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THE GOAL of the Purdue University College of Engineering Brand Manual is to familiarize users with the engineering brand and guide them to successfully represent Purdue Engineering through all audience touchpoints.

While this manual provides definite boundaries and some do’s and don’ts, it should be looked at as a guide rather than as a rule book…. as an inspiration for creativity rather than a barrier to it.

Go forth and create!

Rwitti Roy
Director, Marketing and Communications
Purdue University, College of Engineering
BRAND INTRODUCTION
BACKGROUND: Purdue University, founded in 1869 as a Land Grant institution, awarded its first engineering degree in 1878. Since then, the program has grown to become among the largest and most prestigious in the world. The College of Engineering is consistently highly ranked by *U.S. News & World Report*.

The College of Engineering contains 11 schools (aeronautics and astronautics, agricultural and biological, biomedical, chemical, civil, electrical and computer, engineering education, industrial, materials, mechanical, and nuclear) and the divisions of engineering professional education, construction engineering and management, and environmental and ecological engineering.

With 348 faculty and more than 9,000 students, the College is a vibrant and innovative environment for learning, discovery, and engagement. Purdue graduates across the engineering disciplines have had a far-reaching impact around the world. Its living alumni number more than 70,000, including the first and last man on the moon.
Brand Challenges

The world is changing rapidly and with it the engineering profession. Technology has dissolved the boundaries of time and geography. This changes how we think about research collaborations and opportunities, it changes the nature of our research and our engagement, it changes who our students are, and it changes the experiences our students will need in order to compete and thrive in the global profession.

We must respond now to transform Purdue Engineering. Innovative leaders, independent learners, articulate communicators, excellent problem identifiers and solution finders, technical experts, multicultural navigators—these are qualities we want for our students who will be future engineers. Our faculty will be explorers, discoverers, innovators, inventors—a faculty for 2020 to inspire and guide our students of 2020.
FROM THE ENGINEER OF 2020:
In the next 20 years, engineers and engineering students will be required to use new tools and apply ever-increasing knowledge in expanding engineering disciplines, all the while considering societal repercussions and constraints.

They will increasingly need to address large-scale systems problems.

Engineering will increasingly be applied in ways that achieve synergy between technical and social systems.

But as technology continues to increase in complexity and the world becomes ever more dependent on technology, the magnitude, scope and impact of the challenges society will face in the future are likely to change. For example, issues related to climate change, environment, and the intersection between technology and social/public policies are becoming ever more important.

QUOTES FROM FOCUS GROUP:
“The focus in engineering has been on technology rather than society. I think we need a broader focus that looks at societal problems...” (Peer faculty)

“Engineering research probably as much as or even more so than other areas has the potential to benefit society...” (Peer faculty)

“I think engineers have not had as broad a societal view as perhaps they should and therefore haven’t exercised as much leadership on those issues as they should.” (Peer faculty)
**VISION:** We will be known for our impact on the world.

**MISSION:** To advance engineering learning, discovery, and engagement in fulfillment of the Land Grant promise and the evolving responsibility of a global university.

**VALUES:** Relevance and Impact, Creativity and Vision, Excellence and Commitment, Leadership and Action, Respect and Community, Collaboration and Connection, Concern for Humanity and Ethical World Citizenship.

**GOAL:**

**Graduates effective in a global context:** Purdue Engineers will be prepared for leadership roles in responding to the global, technological, economic, and societal changes of the 21st century. Our graduates will be ready to make a difference at home and around the globe.

**Research of global significance:** We will focus our talent and facilities on research with great potential for expanding the boundaries of science and technology and addressing the global challenges and opportunities of the 21st century.

**Empowering our people and enriching our culture:** Together, WE—faculty, staff, and students—will make the environment in which we work, create, and study, the best in the world for the creative intellect we already have and the talent that will join us.
Key Constituents

**ACHIEVERS**
- Current Undergrad Students
- Corporate Recruiters
- Alumni

**COLLABORATORS**
- Corporate Research Partners
- Federal Government
- State Government
- Research-Oriented Alumni
- Peer Faculty

**INNOVATORS**
- Purdue Faculty
- PhD Students
- Potential Graduate Students
- Potential Faculty

**BENEFIT:**
- Empower innovators to aim and address global challenges
- Attract collaborators who are looking for expertise in high impact research
- Attract and inspire achievers to become socially conscious leaders in a flat world

**Overall Reputation**

**Learning**

**Discovery**
Brand Blueprint

ESSENCE: Source point from which the brand seems to speak and act

Promise

ATTIBUTES: Determines the tone, code, style

Culture

DELIVERY: Results in products, arguments, themes

Personality

Characteristic

Physique

Logo, tag line, publications, events, etc.

Relationship

Engineering solutions to grand challenges

High-tech, energized, diverse, collaborative, global, thriving in uncharted territory, seeking solutions that benefit society

Dynamic, innovative, leader with a vision, fearless of failure, with strong social consciousness

Adapted from Strategic Brand Management by Jean-Noel Kapferer
Engineering Solutions to Grand Challenges

Focused on engineering for societal impact, where science and technology address the global challenges and opportunities of the 21st century (e.g., energy, water, sustainability, and the list goes on).
VISUAL IDENTITY GUIDELINE
OVERVIEW
THE GOAL of the Purdue University College of Engineering visual identity system is to establish a distinct brand point of view related to the university. Reinforcing the brand in a consistent fashion will maximize the effectiveness of the ongoing marketing efforts. The system supports the overarching objective of establishing the College of Engineering as the most extraordinary impact engineering education site in the United States.

This identity guides the foundation of the visual system for the College of Engineering, as well as the related marketing initiatives of the individual schools and programs. It achieves a unified look that is readily identified as the College of Engineering and communicates the relationship of its divisions in a clear, powerful, and memorable way. This identity allows the College and schools to differentiate themselves from an overwhelming sea of visual competition in marketing activities and branding communications. It is key that the system be implemented properly and consistently to reinforce the unified look. The following pages provide details on how to utilize the visual language system.

The identity system includes the official logo, tagline, lockups, color palette, typographic treatments, and usage samples.
LOGO INSPIRATION
The College logo takes its inspiration from the fountain on the Purdue Mall. The logo consists of three stylized triangles reaching upward, reflecting dynamic movement into the future.

LOGO INTENT
Located in the heart of the engineering campus, the fountain symbolizes the College of Engineering, and our stylized depiction is thus a symbol of Purdue Engineering. In its three-part format, the logo reflects the three-part mission of learning, discovery, and engagement through which Purdue Engineering will achieve extraordinary impact.
THINK IMPACT

When the College leadership decided that Purdue Engineering’s Brand Promise was to be “Engineering Solutions to Grand Challenges,” it was determined that the College would be known for engineering that impacts the world. At the heart of the creative strategy was Purdue Engineering = Engineering Impact. This tagline directs audiences to Think Impact when they think of Purdue Engineering.

Think impact.™
ENGINEERING YELLOW

Purdue historically used this yellow as a primary brand color before it returned to Old Gold. This establishes a strong brand association with this color amongst many. It is such a strong color that, strategically, it makes more sense to include it as a part of the Purdue Engineering palette than to restrict its use.

YELLOW
C 0 M 24 Y 94 K 0
R 255 G 196 B 37
KEY ELEMENTS
LOGOS & TAGLINE

COLORS
LOGO

The logo [1.1] is the fundamental form for the entire visual language system and the official College of Engineering logo. The logo [1.2] with the name, Purdue Engineering, is for independent usage. The logo [1.3] with the name, College of Engineering, is for lockup with the Purdue University logo usage.
The tagline [2.1] is a key element of the College of Engineering branding. It can be used independently. The taglines [2.2] and [2.3] show the recommended usage of the tagline with the College of Engineering logo.

The tagline should be clearly associated with the College of Engineering.

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2.1 Tagline

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2.2 Tagline & Logo usage, sample 1

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2.3 Tagline & Logo usage, sample 2
The College of Engineering Visual Language Color Palette is based on the color scheme established by the Purdue University visual identity. The color scheme is designed to communicate learning, discovery, and engagement that complements the brand character of the College of Engineering, as well as the Purdue University look and feel.

The importance of the secondary color, yellow, is to complement the identity system that cleanly frames the College of Engineering’s core brand values and would be widely used in the branding promotional touchpoints.
PRIMARY TYPEFACE

The Frutiger typeface family is the recommended primary typeface for English. Frutiger is the same rational and legible typeface used with the Purdue University signature and agrees with the College of Engineering branding.

It is intended to be used for the name of all the schools of Purdue Engineering, title, and headline.

If Frutiger is not available, Helvetica or Arial should be used.

Frutiger Light

ABCD
abcdef
0123

Frutiger Light Italic

ABCD
abcdef
0123

Frutiger Roman

ABCD
abcdef
0123

Frutiger Italic

ABCD
abcdef
0123

Frutiger Bold

ABCD
abcdef
0123

Frutiger Bold Italic

ABCD
abcdef
0123

Frutiger Black

ABCD
abcdef
0123

Frutiger Black Italic

ABCD
abcdef
0123

The Minion typeface family is the recommended auxiliary typeface for English. Minion combines aesthetic and functional qualities that make text type highly readable. It is the same typeface used in the Purdue University signature and agrees with the College of Engineering branding.

It is intended to be used for body copy and all College of Engineering designs.

If Minion is not available, Times or Times New Roman should be used.
LOGO USAGE
VISUAL IDENTITY

LOGO USAGE

LOGO WITH THE COLLEGE NAME

THE SIGNATURE

Always use the correct artwork for the College of Engineering signature. The left side is always the University name for independent usage or the name of the division level for lockup usage with Frutiger Black font. The right side can be changed to the name of the college or division with Frutiger Light font.

CLEAR SPACE

The clear space measure remains free of other visual elements and should be applied in all communications whenever possible.

MINIMUM SIZE

In order to maintain legibility, a minimum width of 0.75” has been established.

MINIMUM SIZE 0.75”
COLOR

The College of Engineering signature should appear in recommended full-color over a white background.

IN SITUATIONS WHERE THIS IS NOT POSSIBLE, WE RECOMMEND THE FOLLOWING OPTIONS:

In instances where a solid field of color is required, the College of Engineering signature should be in black.

In instances where color is not available, the College of Engineering signature should appear in black over a white background.

In instances where a solid field is required and color is not available, the College of Engineering signature should appear in white over a black background.
IMPROPER USAGE
Always use the correct artwork for the College of Engineering signature. Do not embellish or modify the logo in any way.

DO NOT alter font. DO NOT place name on one side. DO NOT alter or emphasize one part.

DO NOT outline. DO NOT stretch or alter proportions. DO NOT overlap with busy background.

DO NOT screen. DO NOT show any unapproved colors. DO NOT remove elements.
These are two samples of the logo with tagline combinations for general use, [2.2] and [2.3]. The designer could also create a new version of the logo with a tagline combination based on the logo usage guidelines.

2.2 Logo with tagline usage, sample 1

2.3 Logo with tagline usage, sample 2
Always use the correct artwork for the schools of Engineering signatures. The left side is always the university name as independent usage or the name of the division level for lockup usage with Frutiger Black font. The right side can be changed to the name of the College or divisions with Frutiger Light font.
LOGO USAGE
LOGO WITH THE SCHOOL NAME

THE SIGNATURE
Always use the correct artwork for the schools of Engineering signatures. The left side is always the university name as independent usage or the name of the division level for lockup usage with Frutiger Black font. The right side can be changed to the name of the College or divisions with Frutiger Light font.
LOGO USAGE

LOCKUP:
PURDUE & COLLEGE OF ENGINEERING HORIZONTAL

USAGE
This is the recommended Purdue and College of Engineering logo lockup horizontal version for general use. To avoid name conflict, the name of the division level should be on the left side of the college logo; the name of the college or division should be on the right side.

In instances where horizontal space is limited, use the vertical lockup.

CLEAR SPACE
The clear space measure is equivalent to 0.6 of the height of the Purdue logo for the horizontal composite.

MINIMUM SIZE
In order to maintain legibility, a minimum width of 1.5” for the Purdue and College of Engineering logo horizontal lockup has been established.
The Purdue and College of Engineering logos lockup should appear in recommended full-color over a white background.

In situations where this is not possible, we recommend the following options:

1. In instances where a solid field of color is required, the logos lockup should be in black.
2. In instances where color is not available, the logos lockup should appear in black over a white background.
3. In instances where a solid field is required and color is not available, the logos lockup should appear in white over a black background.
LOGO USAGE
LOCKUP:
Purdue & College of Engineering with school name lockup horizontal version for general use. The name of the division level should be on the left side of the College of Engineering logo; the name of the divisions should be on the right side.

SAMPLES
These are samples of the Purdue and College of Engineering logos with school name lockup horizontal version for general use. The name of the division level should be on the left side of the College of Engineering logo; the name of the divisions should be on the right side.
LOGO USAGE

LOCKUP:
PURDUE & COLLEGE OF ENGINEERING
WITH SCHOOL NAME HORIZONTAL

SAMPLES
These are samples of the Purdue and College of Engineering logos with school name lockup horizontal version for general use. The name of the division level should be on the left side of the College of Engineering logo; the name of the divisions should be on the right side.
LOGO USAGE

LOCKUP:
PURDUE & COLLEGE OF ENGINEERING
VERTICAL

USAGE
This is the recommended Purdue and College of Engineering logos lockup vertical version for general use. To avoid name conflict, the name of the division level should be on the left side of the College of Engineering logo; the name of the college or divisions should be on the right side.

In instances where vertical space is limited, use the horizontal lockup.

CLEAR SPACE
The clear space measure is equivalent to 0.6 of the height of the Purdue logo for the vertical composite.

MINIMUM SIZE
In order to maintain legibility, a minimum width of 0.75” for the Purdue and College of Engineering logos vertical lockup has been established.
COLOR
The Purdue and College of Engineering logos lockup should appear in recommended full-color over a white background.

IN SITUATIONS WHERE THIS IS NOT POSSIBLE, WE RECOMMEND THE FOLLOWING OPTIONS:

In instances where a solid field of color is required, the logos lockup should be in black.

In instances where color is not available, the logos lockup should appear in black over a white background.

In instances where a solid field is required and color is not available, the logos lockup should appear in white over a black background.

RECOMMENDED: FULL-COLOR LOGO OVER WHITE

ALTERNATE: BLACK LOGO OVER PMS 1245C

ALTERNATE: BLACK LOGO OVER WHITE

ALTERNATE: WHITE LOGO OVER BLACK
LOGO USAGE

LOCKUP:
PURDUE & COLLEGE OF ENGINEERING
WITH SCHOOL NAME VERTICAL

SAMPLES
These are samples of the Purdue and College of Engineering logos with school name lockup vertical version for general use. The name of the division level should be on the left side of the College of Engineering logo; the name of the division should be on the right side.
LOGO USAGE

LOCKUP:
PURDUE & COLLEGE OF ENGINEERING
WITH SCHOOL NAME VERTICAL

SAMPLES

These are samples of the Purdue and College of Engineering logos with school name lockup vertical version for general use. The name of the division level should be on the left side of the College of Engineering logo; the name of the division should be on the right side.
GUIDELINE

Photography should present the College of Engineering brand essence and convey high-tech, energized, diverse, collaborative, global personalities, thriving in uncharted territory, and seeking solutions that benefit society.

Images can be reproduced in full color, single color (monotone), and black and white.

Images that are used in printed materials should be reproduced at print quality—300dpi / inch.
WHEN USED PROPERLY, the visual identity system will create a unified look that readily identifies the Purdue College of Engineering in a powerful and memorable way. It is key that the system be implemented consistently within a range of expressions over a variety of touchpoints.
TOUCHPOINT
OVERVIEW

VISUAL LANGUAGE / LOGO

PUBLICATIONS

WEB / INTERACTIVE

RADIO

Think impact.
Steven J. Hillenius is a nationally recognized expert in semiconductor technology scaling. The industry is now facing a more challenging set of needs that were determined by Moore's law driven device and process miniaturization. Research has been defined and planned through the road mapping process to find the breakthrough materials, structures, designs, and architectures to enable productivity over the last 50 or more years through investment in basic research. The industry has depended on this basic research to find the semiconductor industry for the last decade through his involvement with the Roadmap for Semiconductors (ITRS), the SIA Technology Strategy Committee and currently in his position at SRC. Dr. Hillenius has been involved with the planning and the road mapping for the semiconductor industry, devices and processing. In 1996 he was elected to the grade of IEEE Fellow "for contributions to the field of solid-state technology and its applications to integrated circuits". He has also been involved in the development of new technologies and applications. Much of that work has been through the development of new semiconductor materials and devices, with an emphasis on novel semiconductor heterostructures.
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