# PURDUE
### U N I V E R S I T Y ®
## FORT WAYNE

As a regional campus, the Purdue University Fort Wayne brand defines who we are and connects us to the attributes, personality and values of the Purdue system as a whole.

Because of that connection, we need to protect our brand and present it in a consistent, focused and unified way.

To do that, we created these guidelines on using the new Purdue Fort Wayne brand. They will help you successfully apply our regional brand and maintain the integrity and value of the global Purdue brand.
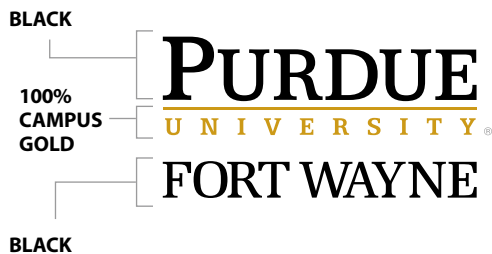
## \\ USING THE UNIVERSITY NAME

As the campus begins using its new name, these steps will help introduce and reinforce our identity and our brand.

### DO THIS

» The first time you use the name, use the whole name, including the word "University."

» After the first time you use the full campus name in a piece, you can leave out "University" and use the shorter common name (Purdue Fort Wayne).

### NOT THIS

» Do not use "PUFW" or "PFW."

BLACK

100%
CAMPUS
GOLD

**PURDUE**
U N I V E R S I T Y ®
FORT WAYNE

BLACK

# \\ USING THE SIGNATURE LOGO

The **Purdue University Fort Wayne signature** logo is the standardized graphic representation of the institution's name. The design leverages the immediate recognition of the distinctive Purdue signature logo while quickly communicating that Purdue Fort Wayne is a major part of the Purdue system.

The signature logo is to be used by *all* administrative and academic entities of the University.

## DO THIS

» Use only the approved, unaltered versions of the signature logo.

» Adhere to protected area rules.

» Display the logo in approved color variations only.

» Use a licensed vendor when ordering promotional items.

## NOT THIS

» Do not combine the logo with any other marks, graphic elements or words.

» The font used in the signature logo cannot be directly used or mimicked on any communications outside of the approved signature logo configuration.

» Do not recreate the logo or invert, crop, modify, stretch or distort the mark.

» Do not place other elements (other logos, type, etc.) over or within the mark.

» Do not fill the mark with a gradient or pattern.

» Do not place the mark on busy photographic backgrounds, distracting textures or repeated patterns.

» No element of the logo can be "sliced and diced" to create a new identity mark.

» No graphic elements or logos should be used in lieu of the signature logo.
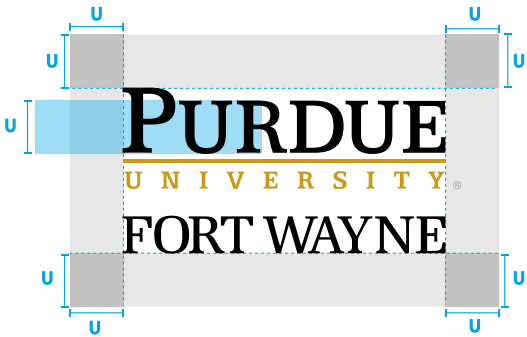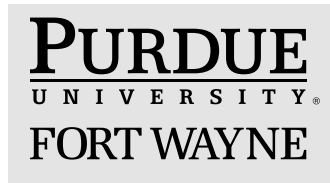
## PROTECTED AREA

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the 'U' in Purdue.

## LOGO COLOR VARIATIONS

Four options are available, depending on the background color or the number of colors available for printing.

**BLACK**

**LIGHT**

**PHOTOGRAPHIC**

**DARK**

## \\ TRADEMARKS AND LICENSING

Use of Purdue's trademarks without a license or permission is strictly prohibited. All promotional and retail items must be purchased from a licensed vendor.

A registered trademark symbol (®) must appear adjacent to the name "Purdue University" when used on promotional or retail items. This applies when there is no regional campus designation.

A trademark symbol (™) must appear adjacent to the name "Purdue," "Purdue University Fort Wayne" or "Purdue Fort Wayne" when used on promotional or retail items.

# \\ BRAND FONTS

Champion is our primary headline typeface. It is a sans serif typeface based on designs from posters promoting boxing matches. It is optimistic, driven and confident. This typeface is most often used for headlines, short phrases and proofpoints. It comes in a variety of versatile weights. Do not use lowercase letters from the Champion family.

CHAMPION BANTAMWEIGHT
CHAMPION FEATHERWEIGHT
CHAMPION LIGHTWEIGHT
CHAMPION WELTERWEIGHT
CHAMPION MIDDLEWEIGHT
CHAMPION HEAVYWEIGHT

Myriad Pro is a secondary sans serif typeface. It has a classic yet fresh appearance. It should be used to communicate a broad range of subjects, especially when Champion is too strong or when a subtler or more sophisticated appearance is needed.

Myriad Regular
*Myriad Pro Italic*
**Myriad Semibold**
**Myriad Bold**

Chaparral Pro is a serif typeface intended to balance the boldness of Champion and rigidity of Myriad. It is sophisticated and friendly. Use it for introductory copy and for lengthy body copy.

Chaparral Pro
*Chaparral Pro Italic*
**Chaparral Pro Semibold**
**Chaparral Pro Bold**
***Chaparral Pro Bold Italic***

**SUBSTITUTE BRAND FONTS**

**CHAMPION: IMPACT**
Impact is an acceptable font when Champion is unavailable for headlines in presentations or documents. Do not use lowercase letters from the Impact family.

**MYRIAD PRO: ARIAL**
Arial may be used as a substitute for Myriad Pro in text for the web, PowerPoint presentations and other documents.

**CHAPARRAL PRO: TIMES NEW ROMAN**
Times New Roman may be used as a substitute for Chaparral Pro in text for the web, PowerPoint presentations and other documents.

# \\ PRIMARY COLORS

It is important to maintain a sense of hierarchy and harmony when using the Purdue Fort Wayne brand color palette. Secondary colors should never overpower the primary brand colors. Consider white as another color in our palette.

**BLACK**

| | |
|---|---|
| **PROCESS COATED** | **K:100** |
| **PROCESS UNCOATED** | **K:100** |
| **DIGITAL** | **R:0 G:0 B:0** |
| **HEX CODE** | **#000000** |
| **RECOMMENDED TINTS** | **K:40, K:20** |
| **SPOT COATED** | **PMS BLACK C** |
| **SPOT UNCOATED** | **PMS BLACK U** |

**CAMPUS GOLD**

| | |
|---|---|
| **PROCESS COATED** | **C:6 M:27 Y:100 K:12** |
| **PROCESS UNCOATED** | **C:2 M:22 Y:100 K:12** |
| **DIGITAL** | **R:194 G:142 B:14** |
| **HEX CODE** | **#C28E0E** |
| **SPOT COATED** | **PMS 110 C** |
| **SPOT UNCOATED** | **PMS 7405 U** |

# \\ SECONDARY COLORS

**STEEL BLUE**

| | |
|---|---|
| Coated | C:58 M:32 Y:18 K:54 |
| Uncoated | C:62 M:34 Y:16 K:39 |
| Digital | R:91 G:104 B:112 |
| HEX code | #5B6870 |

**BLUE**

| | |
|---|---|
| Coated | C:60 M:19 Y:1 K:4 |
| Uncoated | C:57 M:14 Y:7 K:3 |
| Digital | R:110 G:153 B:180 |
| HEX code | #6E99B4 |

**SKY BLUE**

| | |
|---|---|
| Coated | C:48 M:0 Y:10 K:0 |
| Uncoated | C:54 M:0 Y:10 K:0 |
| Digital | R:163 G:214 B:215 |
| HEX code | #A3D6D7 |

**TEAL**

| | |
|---|---|
| Coated | C:76 M:0 Y:38 K:0 |
| Uncoated | C:68 M:0 Y:36 K:0 |
| Digital | R:41 G:165 B:146 |
| HEX code | #29A592 |

**GREEN**

| | |
|---|---|
| Coated | C:70 M:0 Y:100 K:60 |
| Uncoated | C:79 M:30 Y:100 K:44 |
| Digital | R:8 G:92 B:17 |
| HEX code | #085C11 |

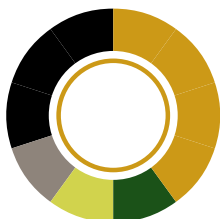**PINE GREEN**

| | |
|---|---|
| Coated | C:54 M:5 Y:94 K:24 |
| Uncoated | C:50 M:4 Y:92 K:20 |
| Digital | R:132 G:158 B:42 |
| HEX code | #849E2A |

## \\ SECONDARY COLORS

Do not use more than 20%
of a secondary color in a design.
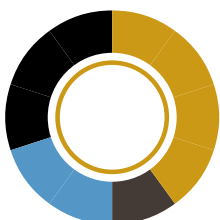
40% Campus Gold
30% Black
20% Blue
10% Coal Gray

40% Campus Gold
30% Black
10% Green
10% Spring Green
10% Yellow

**BOG GREEN**

| | |
|---|---|
| Coated | C:7 M:0 Y:100 K:28 |
| Uncoated | C:16 M:2 Y:99 K:13 |
| Digital | R:195 G:190 B:11 |
| HEX code | #C3BE0B |

**SPRING GREEN**

| | |
|---|---|
| Coated | C:12 M:0 Y:79 K:6 |
| Uncoated | C:16 M:1 Y:76 K:2 |
| Digital | R:233 G:228 B:91 |
| HEX code | #E9E45B |

**COAL GRAY**

| | |
|---|---|
| Coated | C:26 M:31 Y:35 K:72 |
| Uncoated | C:22 M:25 Y:28 K:60 |
| Digital | R:77 G:64 B:56 |
| HEX code | #4D4038 |

**DUST GRAY**

| | |
|---|---|
| Coated | C:13 M:16 Y:21 K:36 |
| Uncoated | C:5 M:7 Y:13 K:25 |
| Digital | R:186 G:168 B:146 |
| HEX code | #BAA892 |

**YELLOW**

| | |
|---|---|
| Coated | C:0 M:18 Y:100 K:0 |
| Uncoated | C:0 M:10 Y:100 K:0 |
| Digital | R:255 G:209 B:0 |
| HEX code | #FFD100 |

**ORANGE**

| | |
|---|---|
| Coated | C:0 M:51 Y:100 K:0 |
| Uncoated | C:0 M:38 Y:100 K:0 |
| Digital | R:255 G:155 B:26 |
| HEX code | #FF9B1A |

**BRICK**

| | |
|---|---|
| Coated | C:0 M:67 Y:100 K:28 |
| Uncoated | C:5 M:58 Y:97 K:14 |
| Digital | R:180 G:96 B:18 |
| HEX code | #B46012 |

**BROWN**

| | |
|---|---|
| Coated | C:21 M:56 Y:49 K:60 |
| Uncoated | C:29 M:68 Y:67 K:44 |
| Digital | R:107 G:69 B:54 |
| HEX code | #6B4536 |

**PURPLE**

| | |
|---|---|
| Coated | C:40 M:90 Y:0 K:0 |
| Uncoated | C:29 M:90 Y:0 K:0 |
| Digital | R:173 G:31 B:101 |
| HEX code | #AD1F65 |

**DIGITAL HEADLINE GOLD**

Digital-only gold is to be strictly used
for large text headlines on websites.
This gold provides a replacement
online that passes as AAA compliant
for Campus Gold.

HEX code        #98700D