Below are tips that can help you convey the Eureka moment in copy. They all use the brand voice while expressing a sense of urgency and excitement that shows our culture of discovery. Add your own techniques as you become more familiar with the brand voice.

**Use the Moment as a Device.**
"1:23 p.m.: The moment you ..."

**Use Present Tense.**
- Right now
- Today
- This moment
- "This is the instant it happens"
- "It feels like ..."

**Avoid Gerunds wherever possible.**
"The Eureka Moment is about being active and powerful."
- "-ing" words sound soft and unsure.
- "Make a difference" vs. "Making a difference"

**Ask a Question.**
- "Did you know ... ?"
- "Have you seen ... ?"
- "Will you discover ... ?"

**Brand Voice Spectrum**
- Informational
- Promotional
- Sounds inspirational
- Sounds simple
- Sounds friendly
- Sounds practical
- Sounds energetic
- Sounds smart
- Sounds conversational
- Sounds sophisticated

**Brand Voice Examples**

**Audience: Community**
"FORECASTING FLYING: ideas for innovation in Aerospace"
"This is a place where like minds meet. Where business ventures are born. Where tomorrow’s leaders learn to lead. Krannert Week-end is your chance to see what it’s all about."
"1:23 p.m.: Professor Dave Bauer sets down his violin bow and sees the world in a new light. He’s just discovered a new chemical compound to detect cancer."

**Audience: Academics**
"Rolls-Royce Memorial Lecture Series: The Future of Flight"
"Krannert Weekend 2010: We’re waiting for you."
"Professor Dave Bauer’s research in the field of biochemical engineering may have led to a new cancer detection analysis."

**Audience: Alumni**
"State of Change: ideas from Purdue help power the Indiana economy"
"Leaving a legacy"
"Purdue has many young Boilermakers whose achievements we can all root for."

**Audience: Development**
"2010: Moving Indiana Forward"

**Remember, the Purdue Voice is not**
- "Bet you didn’t know Purdue has 23 astronauts. Yeah, that’s right."
- "Excited: ‘We promise this will be your best year ever!!!’"
- "Salesy: ‘Get more for your money at Purdue."
- "Overly Technical: ‘Advanced analysis of palladium-catalyzed carbon-based molecular reactions.’"

**The Brand Voice uses an active tone and simple, simple language to convey immediacy and confidence.**
"Make your mark"
"It takes confidence to take a good idea and dive in. These young Boilermakers have that trait in abundance."
"State of Change: ideas from Purdue help power the Indiana economy"

**Font Substitutes**
- IMPACT (replacement for champion family fonts)
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
- ARIAL (replacement for myriad pro family fonts)
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
- TIMES (replacement for chaparral pro family fonts)
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

For additional brand resources, creative examples, templates, market research and contact information, go to https://marketing.purdue.edu.
PHOTOGRAPHY

Portraits should be natural and spontaneous, capturing the excitement and energy of the moment. Posed photos distract from this feeling and should be avoided. When possible, photograph individuals in their environments in which they work, live, play or learn.

The three font families we have approved for use are champion, myriad pro and chaparral. To the extent possible, these should be chosen, depending on the weight or relative size, to determine what typeface, champion, myriad pro or chaparral, is considered, the typeface, weight or relative size might be chosen, depending on the creative direction of a piece.

THE PURDUE LOGO LOCKUPS AND TAGLINE

Logo lockups and taglines are regulated by background color or the number of colors in the same way as it is applied to the purdue identity mark.

The placement of surrounding graphic elements) should respect the minimum distance from the edge of the page. This also applies to the minimum clear space guideline shown below.

Logo color variations and tabs

Logo color variations and tabs for the Purdue logo are shown below. Although not required, the color variations are encouraged, the tab need not appear on every piece created for the university.

THE PURDUE UNIVERSITY IDENTITY MARK

Lower Tab Lockup Configurations

Upper Tab Lockup Configurations

Lower Tab Lockup Configurations:

Upper Tab Lockup Configurations:

Tagline

This is regulated by background color or the number of colors in the same way as it is applied to the purdue identity mark.

Logo lockups color variations and tabs

Logo lockups color variations and tabs for the Purdue logo are shown below. Although not required, the color variations are encouraged, the tab need not appear on every piece created for the university.

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