CELEBRATING OUR
CONSEQUENTIAL IMPACT ON THE WORLD

BRAND GUIDELINES BOOK   06.16.24

1874

2024

150 YEARS OF
PURDUE ENGINEERING

Our sesquicentennial offered a unique opportunity to celebrate our illustrious past and help define and amplify our influence as well as showcase what it means to be a twenty-first century College of Engineering.

The college's 150th anniversary is a symbolic celebration of this impact. These guidelines establish a cohesive approach and provide communicators the tools necessary to share, explore, and create.

PURDUE UNIVERSITY®

College of Engineering

Campaign Brand Guidelines

Overview: This celebration justifies the occasion to take the liberty of incorporating design treatments that slightly separate or differentiate itself from the standard everyday Purdue University communications.

This mark holds a strong weight that grounds the celebration through digital and print platforms. The zero in "150" frames the silhouette of the Engineering Fountain. Variations of this logo can be utilized in order to strengthen legibility and use.

CELEBRATING OUR
CONSEQUENTIAL IMPACT ON THE WORLD

This tagline summarizes the ideas accompanying the college's sesquicentennial. The use of this tagline is limited to headline treatment and should not be locked up with the mark in any way.
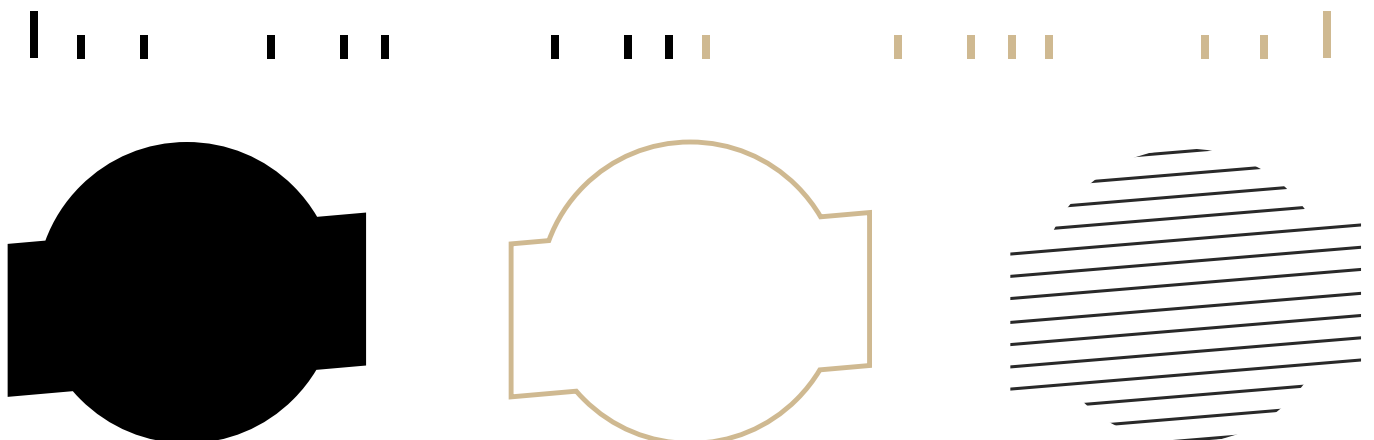
Background Gradient

Brand Color Usage

Main design elements

1874   2024

Photography: Along with the mark we have taken the incorporated design elements and photography treatments that slightly separate or differentiate itself from the standard everyday Purdue University communications.

These design elements and photo treatments highlight *celebratory* topics shown in imagery of people and innovations. This approach could be left out of visuals that need to remain evergreen.
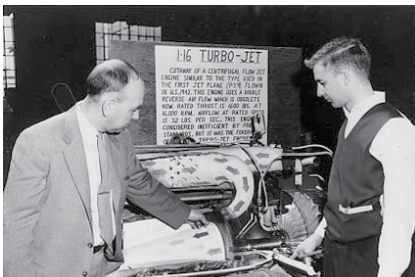
Dark grey-scale photo used as background

Golden moment using a duo tone and 77° angle

Badge crop on engaging student & faculty photos

Mark Versions

Primary mark: This mark can be used at any scale, large or small printing as well as digital. Alternates to the primary mark are shown below.

Secondary mark (gold rays): This version of the 150th mark should only be used as a focal point in communications, large scale printing and merch that can handle the fine tune detail.

Primary 1-color mark: These are to be used under the above circumstances, and specifically, in situations where the secondary mark is not AA compliant. Reference Purdue University's AA Compliance guide here.

Clear Space Requirements

For maximum impact and legibility, clear space must be left around the mark. It may be placed on top of images, but no other typography or images should appear inside this clear space. Use the height of the '5' in '150' as a tool for measuring proper clear space as shown.
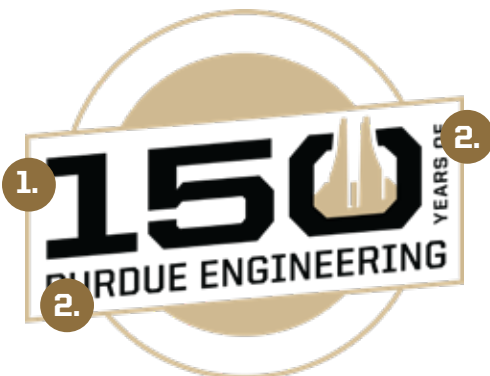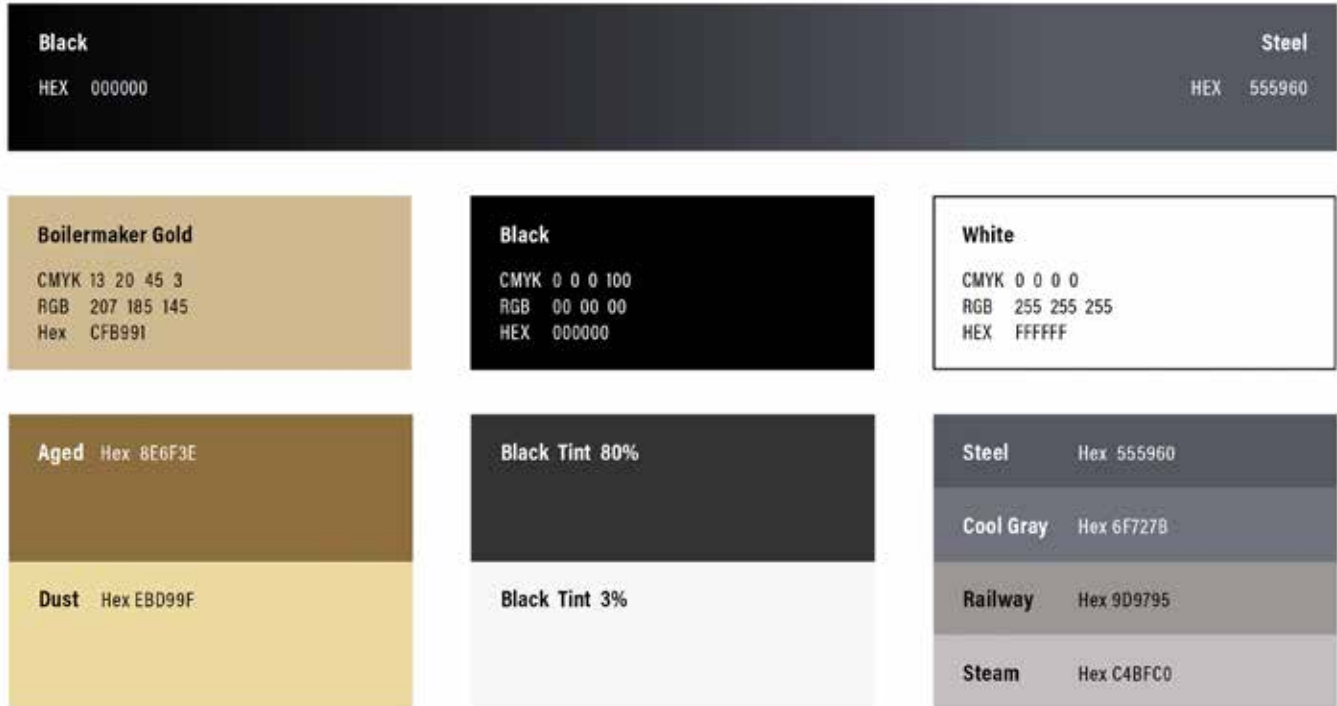
Mark Fonts

The mark is composed of two of the Purdue Brand Fonts.

1. **United Sans SemiExt Heavy**
The numeral "150" is composed of this version of United Sans that has been artistically edited in order to include the vector silhouette of the engineering fountain.

2. **UNITED SANS REG BOLD**
The words "YEARS OF" and "PURDUE ENGINEERING" are composed of this version of United Sans in caps.

Campaign Color Palette

Boilermaker Gold and Black. Refrain from using Purdue University's yellows such as Rush or Field options, as these brighter colors draw the eye away from Boilermaker Gold within the 150th logo. Additional grays have been included by tinting Black at varying percentages, such as 90%, 80%, and 3%

Black	Steel
HEX 000000	HEX 555960

Boilermaker Gold
CMYK 13 20 45 3
RGB 207 185 145
Hex CFB991

Black
CMYK 0 0 0 100
RGB 00 00 00
HEX 000000

White
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF

Aged Hex 8E6F3E

Dust Hex EBD99F

Black Tint 80%

Black Tint 3%

Steel	Hex 555960
Cool Gray	Hex 6F727B
Railway	Hex 9D9795
Steam	Hex C4BFC0

Mark Color Palette

Primary and Secondary Marks
Exclusive use of Boilermaker Gold, Black and White. We do not offer the mark using Aged Gold, Steel Gray or 80% Black.

Background Contrast Examples

When placing the mark on a background please follow these examples of acceptable single-color and photo backgrounds that meet digital accessibility requirements. This is not a complete list. Examples of improper use are on the next page.

Examples of Improper Use

Here are a few practices to avoid in using the 150th celebration mark. Adhering to these rules will ensure the mark is recognizable to all audiences.

- Do not change the colors of the mark from the versions provided.
- Do not stretch or place the mark diagonally or on its side.
- Do not typeset any written aspects of the mark.
- Do not use the mark on complex backgrounds or color elements with poor contrast.

Tagline/Headline Typography

This tagline summarizes the ideas accompanying the college's sesquicentennial. The use of this tagline is limited to headline treatment and should not be locked up with the mark in any way.
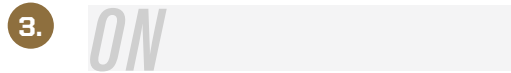

Stacked Option of Tagline

To create a sense of gravitational pull we have left aligned a lockup of the tagline while incorporating a tight line height. The words "CELEBRATING OUR" are slightly de-emphasised with a font slightly smaller to give the second portion of the phrase a stronger presence.

1. *ACUMIN PRO EXTRA CONDENSED ITALIC*

The first line of the tagline "CELEBRATING OUR" is composed of this version of Acumin Pro in caps. 30pt Letter spacing or Kerning.

2. *ACUMIN PRO EXTRA CONDENSED SEMIBOLD ITALIC*

The last three lines of the tagline "CONSEQUENTIAL IMPACT ON THE WORLD" is composed of this version of Acumin Pro in caps. 30pt Letter spacing or Kerning.

3. *CELEBRATING OUR*

The line height between each of these segments should be the width of the "O" in "OUR," the first line of the tagline, on its side.

4. *ON*

The clear space requirement around the tagline should be the hieght of the word "ON" in the last segment "ON THE WORLD"

Tagline/Headline Typography

This tagline summarizes the ideas accompanying the college's sesquicentennial. The use of this tagline is limited to headline treatment and should not be locked up with the mark in any way.

1. *CELEBRATING OUR* **2.** *CONSEQUENTIAL IMPACT ON THE WORLD*

3.

Landscape Option of Tagline

This version of the tagline is easy to place in wide spaces or on items that have a restricted height. It can be centered or left aligned. The words "CELEBRATING OUR" are the same size as the rest of the phrase to keep a sense of balance in this orientation.

1. *ACUMIN PRO EXTRA CONDENSED ITALIC*

The first line of the tagline "CELEBRATING OUR" is composed of this version of Acumin Pro in caps. 30pt Letter spacing or Kerning.

2. *ACUMIN PRO EXTRA CONDENSED SEMIBOLD ITALIC*

The last three lines of the tagline "CONSEQUENTIAL IMPACT ON THE WORLD" is composed of this version of Acumin Pro in caps. 30pt Letter spacing or Kerning.

3. *ON*

The clear space requirement around the tagline should be the hieght of the word "ON" in the last segment "ON THE WORLD"

Alternative Font Option of Tagline

Not all software options provide the capability to use Acumin Pro and Acumin Pro Extra Condensed Italic. You may find it helpful to use the following fonts in its place.
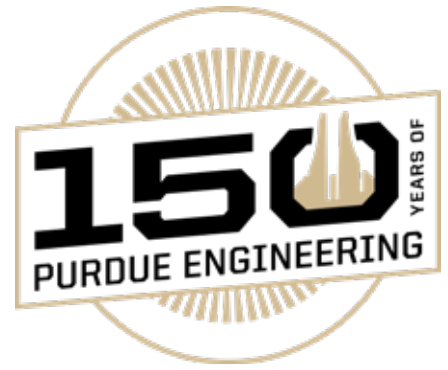
SOFIA SANS EXTRA CONDENSED BOLD ITALIC   **Noto Sans Bold**

SOFIA SANS EXTRA CONDENSED REGULAR ITALIC   Noto Sans Regular

Branding In Action

The college's 150th anniversary celebration will eventually solidify across campus via printed media, campus dress, and advertising. How will this campaign stand out?

Conceptual Examples of Print Materials and Social Posts

Below are a few conceptual uses of the celebration branding within print and digital materials.

150th Celebration Content Packages

The following files will be available for download on the Communications Toolkit website.

150th Celebration Digital Asset Downloads:

Each asset will be provided zipped folder that can be downloaded.

Brand Guidelines Book PDF

Celebration Materials PDF

All versions of the mark PNG, SVG, EPS

 primary-2c-gld-blk

 secondary-1c-gld-blk

 primary-1c-blk

 primary-2c-gld-wht

 secondary-1c-gld-wht

 primary-1c-wht
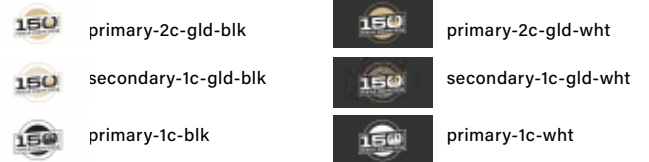
All versions of the tagline PNG, SVG, EPS

tagline-stacked-blk

tagline-stacked-wht

PPT Template PPT and Canva
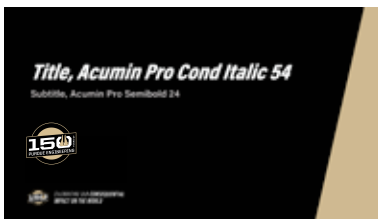
Letterhead Template DOCX and Canva

tagline-landscape-blk

tagline-landscape-wht

Email Signature Images JPG

Timeline Graphic PNG, SVG, EPS

150th Celebration Content Packages

Share in the fun by sharing out the following social posts. Launch posts have been prepared to quickly download and share. Celebrate, Event, and Consequential posts are provided as templates that can be customized in either InDesign or Canva.
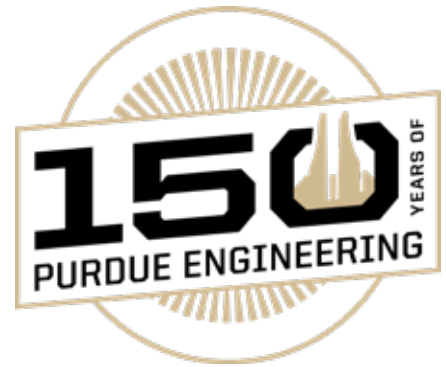
150th Celebration Social Content Packages

The following posts will be available in Facebook, X, Linkedin, and Instagram sizes. These files can be available for download and editing on Canva.com and Communications Toolkit website.
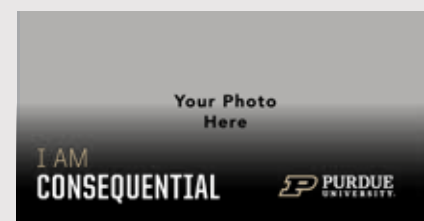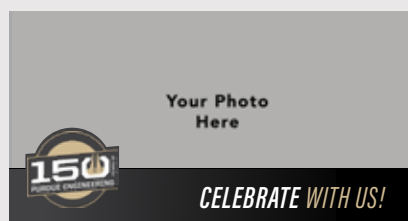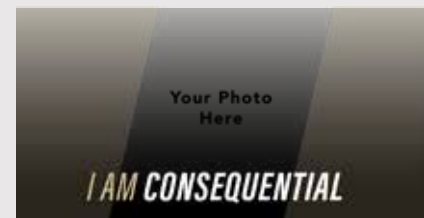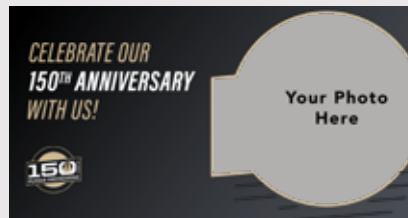
Launch Posts
JPGs, PNGs files only

Celebrate/Event Posts
Canva and InDesign
Templates

Consequential Posts
Canva and InDesign
Templates
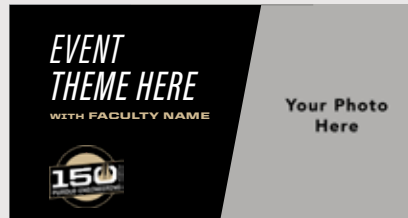
PURDUE UNIVERSITY®

College of Engineering

Communications Office

Potter Engineering Center, 216-B
500 Central Drive, West Lafayette, Indiana 47907
765-771-9518 │ kate@purdue.edu