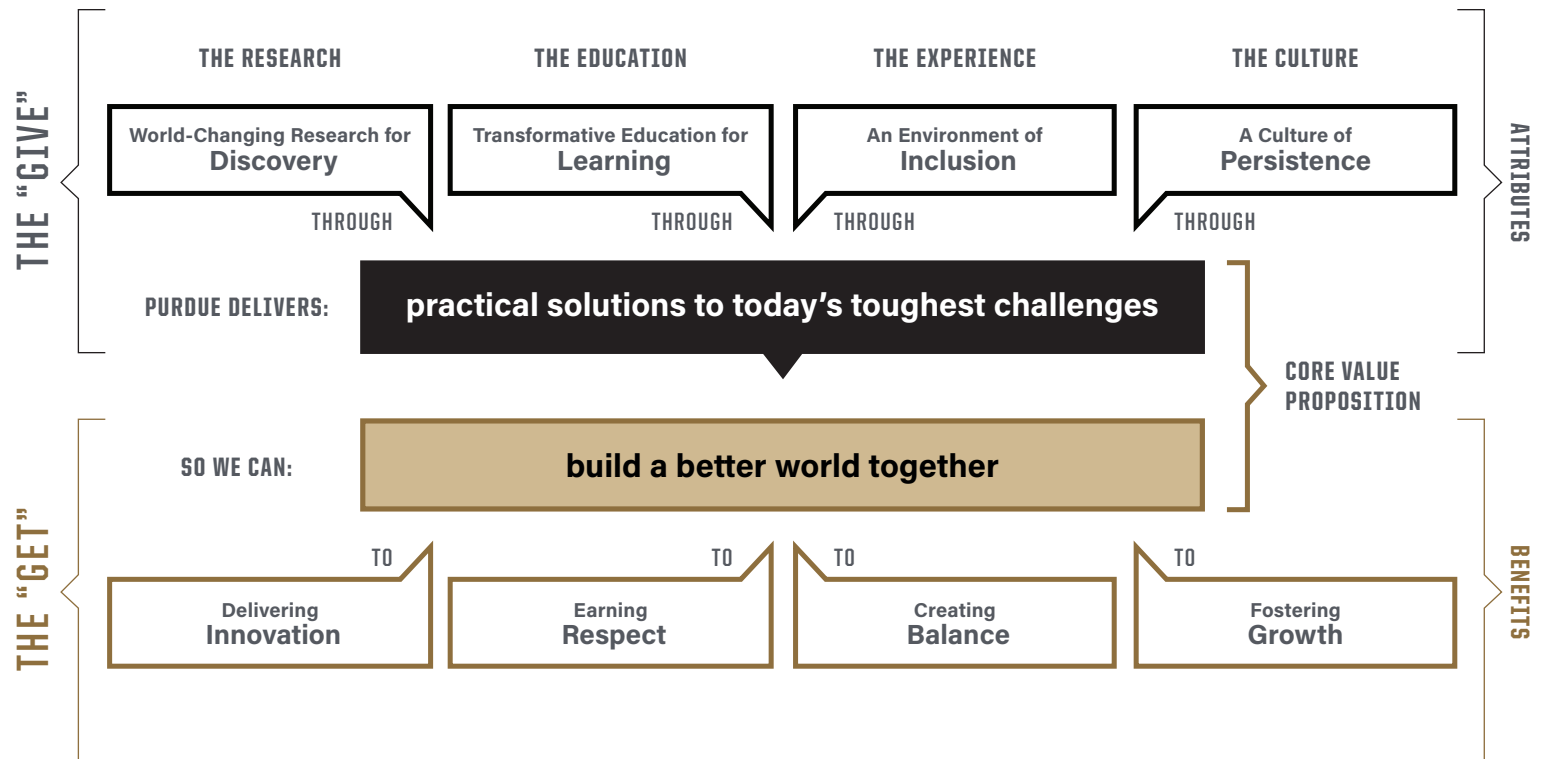
*PURDUE UNIVERSITY IS ABOUT
THE PERSISTENT PURSUIT OF INNOVATION
WHERE PEOPLE BRING THEIR BEST AND LEARN
TO BUILD A BETTER WORLD TOGETHER.*

SIMPLY PUT:

*PERSISTENT INNOVATION.
TOGETHER.*

Value Proposition

We shape our brand around four pillars that make Purdue distinct: research, education, experience and culture. At the center of the diagram, we articulate the core value that we deliver to our stakeholders and why it matters.



Brand Narrative

These paragraphs set the tone for our writing and brand language. But the brand narrative is more than a set of poetic phrases: it encompasses our entire messaging strategy and sparks it to life. Although we don't use this text word for word when communicating externally, we do rely on it as inspiration for sharing our story.

Throughout our history, generations of Boilermakers have left their mark. In small steps and giant leaps.

And today, we continue in those footsteps. Because the world still faces tough challenges. The adventure still lies ahead. So we keep learning. We keep going.

We keep going with every tiny epiphany that comes from the thrill of discovery. We keep going with each unexpected realization that uncovers new knowledge and possibility. We keep going because it's what keeps us going. Persistent in our pursuit of innovation, again and again and again.

We leave nothing untried, nothing untested and nothing undone. It's why we work harder here. Why we strive to be our best so we can become the best. Because we are the instigators of progress. It's what we live for. And it's what we're here for.

Always, always, taking the next step, together. Because every giant leap starts with one small step.

*PURDUE UNIVERSITY,
THE PERSISTENT PURSUIT OF THE NEXT GIANT LEAP.*

Brand Personality

Personality is what humanizes our brand, bringing our messages to life with greater emotional strength and resonance. These characteristics and qualities define how our brand should look and feel — **creating alignment between who we authentically are as an institution and how our brand comes to life.**

HOW WE WANT PEOPLE TO THINK ABOUT PURDUE

Intentional

Focused, deliberate, serious, dedicated to process

Respected

Proven, valuable, credible, reliable, rigorous, a brand you can trust

Innovative

Intelligent, smart, insightful, a dot-connector

HOW WE WANT PEOPLE TO FEEL ABOUT PURDUE

Inclusive

A collaborative community, inviting, friendly, supportive, open-minded, a family

Balanced

Confident but never arrogant, well-rounded, level-headed, smart but also human

Driven

Relentless, persistent, always leaning in

TIP

You don't need to use all these traits every time. Choose the most relevant traits for your target audience. For an undergraduate piece, you might emphasize balanced, respected and inclusive; for a donor case statement, you might lean more on innovative, intentional and driven.

THE MESSAGING

SECTION

2.0

By staying on message, we can communicate our offer to the world in a compelling way that's uniquely ours.

Message Map

The message map prioritizes and organizes the most important messages for telling the Purdue story by illustrating the relationship between attributes and benefits. Our story always connects to the center of the map: **the core value proposition**. Based on the needs of the target audience and the specific message we need to deliver, we can then determine an appropriate secondary message and a set of proof points.

BUILDING OUR STORY

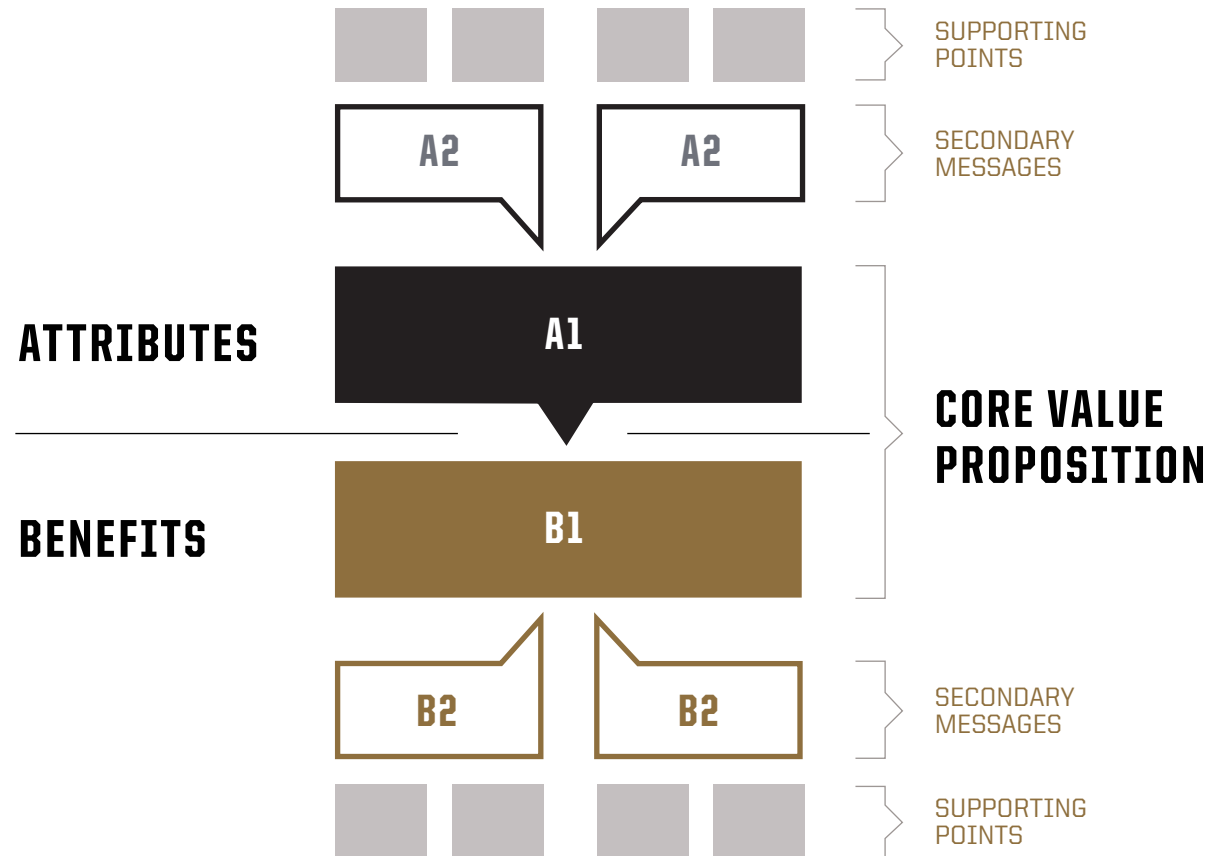
This framework provides the foundation for brand communications that are clear, consistent and compelling.

ATTRIBUTES: WHAT WE OFFER

An attribute is what we offer to our audiences. Attributes include things like programs, facilities, culture and experiences.

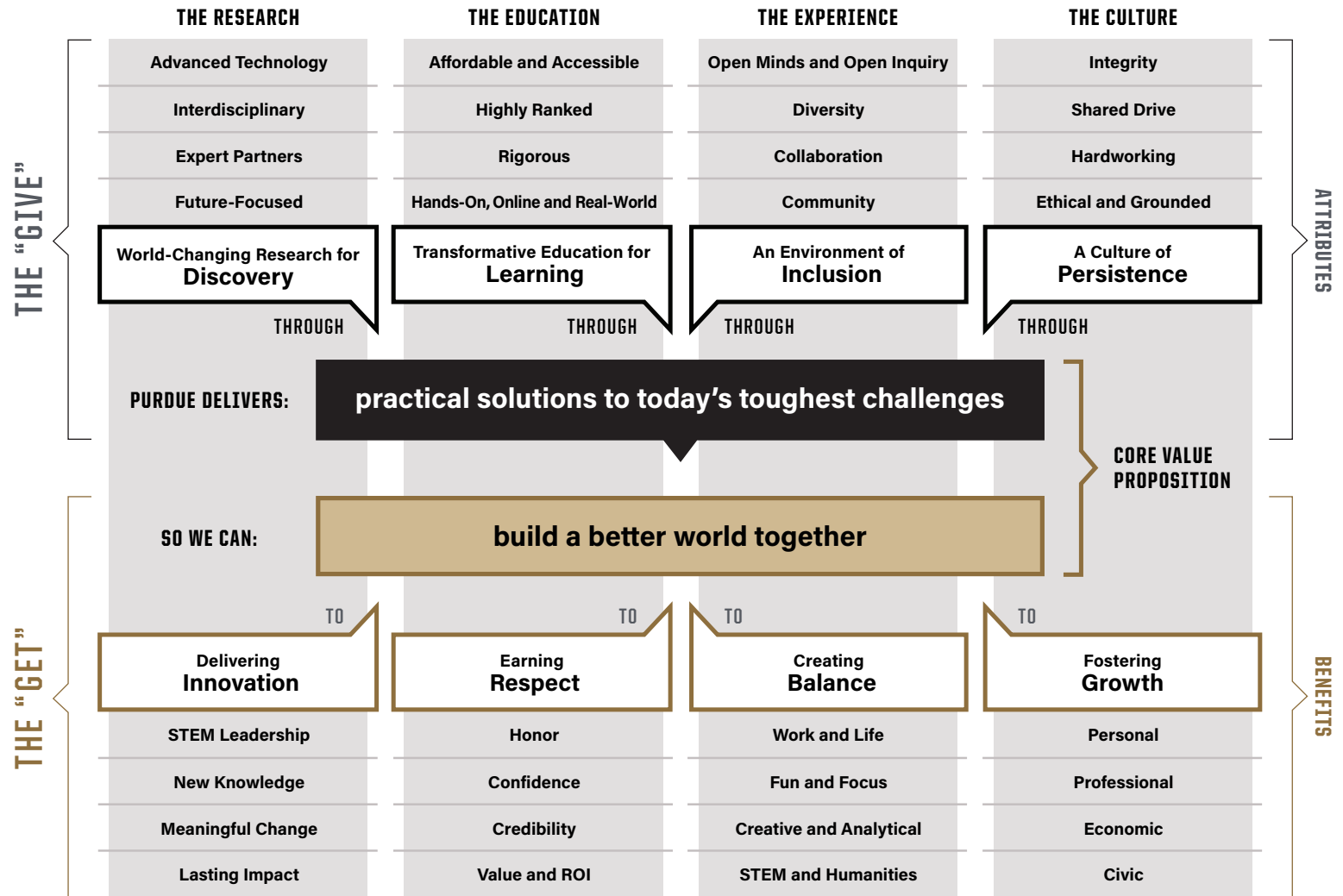
BENEFITS: WHY IT MATTERS

A benefit is what our audiences get. It's the value of the attributes that we offer and why they matter.



Message Map

We begin to shape our story around four pillars that make Purdue distinct: research, education, experience and culture. The core value, at the map's center, articulates what we deliver our stakeholders, which is at the heart of what we do and why it matters. Secondary messages establish a point of view for our story, and specific supporting points prove our message true in very real and specific ways.



Message Map

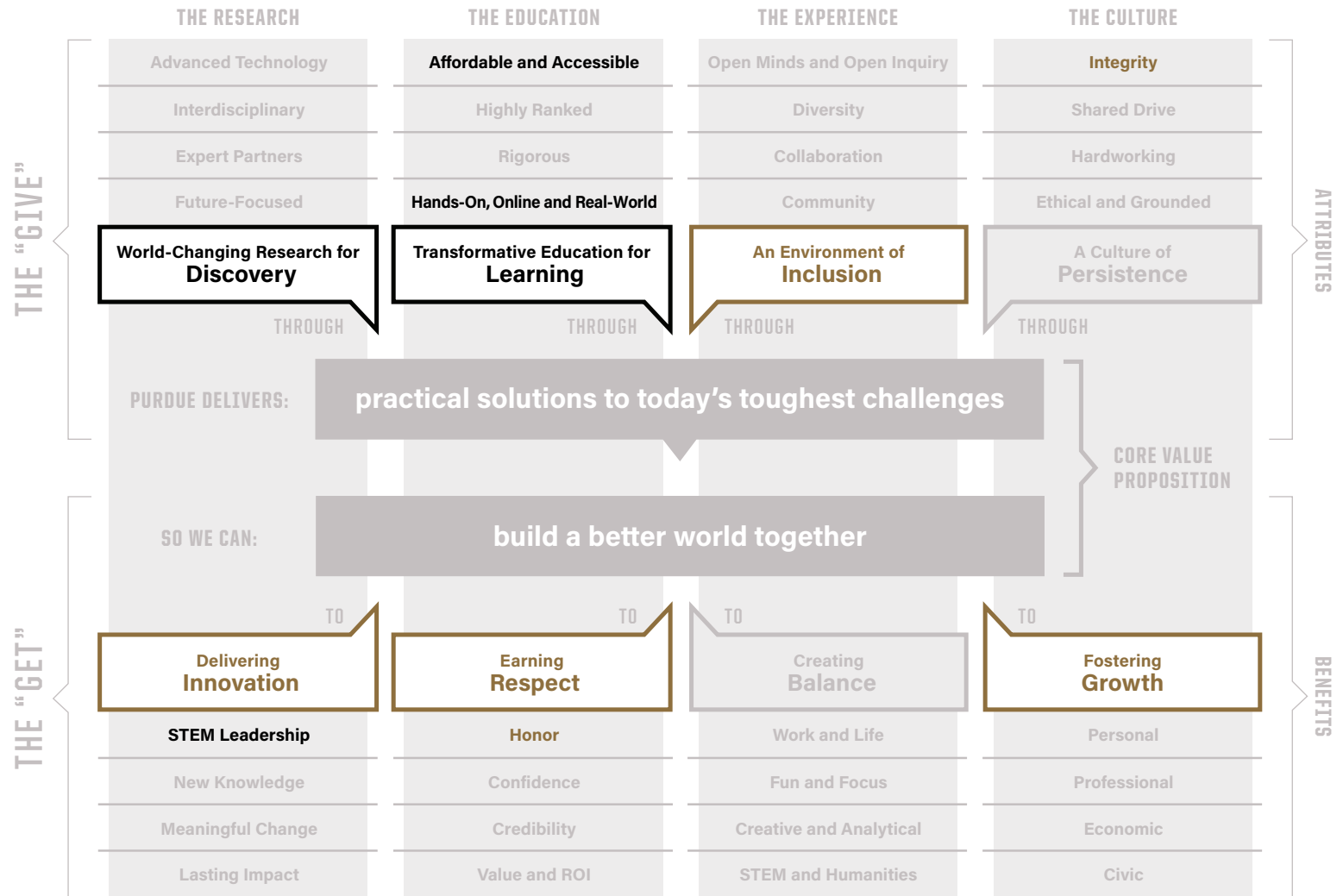
The map builds upon the established Purdue Core Values and Purdue Moves, delineating their position within the framework of our messaging. Together, these ideas will further solidify the Purdue story and connect our evolved brand with the larger themes that permeate the institution.

CORE VALUES

We have a tradition of ethical conduct that spans our history, and these beliefs are vital to our philosophy and approach as a university.

PURDUE MOVES

The top priorities of our ambitious agenda to forge a path of innovation, achievement and growth, harnessing the unstoppable power of Purdue.



How to Use the Message Map

STEP 1

Determine your audience and objective.

Start with an understanding of your audience: What do they care about? What are their frustrations? What makes them thrive? Use this understanding to figure out your objective.

STEP 2

Determine the attributes.

Use the message map to tailor your communication to your audience's needs. Connect your topic to benefits and reasons to believe to strengthen your message.

STEP 3

Determine the benefit.

Once you've established that your topic links to a brand attribute, you need to identify the benefit or benefits. *(Note: In most cases, your audience cares more about the benefit than the attribute.)*

STEP 4

Craft your message.

You may have found one benefit, or you may have found several. You'll want to narrow your focus to the most important benefit— that's what you need to get across first. Any supporting benefits should act as talking points, complemented by the attributes of the topic you are promoting.

TIP

Try using the message map to determine the best angle for crafting feature stories. Look for an opportunity to frame the story through the lens of one of the secondary message points. For example: an undergraduate student whose growth was accelerated by Purdue's culture of persistence.

Alignment of Messaging Themes

To deepen our story and ensure its authenticity, we align key points under messaging themes. These themes directly support the core value proposition and give depth to our story, allowing various avenues of messaging that drive consistent and compelling storytelling.

By elevating pride points, core values and University priorities, we ensure that our story will stand true into the future.

CORE VALUES

We have a tradition of ethical conduct that spans our history, and these beliefs are vital to our philosophy and approach as a university.

PURDUE MOVES

The top priorities of our ambitious agenda to forge a path of innovation, achievement and growth, harnessing the unstoppable power of Purdue.

RESEARCH FOCUSED ON DISCOVERY TO DELIVER INNOVATION

- World-class thinking
- Advanced technology and methods
- Interdisciplinary approach
- Land-grant mission
- Powerful partnerships
- Open and cooperative spaces
- New knowledge and possibilities
- Future-focused applications
- Enduring outcomes
- **World-changing research**
- Meaningful change
- Broader impact

AN ENVIRONMENT OF INCLUSION THAT CREATES BALANCE

- Expansive opportunity
- **Affordability and accessibility**
- Safe to explore
- **Online education**
- Diversity
- More options and choices
- Adaptable and nimble leaders
- Well-roundedness
- **Honor**
- Self-discovery
- Broader awareness
- Greater security
- Validation and acceptance

EDUCATION THAT FOSTERS LEARNING AND EARNS RESPECT

- Industry-leading excellence
- **STEM leadership**
- High rankings
- **Transformative education**
- Rigorous, pragmatic focus
- Range of degree options
- Faculty mentorship
- Real-world experiences
- Value and ROI
- Noticeable confidence
- Recognized accomplishment
- Transformative growth
- Credibility
- Consistent achievement

A CULTURE OF PERSISTENCE THAT FOSTERS GROWTH

- Shared drive and persistence
- Collaborative
- Hard work
- Deep care and devotion
- Ethical and grounded
- **Integrity**
- Connections
- Dedication to the journey
- Momentum
- Responsible decisions and actions
- Pride
- Family and community

How the Brand Narrative Aligns With Messaging Themes

Here we break down why the brand narrative is written the way it is and detail some of the different ideas and techniques you can pull from it as you're writing. You don't have to (and likely can't) capture all of these ideas in one piece, but this will give you a framework to refer to as you're working.

NARRATIVE	MESSAGING THEME
Throughout our history, generations of Boilermakers have left their mark. In small steps and giant leaps.	Drawing strength from our history of accomplished alumni and the desire to continue the tradition of excellence .
And today, we continue in those footsteps. Because the world still faces tough challenges. The adventure still lies ahead.	This shared drive is what unites Boilermakers—the adventure of discovery, our land-grant mission and our focus on solving tough challenges.
So we keep learning. We keep going.	Undaunted in our pursuit , Boilermakers never quit.
We keep going with every tiny epiphany that comes from the thrill of discovery.	This is why we discover. We drive meaningful change because it's what fuels us. We love the adventure of discovery .
We keep going with each unexpected realization that uncovers new knowledge and possibility.	This is how we grow —professionally and personally. Finding the drive within as we seek out something new.
We keep going because it's what keeps us going. Persistent in our pursuit of innovation, again and again and again.	Reinforcing the culture of persistence , determination, resilience, grit and dogged determination.
We leave nothing untried, nothing untested and nothing undone. It's why we work harder here. Why we strive to be our best so we can become the best.	We work hard here, but it's not for the fame or the accolades. We do things right and see them through. Being your best means you sometimes become the best.
Because we are the instigators of progress. It's what we live for. And it's what we're here for.	We're prone to action , and our actions create smart solutions to big problems. We love what we do, and even more, we love that our work helps move the world forward.
Always, always, taking the next step, together. Because every giant leap starts with one small step.	We take a practical approach —deliberately working step by step to address tough challenges.
<i>PURDUE UNIVERSITY, THE PERSISTENT PURSUIT OF THE NEXT GIANT LEAP.</i>	This is how we innovate . Together.

Elevator Speeches

Pulling together multiple elements of our brand message, personality and voice, these examples of Purdue elevator speeches work to describe who we are and what we do quickly and succinctly.

IN 30 SECONDS

At Purdue University, we never stop in our persistent pursuit of the next giant leap. Together, in this community, we are dedicated to providing an education built on respect that fosters learning. We engage in world-changing research, to deliver innovation. And we create an environment of inclusion and a culture of hard work that helps build balance and growth. We are here to develop practical solutions to the toughest challenges we face today, so we can build a better world together.

IN 15 SECONDS

At Purdue University, we never stop in our persistent pursuit of the next giant leap. Through world-changing research and education in a culture of inclusion and hard work, we are developing practical solutions to the toughest challenges, building a better world, together.

IN 280 (OR FEWER) CHARACTERS

At Purdue University, we never stop in our persistent pursuit of the next giant leap. As a community of educators, learners and leaders, we develop practical solutions to the toughest challenges, building a better world, together.

VOICE AND TONE

SECTION

3.0

Our voice is how we bring the key messages of our brand to life. It's how we express the Purdue personality and give all our communications a human spirit. While our message is **what we say**, our voice is **how we say it**. The guidelines in this section are the core of our creative platform and the filter we should use for every communication we develop.

This is the beating heart that's behind the surface of everything: who we are, what we do and why it all matters.

Our Personality Drives Our Voice

These six characteristics inform the tone of our language. The specific vocabulary you use will vary, but you should always ensure that the Purdue voice is driven by these essential ideas.

When telling stories, choose examples that showcase how Purdue embodies these features. Use them to make your story more compelling and full of emotion. Use them to tie every story we tell to these common, unifying themes.

Driven

Show how people at Purdue are relentless in everything they do. We never give up, we never slow down and we never stop in our attempts to do something big.

Innovative

Innovation doesn't exist solely in our research efforts or the STEM disciplines. Each of us is always exploring new ways to approach problems and attempting new ways to create something the world has never seen before.

Balanced

Every Boilermaker's pursuit, regardless of discipline, is equally important. In STEM, in the arts and humanities, in athletics, in campus life and in every facet of our work, we are always chasing something momentous.

Inclusive

Purdue is more than an exceptional institution. It's a collection of exceptional people, coming together every day to work together, support one another and build a community united by a common pursuit.

Intentional

We are focused and deliberate in our actions, and we're dedicated to the process of doing things the right way.

Respected

We're people you can trust because we've earned a reputation for being credible, reliable and rigorous.

Filters for Storytelling

Every story that we tell about Purdue University should support our larger messages. To do so, it's important that each story have one single focus. As you consider all the elements of your story and the themes it's conveying, use one of the following filters to tether your facts to one, higher-level truth about Purdue.

A story of people.

Use your story to illustrate the kind of people we are.

THINK:

“We are the kind of people who _____.”

Whenever possible, make a Purdue student the hero of your story, showing them as the proof of all that we do as an institution. Purdue should be cast as the mentor, or as the environment that makes each student's work possible. Give students credit for the work that they do, and put them at the heart of all that we do.

A story of place.

Use your story to highlight the uniqueness of this place.

THINK:

“This is the kind of place where _____.”

We tell stories that could only come from this place — things that can only happen because of the unique set of characteristics that Purdue University brings together. This campus was intentionally designed for innovative thinking and serves as the foundation for all our work. Our identity is influenced by our geography, including our Midwestern work ethic and our service to the state of Indiana. Our stories gain credibility when people see them as unique to this place.

A story of process.

Use your story to show our specific way of doing things.

THINK:

“We're able to do all these things because we do them our own way.”

“Persistent pursuit” speaks to process, and when we talk about the achievements of our students (and others at Purdue), we should illustrate the hard work and perseverance it took to reach their goals. People come to Purdue because they're willing to put in the time and the effort. It's how we do things.

Core Brand Language

On the following pages, you'll find useful language constructions that serve as high-level expressions of our brand voice. Designed to reflect the core essence of the Purdue brand, this language is appropriate for all audiences, particularly when speaking for the entirety of the University.

**THIS LANGUAGE IS ALL TIED CLOSELY TO THE CHIEF LANGUAGE
CONSTRUCTION OF OUR BRAND:**

*THE PERSISTENT PURSUIT OF
THE NEXT GIANT LEAP.*

The Language We Use

THE NEXT GIANT LEAP

This is the narrative thread that runs through everything we say and do. “The Next Giant Leap” represents the energy that propels all of our work. Inspired by Purdue alumnus Neil Armstrong’s historic moon landing, this phrase is our way of communicating the importance of what’s happening here, every day — no matter how big or small.

THE NEXT GIANT LEAP.

IT’S INNOVATIVE. It’s what’s next. We’re always looking forward to where we’re going as an institution and where we can go as a society.

IT’S COLLABORATIVE. No one takes a giant leap all alone. We are a community of people who always have one another’s backs, and who bring together our unique talents and skills in the service of something big.

IT’S PERSONAL. We each define our own giant leaps. Whatever work we’re doing is the giant leap we’re taking in our own lives and careers.

IT’S STEM, PLUS MORE. We use this language to speak to the totality of Purdue’s efforts.

IT’S RELENTLESS. We talk about the many small steps we take, day in and day out, again and again and again, to push thinking forward and make bold strides toward something new.

**AND IT STARTS RIGHT NOW.
RIGHT HERE.
WITH THE WORK WE DO EVERY DAY AT PURDUE.**

Useful Constructions

MAKING GIANT LEAPS POSSIBLE

We're making strides toward giant leaps in a wide range of fields and disciplines. Our language can follow. Use powerful and specific verbs to illustrate this idea, pairing them with stories about unexpected or surprising work.

Effective Use of Gerunds

In this construction, we turn verbs into nouns to make bold, declarative statements. Although there are many instances where more active language is appropriate, here we use “**_____ing the next giant leap**” to describe how these activities are a way of life at Purdue. Paired with an evocative photo, lines like these can have a powerful effect.

Use language like:

¹ **Growing** the next giant leap.

² **Building** the next giant leap.

³ **Inspiring** the next giant leap.

⁴ **Developing** the next giant leap.

⁵ **Dreaming up** the next giant leap.

⁶ **Tackling** the next giant leap.

⁷ **Inventing** the next giant leap.

Useful Constructions

MAKING GIANT LEAPS POSSIBLE

At Purdue, a giant leap doesn't need to feel like a huge, difficult undertaking. It's the logical result of all the work we take on and challenges we face every day. Use language that illustrates the small steps each of us takes — day in and day out — as we pursue our bigger goals.

Use language like:

¹ Every giant leap starts with **one small step.**

² Changing the world, **one small step** at a time.

³ Earth-shaking possibilities.
Mind-opening realizations.
They all start with **one small step.**

⁴ The innovation that will move the world forward.
It starts with **one small step.**

⁵ The new understanding that will connect us all.
It starts with **one small step.**

⁶ From creative spark to sparking a creative revolution.
And **every small step** in between.

Useful Constructions

PERSISTENT PURSUIT

Use this phrase to highlight the work we do daily to drive the next innovation and the next giant leap. With its alliterative pattern, and words that subtly evoke the sound of our institution's name (**persistent, pursuit, Purdue**), this construction speaks to our spirit and drive, while sounding uniquely like Purdue.

Use language like:

¹ **The persistent pursuit** of a transformative education.

² **The persistent pursuit** of the truth.

³ **The persistent pursuit** of healthier communities.

⁴ **The persistent pursuit** of smarter business models.

⁵ **The persistent pursuit** of world-changing research.

⁶ **The persistent pursuit** of smarter solutions.

⁷ **The persistent pursuit** of new leaders in STEM.

Useful Constructions

THAT'S MY GIANT LEAP

Use this terminology to tell human stories of persistent pursuit. The phrase speaks to the purpose behind each person's individual efforts. You can use it to talk about either the process ("from...to...") or the outcome.

IMPORTANT

A giant leap doesn't need to be a massive, world-changing accomplishment. Sometimes it's just an achievement that changes the world of the person who makes it.

Use language like:

¹ The small steps that take us from Earth to the world beyond.
That's my giant leap.

³ From "I wonder" to "I will."
That's my giant leap.

⁵ Raising my voice to shed new light on those who face injustice.
That's my giant leap.

² From risk-taker to Boilermaker.
That's my giant leap.

⁴ Engineering new ways to bring fresh, healthy food to all who seek it.
That's my giant leap.

⁶ From what could be to what will become.
That's my giant leap.

Useful Constructions

MAKING GIANT LEAPS, TOGETHER

Here, no one stands alone, and nobody takes a step without the support of many other Boilermakers standing behind them. Use language that speaks to this community of Purdue students, faculty, staff and alumni, all coming together in the pursuit of a common goal.

Use language like:

¹ Here, **thousands of Boilermakers stand together** to make giant leaps of their own.

Where will yours take you?

⁴ One Boilermaker.
One community.
One small step at a time.

² You're here to take a big step.

We're here so you don't have to go it alone.

³ Always, always, taking the next step **together.**

⁵ We stand up for each other.

We stand behind one another.

And we always stand together.

NOTE

See "We Keep Going" (on the following pages) for more examples of constructions that speak to community.

Secondary Brand Language

This page contains some additional, second-level voice constructions. Use them deeper in a document, or for audiences who are more familiar with our brand and its elements, or for talking about specific, detailed offerings of the University (rather than on behalf of all of Purdue).

AGAIN AND AGAIN AND AGAIN

Use language that suggests the tireless, never-ending work that each of us commits ourselves to at Purdue.

¹ Attempting to write one perfect sentence.

Again and again and again.

² Finding new ways to reduce the contaminants in our drinking water.

Again and again and again.

³ Trying to fit all the right pieces into place.

Again and again and again.

WE KEEP GOING

This phrase speaks to the drive behind all our efforts.

¹ We're here to accomplish something big.

And **we keep going** to show the world what's possible.

² **We keep going** because it's what keeps us going.

³ In the lab, in the field, in the studio and on the stage.

We keep going.

CRAFTING CONTENT

SECTION

4.0

Every time we communicate on behalf of Purdue University, we have an opportunity to delight our audiences and build further affinity for this institution, creating something lasting in the hearts and minds of our audiences.

When we craft content, we must bring together all the elements in our brand's toolbox — bringing together our voice and tone, our personality, our key messages, an understanding of our audiences, and the structures that denote who we are and what we stand for — to go beyond a simple reporting of the facts and tell a compelling story.

In the section that follows, you'll find a variety of tactics, suggestions and things to keep in mind when writing about Purdue. While it's impossible to employ every brand element in every communication, the more we can connect our messages to these fundamental ideas, the more effective our storytelling can become.

Tips for Writing

Good writing feels purposeful, intentional and, above all, believable. Here are several principles to keep in mind when crafting your next communication.

3 THINGS YOU ALWAYS HAVE TO DO

Give your audience
**something to
be interested in.**

Give your audience
**something to care
about.**

Give your audience
**a way to connect to
the work that we're
doing.**

Tips for Writing

Good writing feels purposeful, intentional and, above all, believable. Here are several principles to keep in mind when crafting your next communication.

SOME WAYS TO GET THERE

Start with a hook.

Give them a reason to care right away. Lead with a benefit.

Find an angle.

A story should be about one thing. Place, process, purpose, people.

Find the hero.

People are at the heart of everything we do. Put them there.

Reveal our character.

You don't always have to say "the next giant leap." But you should always show we're persistently pursuing it. Demonstrate what Purdue is doing to create possibilities for our students, our state and our world.

Breathe life into every word.

Our voice is personal — we write like we talk. Read it out loud to test.

Be real. Clever is overrated.

The best writing doesn't call much attention to itself. Speak to people.

Avoid jargon and hyperbole.

Even if it's what everybody says. Especially if it's what everybody says.

Cut out excess.

Say only what you need to say. Get to the point without unnecessary words.

Say one thing well.

Don't overwhelm your audience with too much information or tiresome lists.

Use inclusive pronouns.

"We" speak to "you" whenever possible. Our voice is a conversational one.

Show the impact of our work.

Every story should reveal why we do the things we do.

Make an emotional connection.

Decide how you want your audience to feel, and write accordingly.

Draft a plot.

Rather than state the benefit, dramatize it. Show our brand essence at work.

Find the voice

As a rule of thumb, start with a compelling message and an understanding of our personality. By following these guidelines, we will all begin to craft an identifiable and consistent brand voice.

Bringing It Together

Answer these questions before you write anything, and you'll be most of the way there.

1. WHAT ARE WE TALKING ABOUT HERE?

How does this story show how we're persistently pursuing the next giant leap?

How does this story convey the way we deliver practical solutions to today's toughest challenges?

How does this story illustrate the ways that people bring their best and learn to build a better world together?

How are we doing this in a way that's different from other institutions?

How does this story embody and celebrate who we are at Purdue?

2. WHO ARE WE TALKING TO HERE?

List all possible audiences for your story.

Prioritize them.

Determine what they care about.

Draw on this understanding to decide whether our voice should be more casual or more formal.

3. WHAT LARGER TRUTH DOES THIS STORY REVEAL ABOUT PURDUE UNIVERSITY?

If you think of the specifics of your story as proof points, what point are they proving?

Find ways to connect the details with the larger benefits and attributes of the institution.

Use the message map from our brand strategy as your guide.

Choose one big message (and only one), and go with it.

Tips for Writing Shorter Copy

When space is limited (like for social media, banners and billboards), it's still important to incorporate our brand voice. Try to keep all the preceding tips in mind and use them as you can. But when you have only a handful of words, consider these tips.

1. CRAFT A NARRATIVE, BUT QUICK.

See how quickly you can tell your reader:

Who we are

Why we matter

Why people should care

(Don't waste a word.)

2. AT THE HIGHEST LEVEL, BRAND LANGUAGE CARRIES A LOT OF WEIGHT.

When you have limited room, it's often a good time to use our favorite phrase.

- **Building the next giant leap.**
- **The persistent pursuit of the next giant leap.**
- **Innovation, with every small step.**

Use words that already say a lot about Purdue.

4. SAY JUST ONE THING.

When you can't say much, just say one thing well. This isn't the time to confuse your reader with multiple messages.

3. SPEAK DIRECTLY TO YOUR READER.

Particularly in social media, this is where we can get up close and personal with our audiences. Get right to it and get right at them.

5. GIVE A CLEAR CALL TO ACTION.

In addition to the one thing we want them to know, there should be one thing we want them to do. If possible, tell your reader what action to take.

Purdue Voice Checklist




When writing any communication, ask yourself:

- | | | |
|---|--|---|
| <input type="checkbox"/> Does this relate to our positioning statement? | <input type="checkbox"/> Does it lead with audience benefits? | <input type="checkbox"/> Are those benefits paid off with our attributes? |
| <input type="checkbox"/> Does it sound like something a person with our brand's personality traits would say? | <input type="checkbox"/> Is at least one of our key messages included? | <input type="checkbox"/> Is this appropriate for the intended audience, and does it convey the relevant aspects of our personality? |
| <input type="checkbox"/> Does it get to the point, or is the key message buried? | <input type="checkbox"/> Do the headlines convey our voice, or are they simply labeling the content? | <input type="checkbox"/> Does it move beyond a simple statement of the facts to reveal something bigger about Purdue? |

Social Media Tips

Many of our audiences communicate through one or more of the four main social media channels. It's important to keep in mind how various users interact with these different channels and how this behavior translates to engagement with our brand. Here are some high-level practices to consider so that the appropriate content, crafted in the right manner, reaches the right people.

Users and Successful Content

	How to use it	Audience	Tips	Examples
 Twitter	Tweet and retweet about campus events, research initiatives and fun facts about Purdue.	Students, Alumni, General Public	Use the shorter character count to your advantage. Keep posts short and direct.	University news, upcoming events, information about student life, retweeted acceptance letters, big achievements.
 Facebook	Share stories about research initiatives, celebrations, milestones, current student profiles and alumni profiles. Use both photos and videos.	Students, Alumni, General Public	Use Facebook Stories to post in-the-moment or behind-the-scenes photos and videos, to supplement feed posts or increase engagement.	Student success stories, alumni stories, student life, University events, traditions.
 Instagram	Share visually striking photos of events, students, student life, celebrations and milestones. Instagram should serve as a high-quality photo gallery to showcase your organization.	Current Students, Prospective Students, Alumni and General Public	Use Instagram Stories to post in-the-moment or behind-the-scenes photos and videos, to supplement feed posts or increase engagement. Use linkinprofile.com so every photo can be linked from the profile URL.	Student and academic life, student takeovers, quizzes about student life, campus beauty, fun videos, student success stories, campus events.
 LinkedIn	Share stories and information about innovation, partnerships, research, student profiles, alumni profiles and faculty profiles.	Students, Young Alumni (job seekers), Alumni (recruiters looking for young alumni), Business Professionals	Alumni audiences love nostalgic stories and photos that remind them of their time at Purdue. Historical photos perform well on LinkedIn.	Student and academic life, then vs. now nostalgia, University events, job postings.
 YouTube	Share stories about Boilermakers. Videos should align with one or more of the content pillars: research, education, experience and culture.	Current Students, Prospective Students, Alumni	Videos can either stand alone or be created as a part of a series. All videos should be included on one of our existing playlists that support our content pillars. Or, a series of videos can be included on a new playlist.	Research updates, information about student life, University events, traditions, "This is Purdue Podcast," commencement activities

*OUR
IDENTITY*

SECTION

5.0

Because our visual identity represents the University at the very highest level, it's vital to our brand. Our logo acts as a signature, an identifier and a stamp of quality. And it should always be the most consistent component in our communications.

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.



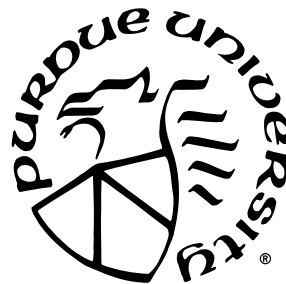
University Logo (Stacked)

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.

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.

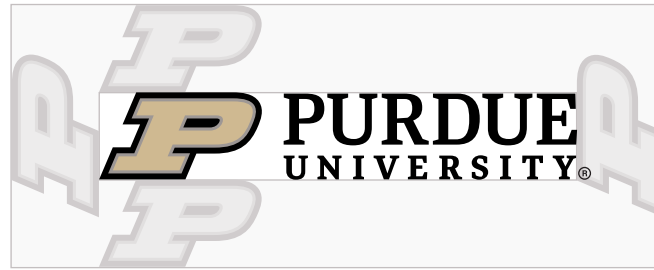
For Print

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

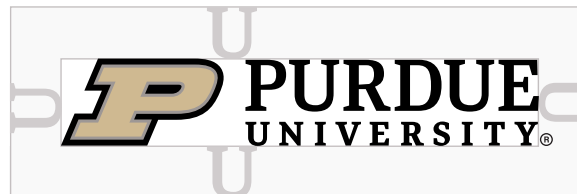
For Digital

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

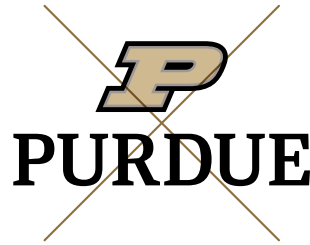
Here are a few practices to avoid in using the Purdue identity. Adhering to these rules will ensure that our logo is recognizable to all audiences.

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

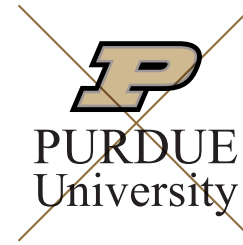
Do not change the colors of the logo from the versions provided.



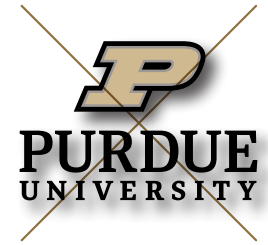
Do not delete the word "university" from the logo.



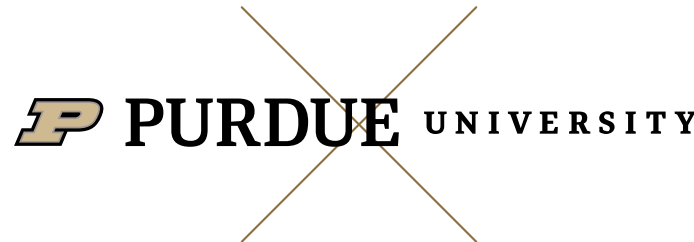
Do not typeset the name.



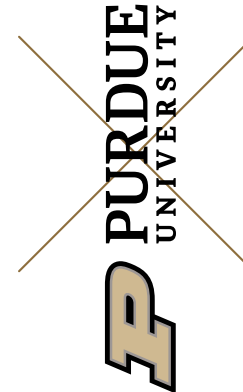
Do not add drop shadows or other visual effects to the logo.



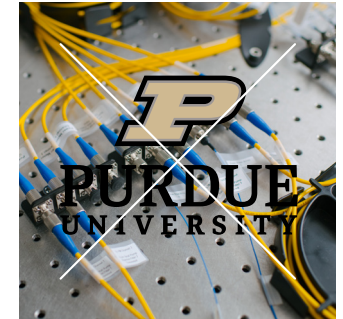
Do not rearrange or delete any of the logo's elements.



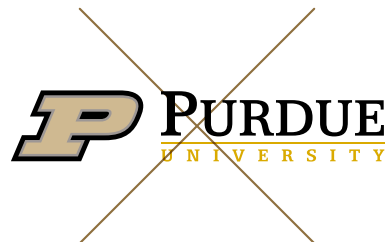
Do not place the logo or any of its elements on their side or diagonally.



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

Two Lines



Biotechnology Innovation and
Regulatory Science Center

Three Lines



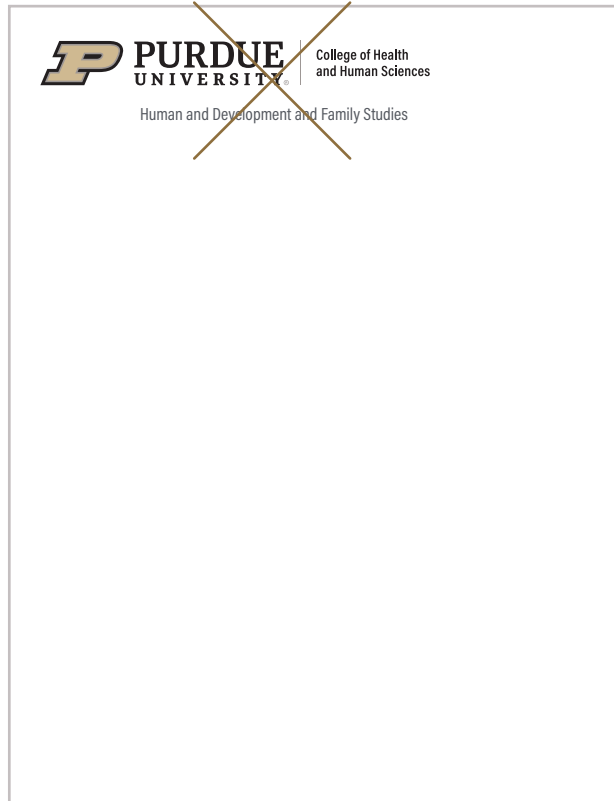
Center for Intercultural Learning,
Mentorship, Assessment and Research

GETTING APPROVED CO-BRANDED LOGOS

To request a co-branded logo, complete the form on the Marketing and Communications website: marcom.purdue.edu

Communicating Hierarchy

Majors that exist within an academic division may promote themselves next to their co-branded logo through normal brand-aligned typographic means. However, creating a fixed arrangement with an approved co-branded logo — effectively creating an unauthorized logo — is prohibited.



Art is not to scale.

Limited-Space Application

In select applications, with approval, the Motion P can be allowed to be used as a freestanding graphic on promotional items where space is limited. The audience should have a general awareness of the institution in these applications, such as social media avatars, laptop stickers, merchandise or signage installations.

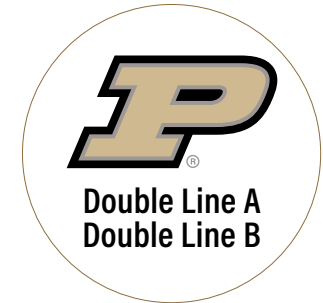
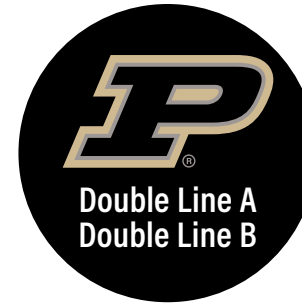
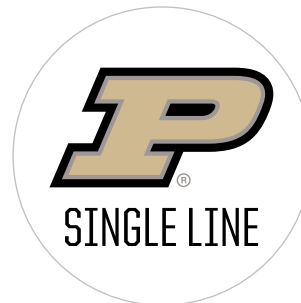
IMPORTANT

- Never place text or other graphics on top of the Motion P.
- The Motion P is not our primary logo and should never be used as the official Purdue University mark.

APPROVALS FOR LOGOS AND MARKS

To use any of the Purdue's brand marks and logos, please contact Purdue Marketing and Communications for review and approval. We can provide specific guidance and usage recommendations for incorporating brand assets.

SOCIAL MEDIA AVATARS



LAPTOP STICKERS



MERCHANDISE



University Seal

Our seal is an important part of our institution's heritage. It is used only on official University documents such as diplomas, letters of acceptance and communication from the Board of Trustees and the president. The University seal may be used for high-end applications and merchandise, but only with approval from Purdue Marketing and Communications.

The University seal should never be locked up with the wordmark and should not be modified in any way. The versions of the seal shown on this page are the only versions permitted.



Black

APPROVALS FOR LOGOS AND MARKS

To use any of the Purdue's brand marks and logos, please contact Purdue Marketing and Communications for review and approval. The office can provide specific guidance and usage recommendations for incorporating brand assets.

Color Options



Tints (Use-Specific)



Pantone 7502 on Black



Badge Encloser



White



0.75 inch

Minimum Size

Never reproduce the seal smaller than 0.75 inch for print. There is no maximum size limit. Use your best judgment for other screen applications.



Clear Space

Whenever possible, allow clear space around the seal that measures at least 1/4 of its diameter. Do not place other graphics or typography in this clear space area.

VISUAL LANGUAGE

SECTION

6.0

Our visual language sets the tone for how people initially see Purdue and how they recognize us moving forward. It consists of typography, photography, graphic elements and color. More significantly, it's how all these pieces work together to convey and strengthen our overall brand message.

*OUR
COLORS*

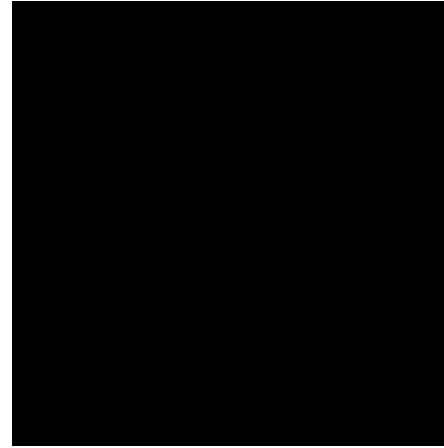
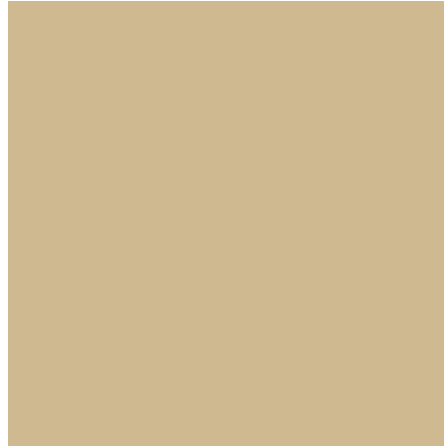
SECTION

6.1

Beyond our logo, color is one of the most recognizable aspects of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Purdue University brand.

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
------	------------

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

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

Pantone 402 C

Railway Gray

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

Pantone 402 U

cmyk 29 26 30 11

Pantone 400 C

Steam

cmyk 20 17 19 0
rgb 196 191 192
hex C4BFC0

Pantone 400 U

cmyk 17 16 20 1

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.

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.

<p>Aged*</p> <p>rgb 142 111 62 hex 8E6F3E</p>	<p>Black</p> <p>rgb 00 00 00 hex 000000</p>	<p>Steel</p> <p>rgb 85 89 96 hex 555960</p>	<p>Cool Gray*</p> <p>rgb 111 114 123 hex 6F727B</p>
--	--	--	--

Passes AA on dark backgrounds

Most of these colors should be used on dark backgrounds.

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

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.

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	Ls							L			
	White	Ls			Ls				Ls	Ls		
	Aged (Digital)	L		Ls				L				
	Rush	Ls							L			
	Field	Ls							L			
	Dust	Ls			L				Ls	L		
	Steel	Ls	L	Ls		L	L	Ls				L
	Cool Gray	L		Ls				L				
	Railway Gray	Ls										
	Steam	Ls							L			

*OUR
TYPOGRAPHY*

SECTION

6.2

When it's used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what we say. Our typography communicates clearly and cleanly, with enough flexibility for a wide range of situations.

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.

Acumin Pro
Acumin Pro SemiCondensed
Acumin Pro Condensed
Acumin Pro ExtraCondensed

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

Source Serif Pro

Acumin Pro

Acumin Pro is a sans-serif font that works well for large, expressive headlines, as well as subheads, callouts and even body copy. The typeface has a modern but friendly appeal and is the workhorse of our brand, thanks to its many weights and widths.

Light
Light Italic
Regular
Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Acumin Pro SemiCondensed

Acumin Pro SemiCondensed offers a subtle change in width that adds flexibility to layouts.

SemiCondensed Light
SemiCondensed Light Italic
SemiCondensed Regular
SemiCondensed Italic
SemiCondensed Medium
SemiCondensed Medium Italic
SemiCondensed Semibold
SemiCondensed Semibold Italic
SemiCondensed Bold
SemiCondensed Bold Italic
SemiCondensed Black
SemiCondensed Black Italic

Acumin Pro Condensed

Acumin Pro Condensed provides contrast and even more flexibility, especially for setting dense copy in layouts with limited space.

Condensed Light

Condensed Light Italic

Condensed Regular

Condensed Italic

Condensed Medium

Condensed Medium Italic

Condensed Semibold

Condensed Semibold Italic

Condensed Bold

Condensed Bold Italic

Condensed Black

Condensed Black Italic

**Acumin Pro
ExtraCondensed**

We use Acumin Pro ExtraCondensed primarily for all-caps headlines and subheads.

ExtraCondensed Light

ExtraCondensed Light Italic

ExtraCondensed Regular

ExtraCondensed Italic

ExtraCondensed Medium

ExtraCondensed Medium Italic

ExtraCondensed Semibold

ExtraCondensed Semibold Italic

ExtraCondensed Bold

ExtraCondensed Bold Italic

ExtraCondensed Black

ExtraCondensed Black Italic

United Sans

United Sans is a display font, appropriate for brief callouts, factoids and numerals, and for adding special emphasis. Its appeal comes from its rigid, engineered structure and striking character.

CONDENSED LIGHT

CONDENSED MEDIUM

CONDENSED BOLD

CONDENSED HEAVY

CONDENSED BLACK

REGULAR LIGHT

REGULAR MEDIUM

REGULAR BOLD

REGULAR HEAVY

REGULAR BLACK

SEMI EXTENDED LIGHT

SEMI EXTENDED MEDIUM

SEMI EXTENDED BOLD

SEMI EXTENDED HEAVY

SEMI EXTENDED BLACK

EXTENDED LIGHT

EXTENDED MEDIUM

EXTENDED BOLD

EXTENDED HEAVY

EXTENDED BLACK

Source Serif Pro

Source Serif Pro is our supporting serif typeface. Its sophisticated tone and high legibility make it extremely versatile. Because it's easy to read at a variety of weights, it works great for sophisticated headlines, subheads and body copy. It also creates a textural contrast to Acumin Pro and United Sans.

Light
Light Italic
Regular
Italic
Semibold
Semibold Italic
Bold
Bold Italic

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

Light
Light Italic
Regular
Italic

Substitute Fonts

Franklin Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.>,

Franklin Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Medium
Medium Italic
Semibold
Semibold Italic

Franklin Gothic Medium
AaBbCc123

Franklin Gothic Medium Italic
AaBbCc123

Bold
Bold Italic
Black
Black Italic

Franklin Gothic Demi
AaBbCc123

Franklin Gothic Demi
AaBbCc123

Franklin Gothic Heavy
AaBbCc123

Franklin Gothic Heavy Italic
AaBbCc123

Georgia is the acceptable PC substitute for Source Serif Pro.

Brand Fonts

Regular
Italic

Substitute Fonts

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

SemiBold
SemiBold Italic
Bold
Bold Italic

Georgia Bold Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Georgia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!.,

Impact is the acceptable PC substitute for United Sans.

Brand Fonts

CONDENSED HEAVY
REGULAR HEAVY
EXTENDED HEAVY

Substitute Fonts

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.

Leading Tips

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

Line spacing, called leading, is critical to setting professional-looking type that's easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with the leading set slightly looser than the default.

Leading that's too loose leaves too much pause between lines.

Acumin Pro Regular
21 pt. type / 36 pt. leading

Leading that's too tight leaves too little pause between lines.

Acumin Pro Regular
21 pt. type / 18 pt. leading

When leading is correct, the reader won't even notice.

✓ Acumin Pro Regular
21 pt. type / 23 pt. leading

This leading is too loose.

Alibus in et moditaque et quae venda
volut lis nonse commiscit ullis estis
solent odissitis audicipis.

Acumin Pro Regular and Bold
8 pt. type / 15 pt. leading

This leading is too tight.

Volestis asinto to vendaeatore esem
cuptate nientibus ducil majorum
aut que dolorpora aut as nonse et.

Acumin Pro Regular and Bold
8 pt. type / 9 pt. leading

This leading is correct.

Ibusdam, sunt quatqui quo velecum
rest, que etum haritatem vendebis
nem de optata vel int lorem ipsum.

✓ Acumin Pro Regular and Bold
8 pt. type / 11 pt. leading

TIP

Start with leading that's 2 points higher than the point size of the text. This won't always be right, but leading can be adjusted most easily from there. Smaller blocks of text may need settings that are slightly more open.

Tracking Tips

Correct letterspacing, called tracking, also makes the type easier to read. Outside of headlines, text should be tracked slightly looser than the default setting, and optical kerning should be used when it's available.

When working with type, always take the time to make these adjustments. These details make us look professional and greatly improve the readability of our type.

TIP

Trust your eye. The tracking that works for one typeface may not work for another. The size and weight of the text can also influence how much tracking is necessary. Smaller sizes and heavier weights may need a higher setting.

Tracking that is too loose leaves too much space between letters.

Acumin Pro Regular
21 pt. type / 130 tracking

Tracking that's too tight leaves too little space between letters.

Acumin Pro Regular
21 pt. type / -75 tracking

When tracking is correct, the reader won't even notice.

✔ Acumin Pro Regular
21 pt. type / -10 tracking

This tracking is too loose. Ibusdam, sunt quatqui quo velecum rest, que etum haritoptata vel int lore psum.

Acumin Pro Regular and Bold
8 pt. type / 125 tracking

This tracking is too tight. Ibusdam, sunt quatqui quo velecum rest, que etum haritoptata vel int lore psum.

Acumin Pro Regular and Bold
8 pt. type / -30 tracking

This tracking is correct. Ibusdam, sunt quatqui quo velecum rest, que etum haritoptata vel int lore psum.

✔ Acumin Pro Regular and Bold
8 pt. type / 0 tracking

Using Typography

The following pages illustrate suggested type combinations that work well together.

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

No one takes a giant leap all alone. We are a community of people who always have one another's backs, and bring together our unique talents and skills in the service of something big.

1,711

EMPLOYERS VISITED CAMPUS TO RECRUIT STUDENTS

TIP

Specifications for the headline and subhead examples on this page may change, depending on the format of the piece. The measurements shown are encouraged, but they could be scaled up accordingly.

HEADLINE

Acumin Pro Bold
Size: 36/37 pt.
Tracking: Between -10 and -20 pt.
Treatment: Flush Left

SUBHEAD

Acumin Pro Bold
Size: 20/22 pt.
Tracking: 0
Treatment: Flush Left

BODY

Acumin Pro Regular
Size: 10/13 pt.
Tracking: -10
Treatment: Flush Left

FACTOID

United Sans Ext Bold
Size: 14 pt.
Tracking: +225
—
United Sans Cond Heavy
Size: 9 pt.
Tracking: +225
Treatment: Emphasis Box (Outlined)

Using Typography

This grouping demonstrates how we can use various styles of type at various point sizes to build distinctive callouts and factoids.

BIOMEDICAL
TIME FRAME

Innovation isn't owned solely in 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 who come together every day to work together.

CALLOUT

United Sans Cond Bold
Size: 11 pt.
Tracking: +225
Treatment: Flush Right

—
United Sans Ext Bold
Size: 13 pt.
Tracking: +225
Treatment: Flush Right

—
Source Serif Pro Italic
Size: 9/11 pt.
Tracking: 0
Treatment: Flush Left

FACTOID

United Sans Ext Light
Size: 46 pt.
Tracking: 0

—
United Sans Cond Heavy
Size: 10 pt.
Tracking: +225
Treatment: Emphasis Box (Filled)

—
Source Serif Pro Italic
Size: 9/11 pt.
Tracking: 0
Treatment: Flush Left

—
Overall Treatment: Centered

Using Typography

This collection shows compelling headlines, built with large type at various levels of detail, overlap and alignment of elements.

THE PERSISTENT
PURSUIT
OF THE NEXT GIANT LEAP

BUILDING
THE NEXT GIANT LEAP
BEGINS WITH ONE SMALL STEP

HEADLINE LOCKUP 1

United Sans Cond Heavy
Size: 15 pt.
Tracking: +225
Treatment: Emphasis Box (Filled)

—
Acumin Pro ExtraCondensed Italic
Size: 125 pt.
Tracking: 0
Treatment: Offset Outline

—
United Sans Cond Heavy
Size: 12 pt.
Tracking: +225
Treatment: Emphasis Box (Outlined)

—
Overall Treatment: Centered

HEADLINE LOCKUP 2

Acumin Pro ExtraCondensed Italic
Size: 125 pt.
Tracking: 0

—
United Sans Cond Heavy
Size: 15 pt.
Tracking: +225
Treatment: Emphasis Box (Outlined)

—
Acumin Pro ExtraCondensed Italic
Size: 25 pt.
Tracking: +25

—
Overall Treatment: Sliding Offsets

Using Typography

This selection starts off with a headline constructed using a variety of styles. Below it, our more straightforward use of serif copy blocks, feel subtle and easy to read.

WE'RE HERE,
SO YOU WON'T TAKE A
**GIANT
LEAP**
ALONE.

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

PULL QUOTE

Source Serif Pro Italic

Size: 15/18 pt.

Tracking: 0

Treatment: Flush Left

—

Accent Quote Mark

Source Serif Pro Semibold

No one takes a giant leap all alone. We are a community of people who always have one another’s backs, and bring together our unique talents and skills in the service of something big.

We speak to the many small steps we take, day in and day out, again and again and again, to push thinking forward and make bold strides toward something new.

HEADLINE LOCKUP

United Sans Cond Heavy

Size: 15 pt.

Tracking: +225

Treatment: Emphasis Box (Outlined)

—

United Sans Ext Bold

Size: 125 pt.

Tracking: 0

Treatment: Offset Outline

—

Acumin Pro ExtraCondensed Italic

Size: 120/96 pt.

Tracking: 0

—

United Sans Ext Bold

Size: 15 pt.

Tracking: +225

Treatment: Emphasis Box (Filled)

—

Overall Treatment: Centered

BODY

Source Serif Pro Regular

Size: 9/13 pt.

Tracking: 0

Treatment: Flush Left

Using Typography

This group demonstrates more controlled selection of type and graphic elements in the pacing of the headline.

PROFILE TWO

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

THAT'S MY

GIANT LEAP.

We leave nothing untried, nothing untested and nothing undone. It's why we work harder here. Why we strive to be our best so we can become the best. Because we are the instigators of progress. It's what we live for. And it's what we're here for.

We keep going with every tiny epiphany that comes from the thrill of discovery. We keep going with each unexpected realization that uncovers new knowledge and possibility. We keep going because it's what keeps us going. Persistent in our pursuit of innovation, again and again and again.

LABEL

United Sans Cond Heavy
Size: 10 pt.
Tracking: +225
Treatment: Emphasis Box (Filled)

LEADING SUBHEAD

Source Serif Pro Regular
Size: 20/26 pt.
Tracking: 0
Treatment: Center Axis

Linking Vertical Rule

—

Overall Treatment: Centered

HEADLINE

United Sans Cond Heavy
Size: 13 pt.
Tracking: +225
Treatment: Emphasis Box (Outlined)

—

Acumin Pro ExtraCondensed Italic
Size: 85 pt.
Tracking: 0

BODY

Acumin Pro SemiCondensed Regular
Size: 10/13 pt.
Tracking: 0
Treatment: Flush Left

GRAPHIC ELEMENTS

SECTION

6.3

Our graphic elements are inspired by what's next. Structured and expressive, these visual components move us to the next step of our discovery. In this way, they reflect the work we are doing at Purdue University.

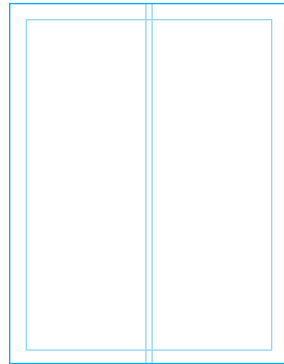
Compositional Grid

Think of grids as the foundation for our designs. They anchor all the elements on each individual page and give our diverse range of communication pieces a common backbone.

The grid system provides you with tools to create infinite combinations of text and images. We use it to create layouts that are aligned and balanced, ensuring that all our pieces of communication look refined and professional.

Column Options

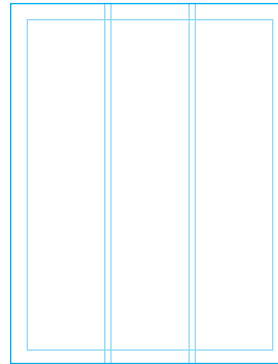
There are four standard column grids to choose from: 2-column, 3-column, 4-column and 6-column. The content and layout of each piece will decide which grid works best in a given situation.



2-column grid
8.5" x 11"

Common Uses

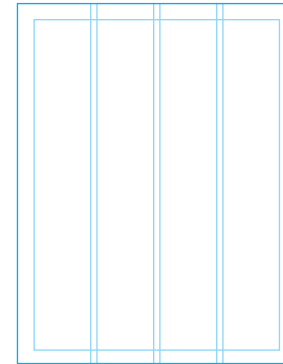
- Covers, long passages of text, text and images



3-column grid
8.5" x 11"

Common Uses

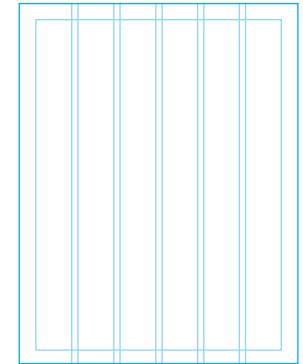
- Covers, long passages of text, text and images



4-column grid
8.5" x 11"

Common Uses

- Complex layouts with text, images and graphics
- Pages with a lot of callouts, details and stats

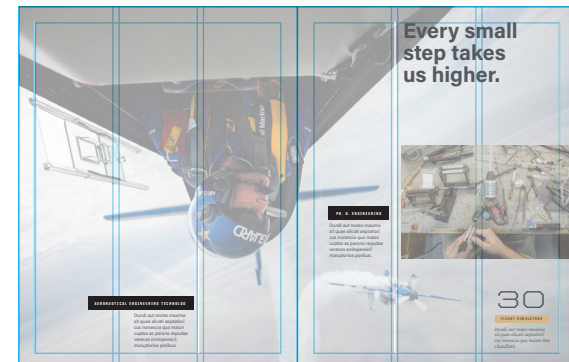
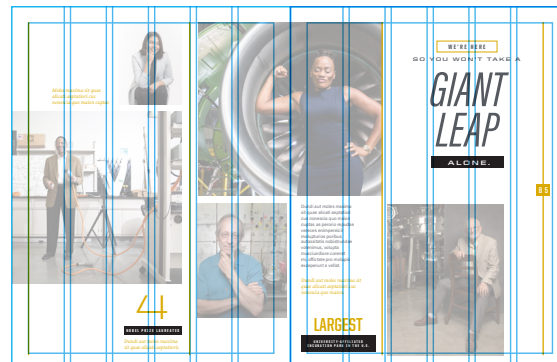


6-column grid
8.5" x 11"

Common Uses

- Complex layouts with text, images and graphics
- Pages with small text

In Practice



TIP

Not everything will fit perfectly in the grid; that's okay. Grids are meant to serve as the foundation on which to build our designs, and they allow for some flexibility.

Vertical Rules

Our type and images make up most of our visual hierarchy. To anchor them to the compositional grid and to create balance and unity among additional compositional elements, we can use vertical strokes in three different ways.

Sequential

Similar to the measuring elements used to calculate speed and time, vertical lines can be spaced horizontally in various widths to segment a composition into a set of slices. This allows for a horizontal sense of movement, as well as anchoring content over a wide compositional field.



Wrap

To create depth and energy, vertical lines can go behind or over top of individual elements within an image or graphic. By "wrapping" around an object, the rule not only links content and imagery but creates interesting interplays.



Linking

By incorporating a vertical stroke, we can connect various pieces of content that differ in size, type treatment or application.

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

THAT'S MY

GIANT LEAP

Emphasis Box

To help build hierarchy and flexibility with our content, these emphasis boxes can contain short, pointed callouts or captions. They work best for housing one or two lines of content. They don't work well for long-form content, so thoughtful consideration should be given to their application within a composition.

Filled

Use the filled emphasis box to sit on top of an image or to create a stronger contrast within compositional elements.



United Sans Cond Heavy
Size: 11 pt.
Tracking: +225

72 1



United Sans Cond Heavy
Size: 8 pt.
Tracking: +225



United Sans Ext Light
Size: 55 pt.
Tracking: 0

Outlined

For more nuanced and subtle application, the outlined emphasis box works best.



United Sans Cond Heavy
Size: 11 pt.
Tracking: +225
Frame Weight: 1 pt.



United Sans Cond Heavy
Size: 15 pt.
Tracking: +225
Frame Weight: 1 pt.



United Sans Cond Heavy
Size: 20 pt.
Tracking: +225
Frame Weight: 1 pt.

GOING

Acumin Pro ExtraCondensed Italic
Size: 92 pt.
Tracking: 0

Border Frames

Color is a dynamic link for our brand language. When the visual composition requires us to lead with photography, adding a simple border allows for a unified application of color, without detracting from the main visual. The border frame should always be set in Boilermaker Gold. A border frame can also be used in treatments without photography to allow for more use of primary brand colors.

Avoid Border Frames if:

- You are unsure if the digital screen or display will crop the edge of the design, which can make the border look like a mistake.
- The design will be displayed with rounded corners, which will cut off the corners of the border.

NOTE: Images on Twitter are displayed with rounded corners. Do not use a border frame on Twitter.

Sample Specs

On a typical printed marketing piece, the border frame should be 0.5 inch thick. The scale and dimensions of the piece may require a differently sized frame. For example, a poster or billboard will need a proportionally thicker measurement.



Ad



Spread



Banner



Diagonals and Offsets

The idea of “persistent pursuit” speaks to the constant motion and energy our community spends on refining the next small step.

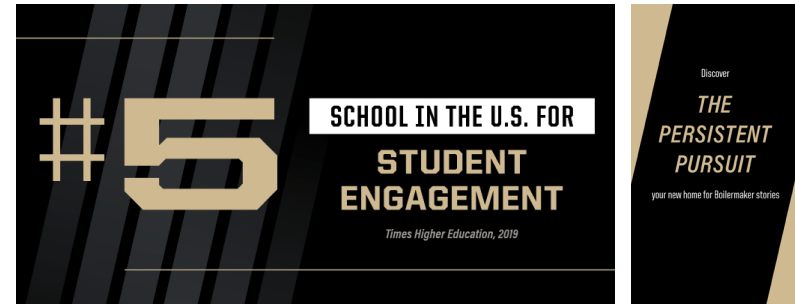
To help visually convey that fervor, the following graphic elements accent some of our core assets of photography, typography and color.



Diagonal Bands

In the absence of imagery, color blocking can be used to convey movement when used in a diagonal swipe. Colors can be used alone or in pairs.

For most diagonal band applications, we recommend an angle of 77 degrees, which matches the incline of the italic style of Acumin Pro.



Impact Type Offset

On oversize headlines, an outlined-type highlight can be applied. Thoughtful consideration should be given to when this is applied, especially at smaller point sizes. The highlight should never impede the legibility of the primary type. The outline thickness will be determined by the scale of the text. Generally, the line-weight will be .5 or 1.0 points.



*OUR
PHOTOGRAPHY*

SECTION

6.4

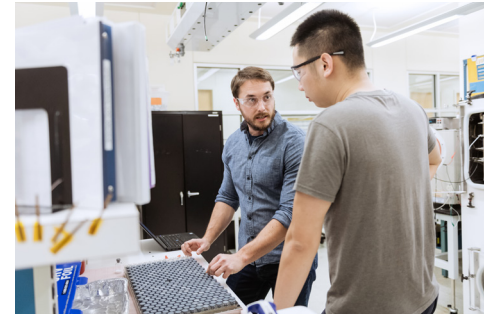
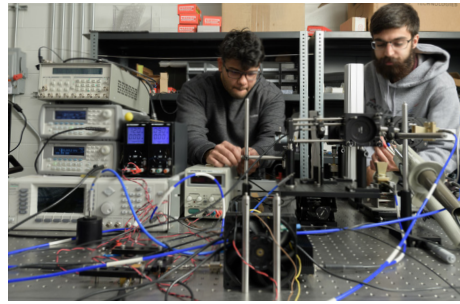
Photography is a powerful asset for visual storytelling. It helps us paint a full, rich picture of Purdue. By aligning our photography style and usage, we can create a look and feel that's distinctly ours. In organizing our photo library, we group images in three categories: locations, portraits and moments.

For more photo tips, resources and photo galleries, visit the Photography Resources section on the Purdue Marketing and Communications website: marcom.purdue.edu.

Locations

Photos in this category should express a sense of community that can happen only at Purdue. This is the chance to capture the wide range of environments of Purdue, indoors and out, and the activities of our students, faculty, staff and alumni on campus, in the region and beyond.

When possible, capture students collaborating with others, as they demonstrate our shared goal of educational pursuit.



TIP

When shooting events, try to photograph as wide as possible to document both the entire story and close details. Always capture unique personalities in pairs and small groups. We are surrounded by amazing facilities in a state bursting with energy, so document all of its character.

Portraits

These are the students, teachers, faculty, alumni and friends who form our community. It's important to portray them authentically, so these shots should always feel natural and in the moment.

Portraits can be done in one of two ways.

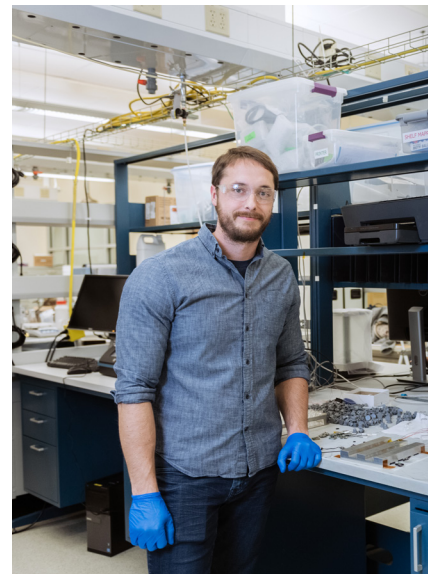
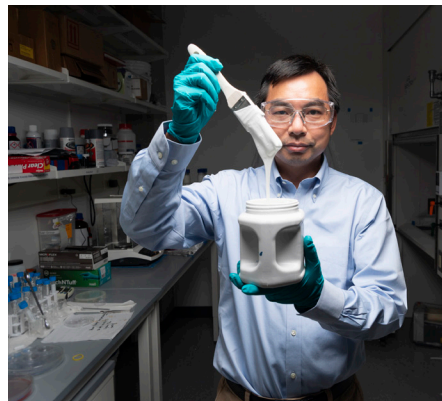
On location (environmental): shows the subject outside of the studio and preferably in a place that tells a strong story or says something about who they are.

In studio: focuses more on the subject by placing them in a controlled and isolated environment.

TIP

Subjects should have genuine expressions that feel natural in the moment. Finding the humanity in our stories helps us connect to our audience in a powerful way. This approach to portrait photography focuses on how the people look and feel every day, without any manipulation or obvious stylization, and in the subject's natural environment.

Environmental Portraits



In Studio Portraits



Moments

This category is all about the people. Candid photos should capture members of the Purdue community in their natural element.

This photographic style should capture moments of real emotion, spirit and achievement. This can include smiles, laughter and other positive expressions, as well as introspection and hopeful reflection.

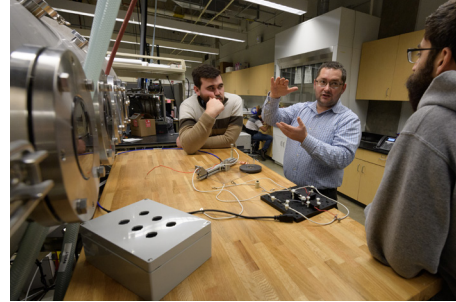
To show the diversity of our people and our programs, use overhead perspectives to capture the real work environments of our students.

As always, look for true examples of students and others who are exemplifying educational pursuit together.

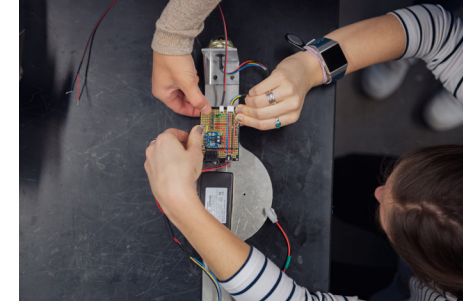
TIP

These images should feel in the moment and never posed, showcasing the amazing things our people are doing.

Candid



Overhead

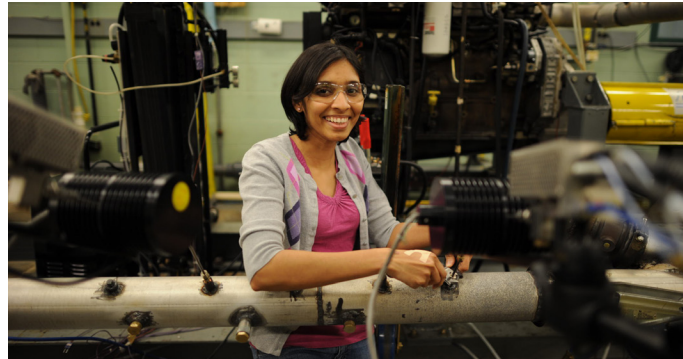


TIP

When scouting for these photos, look for desktops, work spaces, common areas, gathering spaces and other types of workstations to help convey the wide range of fields that the Purdue community explores every day.

Photography Best Practices

Here are some general considerations and best practices for shooting photographs for our brand. First we'll look at a list of practices that lead to greater consistency. Then we'll take a detailed look at the how we should plan for capturing moments in classroom settings in particular.



Stylistic Considerations

By using a consistent style and approach, we can capture the best and most useful images and continue to support the evolved tone and look of our brand.

- Scenarios and locations should be authentic.
- Each scenario should show individuals interacting. When situations present themselves, detail shots of moments can be captured as well.
- A range of emotions should be captured, from celebratory to serious. Emotions shouldn't be forced, and not every person should always be smiling at the camera.
- A balance of horizontal and vertical compositions is needed.
- Thoughtful consideration should be given to photographic compositions that allow for ample negative space in design layouts.



Photographing Classroom Settings

Educational spaces vary drastically, and some can present unique challenges. Below are some tips for approaching most classroom setups so that the imagery captured is engaging, sophisticated and on-brand.

- If at all possible, select locations and classrooms that have ample natural light. If that's not possible, use a strobe light or lighting gear to create the sense of a single lighting source from one direction of the room.
- Coordinate subjects and talent so that the room feels full. Doing so will allow compositions to have a foreground, middle ground and background. As images are captured, experiment with obstructing the foreground or middle ground to create unique and authentic depths to images.
- Always plan for talent to be doing, studying, engaging or setting up an authentic act, instead of staging an event. When subjects are doing something real, they are less focused on the photographer and more on the action needed, especially if it's familiar to them. It's okay to ask folks to repeat the action, but by having them "perform" something they are familiar with (versus asking them to "act" through motions they aren't), we will get images that feel more candid and authentic, instead of shots that feel awkward or staged.

Photography Misuses

Here are a few practices to avoid in creating photography assets. Adhering to these rules will ensure that our photography is recognizable and on-brand to all audiences.

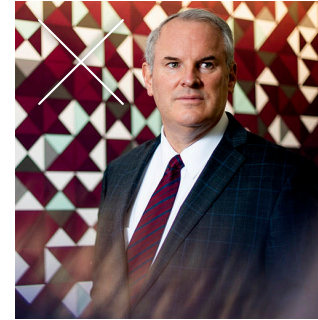
Do not angle the camera when composing pictures.



Do not shoot props and objects in an unrecognizable manner.



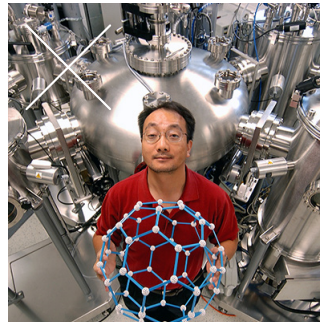
Avoid complex backdrops.



Do not use color effects in compositions.



Avoid shots that are elevated or angled from above.



Avoid poses that feel artificial and contrived.



Avoid expected poses in portrait situations.



Do not use backgrounds that provide too little contrast with the subject.



*OUR
VIDEO*

SECTION

6.5

Video can be a powerful tool for capturing our audience's attention and building emotional connections. While every story we tell is unique, these shared standards help make each video feel truly Purdue.

For more video tips and tricks, b-roll resources and downloadable templates, visit the Video Resources section on the Purdue Marketing and Communications website: marcom.purdue.edu.

Lower Thirds

Branded lower thirds for name identifications keep all videos across the University consistent and cohesive. We have a couple of animated templates to choose.

Follow these guidelines when applying lower thirds to your videos:

- Use lower thirds on the first appearance of an interviewee
- Keep on-screen for 5-6 seconds



Not to scale



Use this guidance for name identifications.

Use your discretion to keep a person's title readable in a short period of time

Student identifiers can of course vary to include majors, schools, titles and more. Use your best judgment to select the best information to include for your project.

TIP

For more guidance on titles, visit the Editorial Style guide on the Purdue Marketing and Communications website: marcom.purdue.edu.

Students: <First Name> < Last Name>
<Year in School> <En Dash> < Hometown,> <State Abbreviation>

Example: Mary Brown
Senior – Indianapolis, IN

Faculty: <First Name> < Last Name>
<Title,> <Department>

Example: Kimberly Kinzig
Associate Professor, Department of Psychological Sciences

Alumni: <First Name> < Last Name>
<Degree Abbreviation> <Major> < Reverse Single Quotation Mark with Two-Digit Graduation Year>

Example: Goldie Smith
BS Communication '88

Misc: <First Name> < Last Name>
<Title,> <Company/Org/Etc.>

Example: David Hall
Data Science Director, Cummins

Logo Outros

The use of the Logo closing animation adds another element of consistency to videos across the University. This element should be used to close out every video. It was designed with an alpha channel to go over the final shot.

There are three logo outros to choose from — our standard, a second you can customize with your co-brand and a third option with the “The Persistent Pursuit of the Next Giant Leap” language.

You can customize the co-branded option by typing in your area’s name directly into the template. Select the third version if your video has a theme of persistence and/or giant leaps.

Standard



Co-branded



The Persistent Pursuit
of the Next Giant Leap



Captions

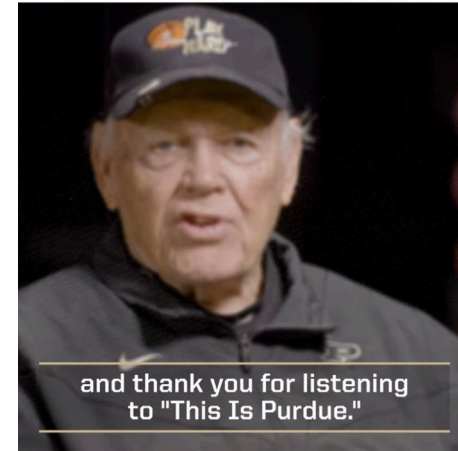
All campus partners producing public-facing video media must ensure the content is accessible to the deaf and hearing-impaired, as required by law and University policy.

Auto-generated captions on platforms like YouTube are not accurate enough to meet compliance needs. While they are a good start, they often have misspellings and typos, so you will need to edit them for accuracy.

You can also upload an .srt file to channels like YouTube or Facebook, and captions will automatically be added. Such files are available for purchase from captioning vendors like Rev.com. They, too, will need to be proofread for accuracy.

You can also create your own burnt-in captions. To keep burnt-in captions within brand standards, adhere to these guidelines:

- United Sans Bold
- 64 pt.
- No drop shadow
- Centered
- White fill
- No stroke
- No background





Marketing and Communications

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