
PURDUE BRAND

CANVA TOOLBOX

for Purdue Engineering
Communicators and Students



College of Engineering

WELCOME

This marketing toolbox, created specifically for Purdue Engineering communicators, gives you access to Purdue logos, brand colors, alternate brand fonts and images, as well as a link to Purdue templates for inspiration. It also contains a helpful guide to successfully using Canva.

If you have any questions...

[Engineering Communications Request](#)

For assistance getting started, questions or inquiries, please contact the Purdue University Engineering Admin Communications team at bit.ly/coe-comm-request
Here are some areas where we can help:

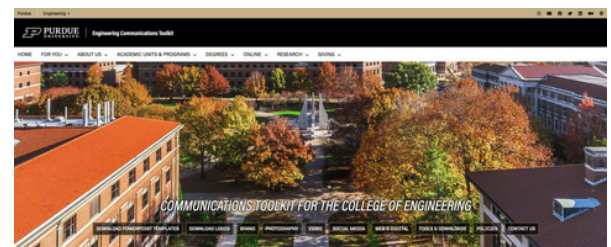
- onboarding into Canva Teams
- brand questions
- template requests

For detailed Purdue brand guidelines, visit:
marcom.purdue.edu/our-brand

[Purdue Brand Guides](#)

For more Purdue Engineering resources and templates, visit:
<https://engineering.purdue.edu/Communications>

[Engineering Communications Toolkit](#)



CANVA TEAMS

Welcome to Canva Teams in Engineering!

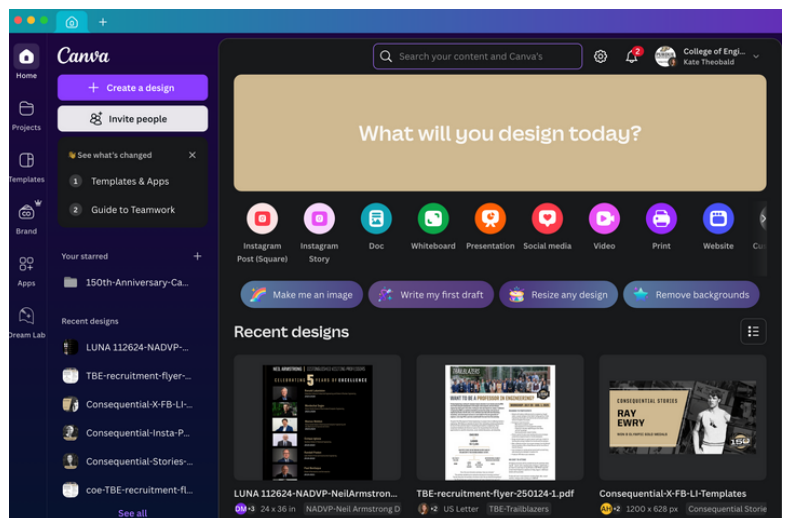
The ability to upload custom fonts isn't included in free Canva accounts. Instead you can use the following approved alternate fonts in Canva:

[Canva Design School](#)

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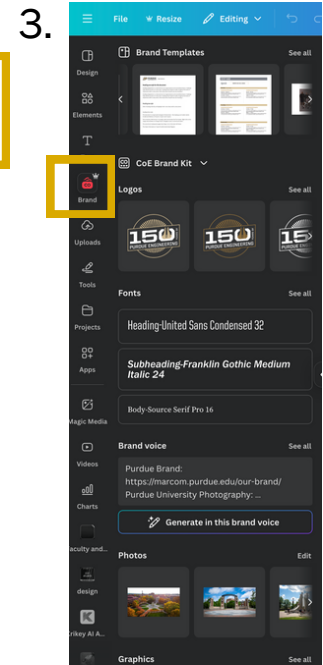
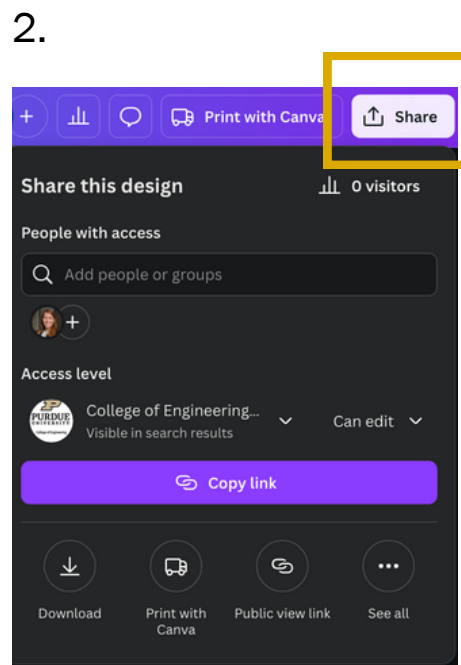
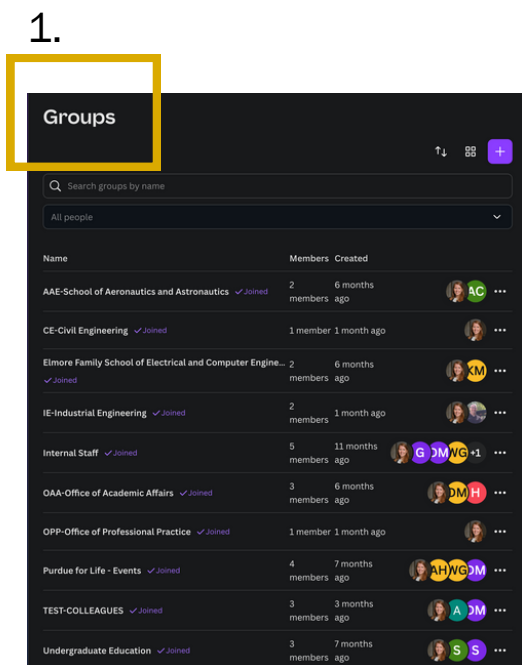
- You can work in Canva in your browser and through the desktop/mobile Canva app.
- Your Canva space shows YOUR most recent designs and folders.
- If you are an admin for your school/unit group, you can manage members by accessing your Settings icon.
- Don't know how to do something? There are tutorials and guides readily available in the Canva app.



CANVA TIPS

PhotoShelter is Purdue Brand Studio's and Purdue Engineering's digital asset library, providing access to the best Purdue-branded imagery. Galleries have been created for public use. Extensive West Lafayette and Indianapolis photography is available. Examples are below.

1. You can coordinate with the Engineering Communications team to manage your own group for your school/unit.
 2. *Your work is YOURS! Your files will only be shared with others when you select the Share button at the top of your design (shown below).*
 3. Explore the College of Engineering brand toolkit to utilize Purdue brand assets and 150th anniversary celebration assets.
- Existing files can be imported, edited and shared as various file types.
 - Utilize Canva's free features and free assets to bring your Purdue-inspired designs to life.
- NEED INSPIRATION?**
View Purdue-branded designs:
- View Templates



FONTS

Canva user fonts

The ability to upload custom fonts isn't included in free Canva accounts. Instead you can use the following approved alternate fonts in Canva:

[Access Fonts](#)

Franklin Gothic in place of Acumin Pro

- This works well for headlines, subheads, callouts and body copy.

Impact in place of United Sans

- *A more rigid, collegiate look is conveyed with this display typeface, best for brief.*

Georgia in place of Source Serif Pro

- *Our designated serif family is used for small sizes and longer-form text, as well as more sophisticated applications.*

PURDUE BRAND FONTS

Acumin Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

United Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ALTERNATE FONTS

Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z1234567890

Impact

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

COLORS

Boilermaker Gold and Black are two of the most recognizable aspects of the Purdue brand identity. We also have a complementary palette that supports these two primary colors.

[Access Colors](#)

[Download Accessibility Color Chart](#)

[Download ASE Color Swatches](#)

Primary Colors

#CFB991 *Boilermaker Gold*

#000000 *Black*

Supporting Colors

#8E6F3E *Aged*

#555960 *Steel*

#DAAA00 *Rush*

#6F727B *Cool Gray*

#DDB945 *Field*

#9D9795 *Railway Gray*

#EBD99F *Dust*

#C4BFC0 *Steam*

LOGOS

Instantly recognizable and uniquely Purdue, our logos act as signatures, identifiers and instant brand cues. Consistent, correct use of these visual components is vital to our brand and all university communications.

[Download Logos](#)

[View Brand Guidelines](#)

IMPORTANT

Follow the guidelines to maintain the integrity of our logo:



*For use on light
backgrounds*



*For use on dark
backgrounds*



PHOTOGRAPHY

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[Download Purdue Images](#)

Purdue Engineering Communicators also have access to galleries within the College of Engineering PhotoShelter.

[Download Engineering Images](#)

