Our Brand Is Our Most Valuable Asset.

At Purdue University Fort Wayne, we know what it means to be part of one of the most prestigious higher education brands in the world—Purdue University.

Purdue Fort Wayne is a university on the rise, and our continued success depends on our collective ability to articulate who we are and why it matters. We understand the many ways we impact the lives of those we serve. It’s up to each of us to share our amazing stories of impact and to help everyone know just what it means to be part of the growing Purdue Fort Wayne family.

The following pages define the identity, brand, personality, and tone of voice we use to communicate with our most trusted and treasured audiences—especially prospective students and their families. These elements constitute our brand essence and connect our university directly to the powerful Purdue University brand that we share. Through our thoughtful and deliberate adherence to these guidelines, we create the foundation from which we tell our unique story and build even stronger relationships with our many audiences.

I encourage you to become familiar with our brand through this comprehensive guide. Doing so will ensure that we all express in a unified way the great love, excitement, and optimism we share for Purdue Fort Wayne.

Sincerely,

Ronald L. Elsenbaumer
Chancellor
Purdue University Fort Wayne
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OUR BRAND IS AN ENDURING PLATFORM THAT ARTICULATES THE PURDUE FORT WAYNE STORY.

OUR UNIQUE POINT OF VIEW.

THE EXPERIENCE WE CREATE.
OUR BRAND HELPS US CONNECT WITH A BROAD RANGE OF DIVERSE COMMUNITIES THROUGH INFORMED AND MEANINGFUL INTERACTIONS, AND FOCUSES ON A BIG IDEA AND TELLING OUR AUTHENTIC STORY CONSISTENTLY AND COMPELLINGLY.
WHY IS OUR BRAND IMPORTANT?

As humans, we form opinions very quickly—and they lend heavy influence to the decisions we make. This is why, as often as possible, our interactions with people must be positive and meaningful.

Our brand works by forming emotional connections from the very first interaction, whatever it may be:

- a billboard
- a feature inside a magazine
- a printed piece mailed out across the country
- a conversation
- our website and social media channels
- a potential student who inquires about a program

These interactions accumulate and shape the opinions of those we serve.

The elements in this document work together to ensure that every interaction is connected and conveys a compelling story about Purdue Fort Wayne. This story will help us increase the university’s visibility, awareness, recognition, and reputation with prospective students and their key influencers—ultimately strengthening our competitive position among top-tier national universities.

This document is designed to help you make decisions in support of our story. There’s a deeply informed rationale to everything included—every visual and verbal decision. These guidelines reflect the thought process that went into creating the brand and offer guidance for making it work.
OUR STRATEGY
The brand strategy reflects a series of decisions that build a foundation for positioning our brand and communicating our story. It’s a tool that we should refer to for marketing plans, campaigns, and other initiatives.

This section is intended for internal use only.
INSTITUTIONAL STRATEGY
Brand Pillars

Our brand pillars are the building blocks that define who we are. Drawn from the values and attributes that make Purdue Fort Wayne special, they support our brand essence to tell our story.

STEAM AND BUSINESS

Our rigorous STEM curriculum (science, technology, engineering, and math) is paired with exceptional programs in the arts, music, and business to create STEAM—a comprehensive education that empowers our students to take on a lifetime of challenges and lead in an ever-changing world.

WHY

• Our holistic educational approach emphasizes both the arts and the sciences to enhance every student’s educational quest.

• We are a metropolitan university offering a renowned education, through a comprehensive curriculum and an educational philosophy that emphasize personal growth, small class sizes, experiential learning, and boundless opportunities.

• Our well-rounded curriculum combines critical thinking and foundational knowledge with purposeful, in-demand skills that are highly coveted in today’s economy and are adaptable for the next wave of change.

LIFE BALANCE

We embrace a balance of work, life, and education that wholeheartedly supports our students’ journey of advancement.

WHY

• We support each and every one of our students, regardless of their circumstances, in a collective effort to maximize their opportunity in attaining success.

• Our flexible class schedules and supportive faculty accommodate our nontraditional students’ lives to ensure that they can achieve their goals and take advantage of the many opportunities we provide.
Brand Pillars (continued)

**ADVANCEMENT**

We are united by an unwavering commitment to advance our university by strengthening the intellectual, social, and economic well-being of our diverse student body and all of northeast Indiana.

**WHY**

- We are boundless and united by the opportunity to improve our students’ lives and our broader community.
- Whether it’s internships and job-placement programs with local businesses, or research initiatives, everything we do is designed to advance our students and our community forward.
- We perpetually embrace challenges and push our students to develop their skill sets and novel ways of critical thinking.

**FORT WAYNE**

Fort Wayne is not just a city—it’s also our home. It’s the community we work in and for. It’s what binds us together and sets us apart from other universities.

**WHY**

- Our roots will forever be planted in Fort Wayne and northeast Indiana. Since our founding, we have served as an economic engine and a source of pride for the community.
- With more than 250 partnerships with local businesses, we are firmly linked to the success and growth of our city and the wider region.
- Our big-city, small-campus feel and the ample opportunities we provide are a direct reflection of Fort Wayne’s tight-knit communities and burgeoning growth.
ENROLLMENT STRATEGY
AUDIENCES

WHO ARE WE TALKING TO?

MESSAGING

BRAND ESSENCE

PERSONALITY
Audiences
We need to understand and prioritize who we’re speaking to so that we can establish goals for each audience and better engage them with the brand.

SPHERE OF INFLUENCE

OUR GOAL
To authentically present Purdue Fort Wayne in a way that engages prospective students and their influencers.

Insiders
Insiders are people within the university community who affect the perceptions of prospective students in different ways.

Influencers
Influencers are people outside the university community who affect prospective students and their thinking.

Prospective Students
Our core audience for this work is prospective students, particularly those who represent new profiles and markets.
WHAT ARE THE 5 C’S OF COLLEGE CHOICE?

1. Curriculum: Academics
2. Campus: Environment
3. Community: Relationships
4. Career: Outcomes
5. Cost: Value

AUDIENCE BREAKDOWN

PROSPECTIVE STUDENTS

PRIORITIES

Students Direct from High School

WHAT THEY NEED TO HEAR

1. Curriculum—depth and breadth of academic offerings
2. Campus—follow passions through student organizations on campus and internships in Fort Wayne
3. Community—inclusive campus culture
4. Career—explore career paths through real-world learning
5. Cost—pride in making a wise decision; an affordable Purdue degree

WHAT WE WANT THEM TO DO

Develop early interest in Purdue Fort Wayne and engage with admissions to learn more, visit, apply, and ultimately enroll.

Transfer Students

WHAT THEY NEED TO HEAR

1. Curriculum—no delay in academic pursuit; support in transferring credits
2. Campus—right size (not too big, not too small)
3. Community—welcoming to all life experiences; variety of students to connect with and find your fit
4. Career—support for directly pursuing a career (if no longer exploring options)
5. Cost—enabling a smooth transition to expedite progress toward your degree

WHAT WE WANT THEM TO DO

In-State Students (outside Fort Wayne)

WHAT THEY NEED TO HEAR

1. Curriculum—depth and breadth of academic offerings
2. Campus—all that the city of Fort Wayne and the region has to offer
3. Community—safety, security, and well-being
4. Career—strength of a Purdue degree and close connections to industry
5. Cost—incredible value, worth venturing outside of home

Out-of-State Students

WHAT THEY NEED TO HEAR

1. Curriculum—depth and breadth of academic offerings
2. Campus—all that the city of Fort Wayne and the region has to offer
3. Community—safety, security, and well-being
4. Career—strength of a Purdue degree and close connections to industry
5. Cost—incredible value, worth venturing outside of home

WHAT WE WANT THEM TO DO

Develop early interest in Purdue Fort Wayne and engage with admissions to learn more, visit, apply, and ultimately enroll.
Audience Breakdown

**INFLUENCERS**

- Families
- High School Counselors
- Teachers

**WHAT THEY NEED TO HEAR**

- The variety of opportunities to make Purdue Fort Wayne more accessible and affordable
- The strength of the overall academic offer
- How a Purdue degree will benefit their students
- The safety and inclusivity of the campus and Fort Wayne
- Outcome stories
- The support services and resources available to students

**WHAT WE WANT THEM TO DO**

Identify Purdue Fort Wayne as an exciting opportunity for their students and encourage them to learn more about the university.
Audience Breakdown

**INSIDERS**

Faculty and Staff
Current Students
Alumni

**WHAT THEY NEED TO HEAR**

- Details about the impact the university is making on students and in the region, and how their contributions have a significant role
- How to articulate, clearly and consistently, what Purdue Fort Wayne offers and why it matters
- Information about the evolved brand platform, and how they have a critical role as brand ambassadors
- Continual updates about exciting developments and opportunities

**WHAT WE WANT THEM TO DO**

Be strong brand advocates for Purdue Fort Wayne, sharing their stories of how the university’s brand promises come to life.
COMMUNITY

We are Fort Wayne’s university: more than 50 percent of alumni live and work in northeast Indiana

We develop the next generation of leaders and skilled professionals

A source of pride for local families, businesses, and schools

An economic engine—we are a prominent employer that fosters innovation through research initiatives and thought leadership

The region’s epicenter of arts, culture, and entertainment

A beacon of opportunity
Brand Essence

Identifying our brand essence is about knowing where we stand, both as a university and as a university within the Purdue University system.

This is not the brand, a campaign, or a tagline. Rather, it’s a concise, internal construct used to align our collective efforts with the Purdue University master brand.
Messaging
The message map prioritizes the most important ideas for telling our story, and it illustrates the relationship between attributes and benefits. Our story always connects to the center of the map—our core value proposition. Based on the needs of our target audience and the specific message we need to deliver, we can determine appropriate secondary messages and supporting proof points.

BUILDING OUR STORY
The message map provides the foundation for brand messages that are clear, consistent, and compelling.

ATTRIBUTES
WHAT WE OFFER
An attribute is what we offer to our audiences, such as programs, facilities, experiences, and culture.

BENEFITS
WHY IT MATTERS
A benefit is what our audiences get. It’s the value of the attributes that we offer and why they matter.
THE EDUCATION

a relentless commitment to offering value

THE CULTURE

a campus that fosters connection and community

THE EXPERIENCE

high engagement and investment in the region

PURDUE UNIVERSITY FORT WAYNE . . .

puts meaningful success within reach for every student

not having to choose between quality and affordability

taking full advantage of the resources available to them

direct pathways to thriving lives and careers

PURDUE UNIVERSITY ATTRIBUTES

flexible class schedules and supportive faculty

small class sizes

individualized attention

over 200 academic programs

high-quality academics at an affordable price

over 90 student organizations

the depth and breadth of offerings

over 250 partnerships with leading employers

the Purdue degree

average scholarship per full-time student: $4,086

a safe campus

Services for Students with Disabilities

Purdue Fort Wayne Sweetwater Music Center

over 90 student organizations

the vitality and resilience of Fort Wayne

the university’s role in the region

Services for Students with Disabilities

Office of Diversity and Multicultural Affairs

Office of Diversity and Multicultural Affairs
Personality
Personality humanizes our brand and shapes the overall tone of our communications. It helps us bring materials to life with greater resonance and emotional strength.

Rational
What we want people to think about the brand

- **PURPOSEFUL**
  Thoughtful, meaningful, committed

- **INTENTIONAL**
  Focused, deliberate, practical

- **BALANCED**
  Levelheaded, well-rounded, grounded

Emotional
How we want people to feel about the brand

- **INCLUSIVE**
  Collaborative, inviting, welcoming

- **EMPOWERING**
  Supportive, dedicated, maximizing

- **GENUINE**
  Authentic, honest, friendly
Voice is a combination of the language we choose, the tone we use, and the way we thoughtfully construct copy to communicate our messages. Essentially, it’s how we share our story. Voice is one of the primary ways our audiences can connect and identify with the Purdue Fort Wayne brand.
Our Brand Narrative

At the highest level, the Purdue Fort Wayne story takes the shape of a brand narrative. This anthemic piece of writing helps us set the tone and inspires the rest of our communications.

With every stride, a Mastodon makes a powerful impact and leaves its mark. We follow in thunderous footsteps.

No matter our direction, regardless of hurdles or setbacks, we march. Surrounded by the resources and stability of the Herd, we move.

Inspired, informed, and emboldened by Mastodons who’ve come before us, we make our own path. Because we are confident that every rumbling step forward brings us closer to who we’re supposed to be.

At Purdue Fort Wayne, we know what it takes to get where we’re going. It takes a first step. It takes every step after.

IT TAKES A MASTODON.
Unpacking the Narrative

With every stride, a Mastodon makes a powerful impact and leaves its mark. We follow in thunderous footsteps.

No matter our direction, regardless of hurdles or setbacks, we march. Surrounded by the resources and stability of the Herd, we move.

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**IT TAKES A MASTODON.**
IT TAKES A MASTODON.

How to Use Our Brand Narrative

“It takes a Mastodon” gives us a human voice, and helps us deliver on our messaging. It also keeps us consistent, and makes our stories believable.

WHEN SHOULD I USE THE BRAND NARRATIVE’S LANGUAGE?

To ensure that our personality comes through in the voice.

The tone of what you’re writing should capture the spirit of “It takes a Mastodon” and convey the persistent, powerful character of this language. The narrative can help you make appropriate choices so that our voice feels human and inspiring. Make sure that whatever you’re writing sounds like it’s coming from a person who possesses our personality traits.

To give context to our messaging.

We have a multitude of stories to tell, and lots of information we need to deliver. By couching this information in a compelling narrative, we can help ensure that readers receive our message and remember it. When all our content aligns with this positioning, our communications have more emotion, meaning, and relevance.

To maintain consistency.

With this positioning statement as a guide, we can ensure that all of Purdue Fort Wayne’s communications work together and sound as if they’re coming from one consistent brand voice.

To ensure that the world hears our story.

By keeping our story consistent, compelling, and clear, we can convey an incredibly powerful message. Ultimately, we’re sharing one story, multiple times, with a variety of audiences, across all types of media.
How Not to Use Our Brand Narrative

Don’t steal the thunder of our brand narrative by using it as a catchall, the be-all and end-all for your communications and pieces. It’s a creative platform from which to jump. The narrative should serve as a source of inspiration for all our storytelling, rather than an all-too-easy trope that gets tired with overuse.

BEFORE YOU USE “IT TAKES A MASTODON” VERBATIM

Check with Communications and Marketing.

Our efforts are carefully coordinated and connect to larger marketing objectives. The phrase, in its entirety, may be intended initially for an unveiling to prospective audiences or a rollout of the new brand. With time, “It takes a Mastodon” may be appropriate for use with other institutional communications. It’s always a good idea to have a conversation with them.

Use anything else (within these guidelines).

In this section, we’ve provided a number of options for headline constructions and approved language. These options trace their origins back to our brand narrative. Do you need a call to action that describes our process? Look to “every step forward” language. Want to convey a hard-hitting community message? Try “the power of the Herd.”

Build out from the brand, step-by-step.

This document is intended to provide guidance, not restrict your creative process. Always go back to the brand narrative and see if there’s another phrase that rings true or inspires new language.
Sample Headline Constructions

The more you work with and write in our brand voice, the more of a feel you’ll get for the way it sounds. As you’re getting started, feel free to use the following constructions to ensure that you’re using language that supports the themes of our brand. There’s no requirement to use this language verbatim, but it can be useful when appropriate.

EVERY STEP FORWARD

Use this language to describe the process our students take to get closer to their goals. No matter where they are in that process, we speak to the time they put in, every single day of their education. So we use language that suggests the positive, unceasing momentum that pushes our students forward. Use active, one-foot-in-front-of-the-other words such as step and march and stride and pace and move.

- No matter our direction, regardless of hurdles or setbacks, we march.
- Every step forward makes a difference.
- Bold strides ahead with every step.
- Stepping up to bring data-derived solutions.
- Improving lives with every rumbling step forward.
- Making strides to better understand the mind.
- Standing out to improve public health.

WHAT IT TAKES

Use this language to speak to the character of the people who make this institution what it is. There’s something unique about the unflappable spirit, the tireless work ethic, and the ceaseless commitment that each of us has as we work toward our goals. Our students work hard because they know what it takes. And they succeed because they have what it takes.

Use headlines that pair an outcome with the strength of character required to reach it—in short, to do [A], it takes [B].

- To get where we’re going, we know what it takes. Whatever it takes is the path we choose.
- What it takes to dream bigger. What it takes to reach further. What it takes to climb higher.
- To make progress, it takes persistence. To make a real impact in our community, it takes a leader. To create a better tomorrow, it takes imagination. To build better communities, it takes determination.
THE POWER OF THE HERD

Use this language to speak to the community that exists at Purdue Fort Wayne. The collective power we accumulate when we stand shoulder to shoulder, in pursuit of a common goal. Describe this community with language that suggests that our thundering Herd represents our spirit.

- When the Herd stands together, we are unstoppable.
- Together, we have the strength it takes to shake the earth.
- With the power of the Herd behind you, there’s no limit to where you can go.
- March with the Herd to make a real difference.
- We take thunderous footsteps.

IT TAKES A MASTODON

Bring together all this language to define what it means to be a Mastodon. It’s a unique combination of the educational process that we employ, the determined spirit we all embody, and our powerful community, where we support one another, every step of the way. Together, it’s what makes us who we are.

- To make a real impact, it takes a Mastodon. To bring fresh ideas, it takes a Mastodon. To revitalize communities, it takes a Mastodon.
- It takes a Mastodon to move the world. It takes a Mastodon to push for something bigger. It takes a Mastodon to build stronger communities.
- When the world needs more thoughtful leaders, Mastodons stand out. When communities look for smarter solutions, Mastodons step up.
Emotional Storytelling: How to Inspire Our Audiences

Show them we stand for something bigger.

Purdue Fort Wayne is about more than education. By connecting our message to the big, life-changing stories of our students’ success, our reputation and our identity will grow in power and meaning.

Connect with their values.

Demonstrate that Purdue Fort Wayne aligns with the sorts of things that our audiences believe in and feel passionately about. Show that our work is relevant to their lives.

Motivate them to act.

Always give your reader clear indications of what they should do next, whether it’s to seek out more information, gain a fuller understanding of what we do, make a donation, or apply for admission.

Make it real for them.

Connect our brand story to actual stories of the work that students, faculty, staff, and alumni are doing.

Surprise them.

There’s a lot about Purdue Fort Wayne that our audiences don’t know. By revealing surprising information, facts, or stories about our work, we can support our messaging, values, and mission.
Our Personality Drives Our Voice

These six characteristics inform the tone of our language. The specific vocabulary you use will vary, but you should always ensure that the Purdue Fort Wayne voice is driven by these essential ideas.

When telling stories, choose examples that demonstrate how Purdue Fort Wayne embodies these features. Use them to make your story more compelling and full of emotion. And use them to tie every story we tell to these unifying themes.

Our personality is purposeful, and our voice is motivated.

Everything we do is for a reason, and we speak to the meaning behind our actions.

Our personality is intentional, and our voice is deliberate.

Our words have meaning, and we use them to convey our greater goals.

Our personality is balanced, and our voice is pragmatic.

We speak with a grounded, realistic tone that always focuses on what’s next.

Our personality is inclusive, and our voice is welcoming.

We are open to all, and we speak with language that includes everyone.

Our personality is empowering, and our voice is supportive.

We offer thoughtful, proactive guidance, always with the best interests of our students in mind.

Our personality is genuine, and our voice is human.

With every word, our audiences should hear an honest voice, and a real human heart beating under the surface.
Tips for Writing

Always start with a focus on your audience.
Give them three things: something to capture their interest, something to care about, and a way to connect with the work we are doing.

Open with a hook.
Give them a reason to care right away. Lead with a benefit.

Find an angle.
A story should be about one thing: place, process, purpose, or people.

Find the hero.
People are at the heart of everything we do. Put them there.

Reveal our character.
You don’t always have to say “It takes a Mastodon.” But you should always show how Mastodons have what it takes to work hard, succeed, and create possibilities for our communities, our state, and the world.

Breathe life into every word.
Our voice is personal—we write like we talk. Read your copy out loud to test it.

Be real. Clever is overrated.
The best writing doesn’t call much attention to itself.

Speak to people.
Avoid jargon and hyperbole. Even if it’s what everybody says. Especially if it’s what everybody says.

Cut out excess.
Say only what you need to say. Get to the point without unnecessary words.

Say one thing well.
Don’t overwhelm your audience with too much information or tiresome lists.

Use inclusive pronouns.
We speak to you whenever possible. Our voice is a conversational one.

Show the impact of our work.
Every story should reveal why we do the things we do.

Make an emotional connection.
Decide how you want your audience to feel, and write accordingly.

Draft a plot.
Rather than just stating a benefit, dramatize it. Show our brand essence at work.

Find the voice.
As a rule of thumb, start with a compelling message and an understanding of our personality. By following these guidelines, we can all craft an identifiable and consistent brand voice.
OUR
IDENTITY
Our logo represents us at the highest level. It’s critical to who we are as a brand. Follow these guidelines to ensure its consistent use across media in order to build a strong, cohesive brand.
Identity System

The Purdue Fort Wayne brand uses several important logos and marks. Each has a specific role in representing the university.

Our identity assets should never be manipulated, altered, or modified. External entities may not use the university’s logo or identifying marks without express written permission.

**INSTITUTIONAL**
These marks represent the university as a whole.

**ATHLETICS**
These marks are reserved for Athletics teams and events. They should not be used as identifiers for the university.

**ALUMNI**
These marks are reserved for Mastodon Alumni Community events and communications only. They should not be used as identifiers for the university.

**NOTE**
These logos should be reproduced only from authorized digital files. Do not attempt to typeset or recreate them yourself. Approved marks can be obtained by logging in with your campus credentials at pfw.edu/libris. Approved, licensed vendors have access to official marks in the BrandManger360 portal through CLC. Refer to the Athletics Brand Guidelines for all Athletics marks and usage guidelines.
Anatomy

Our logos have been built to speak from a single visual voice in order to ensure clear and consistent communication. All these marks must be used as shown here, in accordance with the guidelines in this section.

**Endorser**

The university’s custom wordmark appears in a horizontal format so that our logo can draw on the equity of the Purdue University master brand.

**Affiliate**

Our location name stands out visually; it’s set in our brand’s bold display font, and custom-kerned for the greatest impact.

**General Version**

For most applications, the primary logo should be used as the main identifier.

**Vertical Version**

For extreme vertical compositions with limited horizontal space, the version below should be used.

**Horizontal Version**

For extreme horizontal compositions with limited vertical space, the version below should be used.
Color
The colors of the logo are determined by the background it appears on, as shown here. Plan your layouts to accommodate the preferred option. One-color versions of our identity should be used only when printing restrictions demand it.

NOTE
Approved marks can be obtained by logging in with your campus credentials at pfw.edu/libris. Approved, licensed vendors have access to official marks in the BrandManger360 portal through CLC.

Two-Color
(Black or White and Golden)
- Performs strongest on dark backgrounds
- Take care in using it on light backgrounds, balancing legibility and scale to ensure the best reproduction

Two-Color
(Black or White and Fog)
- Performs at all scales on both light or dark backgrounds

One-Color
(Black or White)
- Performs at all scales on both light or dark backgrounds

Practices to Avoid
Use careful consideration when placing the logo over specific background colors and images, making sure to always protect the legibility of the logo. For example, the logo should not appear on a royal blue or crimson red.
Parameters

It’s important that the logo remain prominent and legible, so keep these parameters in mind.

Clear Space

The logo should never feel like it’s crowded or competing for attention. That’s why we always surround it with ample clear space. This space, measured using the height of the letter W, extends around the entire perimeter of the logo.

Minimum Size

To ensure legibility, follow the limits below. When the logo is reproduced any smaller than these sizes, it becomes difficult to read.

1 inch

Maximum Size

There is no maximum size limit, but use discretion when sizing the logo; it should live comfortably and clearly as an identifying mark.

2 inches

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Sample Architecture

It’s important that our colleges, organizations, and departments have logos that align with our brand. These lockups, which follow the pattern shown here, help align our community under a clear, consistent, and purposeful visual language.

An official university lockup may be enhanced with a graphic identity only under specific circumstances:

- It is for short-term usage.
- It may not be used for recruitment.
- The area it symbolizes is open to students, faculty, staff, and the community.

NOTE

Approved logos and marks may be obtained from the Office of Communications and Marketing. Contact marketing@pfw.edu for your requested lockup.
Monograms
For applications like social media avatars—where space is limited and the audience already knows us by our full name—we can use the monograms shown here.

NOTE
Approved marks can be obtained by logging in with your campus credentials at pfw.edu/libris. Approved, licensed vendors have access to official marks in the BrandManger360 portal through CLC.

All white text version is also available
Considerations

Avoid these pitfalls when using the logo.

DON’T skew, stretch, or bend the logo in any way.

DON’T use drop shadows or other visual effects.

DON’T apply brand treatments to the logo.

DON’T outline the logo.

DON’T rotate the logo.

DON’T use any colors other than those specified in this document.

DON’T crop the logo.

DON’T apply the logo to a background that doesn’t provide adequate contrast.
University Seal

Our seal is an important part of our institution’s heritage. It is used only on official university documents, such as diplomas, letters of acceptance, and communications from the Board of Trustees and the chancellor.

The university seal should never be locked up with the wordmark and should not be modified in any way.

The versions of the seal shown on this page are the only versions permitted.

NOTE
The university seal can be requested from the Office of Communications and Marketing at marketing@pfw.edu.

Color Options

- Black (Use-Specific)
- Golden on Black
- Badge Encloser
- White

Minimum Size

Never reproduce the seal smaller than 0.75 inch for print. There is no maximum size limit. Use your best judgment for other screen applications.

Clear Space

Whenever possible, allow clear space around the seal that measures at least one-fourth of its diameter. Do not place other graphics or typography in this clear space area.
Licensing

Purdue Fort Wayne exclusively uses officially licensed vendors to produce promotional items featuring Purdue’s trademarked logos.

All campus entities, including student groups, must use a licensed vendor to produce merchandise with Purdue’s trademarks and logos. This also applies to items intended for your unit’s own use (such as team shirts, school giveaway items, or fundraising materials).

By using approved licensed vendors, you get quality goods that positively reflect the Purdue name. To find a list of these vendors, search for “Purdue University Fort Wayne” on the CLC website.

FOR MORE INFORMATION
pfw.edu/licensing
OUR COLORS
4.0

Color is often the strongest association an audience has with a brand, other than its logo. Consistent use of our color palette is key to building brand equity.
Primary Palette
The primary palette is Golden, Black, and White. These colors identify our school and should be the most prominent ones used in any piece.

NOTE
When using color builds, always use the values listed here. They have been adjusted for the best reproduction on screen and in print, but may not match Pantone Color Bridge breakdowns.

Golden
Pantone 7502 C
- cmyk: 13 20 45 3
- rgb: 207 185 145
- hex: CFB991

Coated Paper
When printing on most coated stocks (matte, dull, and silk finishes), on specially treated uncoated paper, or on UV presses, use the Pantone spot color or the CMYK formula specified here.

Pantone 7502 U
- cmyk: 13 22 50 5

Uncoated Paper
When printing on most uncoated stocks, we adjust the spot color and CMYK formula of the color palette to achieve the best results. Use the formula specified here.

Black
- cmyk: 0 0 0 100
- rgb: 0 0 0
- hex: 000000

White
- cmyk: 0 0 0 0
- rgb: 255 255 255
- hex: FFFFFF

White Space
White is an indispensable color. Rather than viewing white space as a blank area, see it as a break. Don’t rush to fill it, as it can focus attention on what is there, rather than drawing attention to what isn’t. Always balance color, typography, and graphic elements with white space.
Gold-Supporting Palette

Additional gold-inspired colors can be employed to generate bold statements or sophisticated moments. The purpose of the communication piece will guide us on how to use these colors and which tone is appropriate for the audience.

NOTE
When using color builds, always use the values listed here. They have been adjusted for the best reproduction on screen and in print, but may not match Pantone Color Bridge breakdowns.

*The primary accent color is Summit, solidifying our Fort Wayne identity.
Black-Supporting Palette

The range of tones inspired by black are the hardest-working colors of the brand. They provide support and flexibility for the gold colors, making them more legible and vibrant. Without these neutral options, the other colors would be harder to use—which is why they're indispensable to the full palette.

NOTE
When using color builds, always use the values listed here. They have been adjusted for the best reproduction on screen and in print, but may not match Pantone Color Bridge breakdowns.
**Digital Color Palette**

Like printed colors, screen-based colors should be consistent across multiple pages and sites, and a limited color palette is well suited for digital applications.

All digital communications should follow the brand color palette outlined here. These hexadecimal values have been optimized for accessibility on light or dark backgrounds.

**Color Consistency**

Hexadecimal values are derived from the Pantone Color Bridge system to ensure that colors are consistent from their original selection, to print, and to screen.

*Adjusted for AA normal text compliance (tested for contrast at webaim.org).* Therefore, the colors marked with asterisks do not use the formulas recommended by Pantone Color Bridge.

---

**Color Formulas for Screen Applications**

By ensuring adequate contrast for text and visual media, we can help people with visual impairments navigate our websites and our content more easily. The Web Content Accessibility Guidelines (WCAG) codify a set of international standards developed by the Worldwide Web Consortium (W3C), the governing body of the web. The color formulations below conform with WCAG Level AA standards.

### Meets Level AA standards on dark backgrounds

These colors are more useful for text on dark backgrounds.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB Values</th>
<th>Hex Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golden</td>
<td>207 185 145</td>
<td>CFB991</td>
</tr>
<tr>
<td>Summit</td>
<td>218 170 0</td>
<td>DAAA00</td>
</tr>
<tr>
<td>White</td>
<td>255 255 255</td>
<td>FFFFFF</td>
</tr>
<tr>
<td>Clay</td>
<td>142 111 62</td>
<td>8E6F3E</td>
</tr>
<tr>
<td>Tassel</td>
<td>221 185 69</td>
<td>DDB945</td>
</tr>
<tr>
<td>Rumble</td>
<td>236 217 159</td>
<td>EB099F</td>
</tr>
<tr>
<td>Fog</td>
<td>157 151 149</td>
<td>9D9795</td>
</tr>
<tr>
<td>Tusk</td>
<td>196 191 192</td>
<td>C4BF0</td>
</tr>
</tbody>
</table>

### Meets Level AA standards on light backgrounds

These colors are more useful for text on light backgrounds.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB Values</th>
<th>Hex Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>0 0 0</td>
<td>000000</td>
</tr>
<tr>
<td>Footprints</td>
<td>85 89 96</td>
<td>555960</td>
</tr>
<tr>
<td>Storm*</td>
<td>111 114 123</td>
<td>6F727B</td>
</tr>
</tbody>
</table>
Digital Color Matrix

The matrix below shows the color combinations from our brand palette that achieve Level AA compliance for text and backgrounds. The grid should make it easier to make appropriate choices for text and background colors.

Naturally, the size of the text will influence its legibility and compliance.

<table>
<thead>
<tr>
<th>BACKGROUND COLOR</th>
<th>Black</th>
<th>Golden</th>
<th>White</th>
<th>Summit</th>
<th>Clay</th>
<th>Tassel</th>
<th>Rumble</th>
<th>Footprints</th>
<th>Storm</th>
<th>Fog</th>
<th>Tusk</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEXT COLOR</td>
<td></td>
<td>Ls</td>
<td>Ls</td>
<td>L</td>
<td>Ls</td>
<td>Ls</td>
<td>L</td>
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</tr>
<tr>
<td>Black</td>
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<td>L</td>
<td>L</td>
<td>Ls</td>
<td>Ls</td>
<td>Ls</td>
</tr>
<tr>
<td>Golden</td>
<td>TEXT</td>
<td>Ls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>TEXT</td>
<td>Ls</td>
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<td></td>
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<td>Ls</td>
<td>Ls</td>
</tr>
<tr>
<td>Summit</td>
<td>TEXT</td>
<td>Ls</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clay</td>
<td>TEXT</td>
<td>L</td>
<td>Ls</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tassel</td>
<td>TEXT</td>
<td>Ls</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rumble</td>
<td>TEXT</td>
<td>Ls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Footprints</td>
<td>TEXT</td>
<td>L</td>
<td>Ls</td>
<td>L</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Storm</td>
<td>TEXT</td>
<td>L</td>
<td>Ls</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fog</td>
<td>TEXT</td>
<td>Ls</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tusk</td>
<td>TEXT</td>
<td>Ls</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Large and Small**

All text sizes can be used for this color combination.

**Large**

This combination can be used only for text set at 18 points or larger (14 points or larger for boldface text).
When it’s used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what we say. Our three typefaces provide clear and clean communication, with enough flexibility for a wide range of situations.
United Sans

United Sans is a display font, appropriate for brief callouts, factoids, and numerals, and for adding special emphasis. Its appeal comes from its rigid, engineered structure and striking character.

**Weights**

- Condensed Light
- Condensed Medium
- Condensed Bold
- Condensed Heavy
- Regular Light
- Regular Medium
- Regular Bold
- Regular Heavy
- Extended Light
- Extended Medium
- Extended Bold
- Extended Heavy

**Characters**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Acumin Pro

Acumin Pro is a sans-serif font that works well for large, expressive headlines, as well as subheads, callouts, and even body copy. The typeface has a modern but friendly appeal and is the workhorse of our brand, thanks to its many weights and widths.

Weights
- Light
- Light Italic
- Regular
- Italic
- Medium
- Medium Italic
- Semibold
- Semibold Italic
- Bold
- Bold Italic
- Black
- Black Italic

Characters
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
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
0 1 2 3 4 5 6 7 8 9
Source Serif Pro

Source Serif Pro is our supporting serif typeface. Its sophisticated tone and high legibility make it extremely versatile. Because it’s easy to read at a variety of weights, it works great for sophisticated headlines, subheads, and body copy. It also creates a textural contrast to Acumin Pro and United Sans.
Alternate System Fonts

Our brand typefaces may not always be available to everyone for use in Word documents, PowerPoint presentations, and other digital applications. In these situations, use the alternate fonts listed here, which are freely available on all computers.

NOTE
Our approved brand typefaces don’t include the full range of weights from these font families. Although they are available, our brand does not and should not use any font weights other than those listed here. Brand fonts can be downloaded from the Purdue Fort Wayne Software Center. Contact the Help Desk at helpdesk@pfw.edu for technical help.

Franklin Gothic is the acceptable substitute for Acumin Pro.

<table>
<thead>
<tr>
<th>Brand Fonts</th>
<th>Substitute Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Franklin Gothic Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ STU VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.</td>
</tr>
<tr>
<td>Light Italic</td>
<td>Franklin Gothic Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ STU VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.</td>
</tr>
<tr>
<td>Regular</td>
<td>Franklin Gothic Medium AaBbCc123</td>
</tr>
<tr>
<td>Italic</td>
<td>Franklin Gothic Medium Italic AaBbCc123</td>
</tr>
</tbody>
</table>

| Bold        | Franklin Gothic Demi AaBbCc123 |
| Bold Italic | Franklin Gothic Heavy AaBbCc123 |
| Black       | Franklin Gothic Demi AaBbCc123 |
| Black Italic| Franklin Gothic Heavy Italic AaBbCc123 |

Georgia is the acceptable substitute for Source Serif.

<table>
<thead>
<tr>
<th>Brand Fonts</th>
<th>Substitute Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>Georgia Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ STU VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.</td>
</tr>
<tr>
<td>Regular Italic</td>
<td>Georgia Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ STU VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.</td>
</tr>
</tbody>
</table>

| SemiBold    | Georgia Bold Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ STU VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,. |
| SemiBold Italic | Georgia Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ STU VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,. |
| Bold        | Georgia Bold Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ STU VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,. |
| Bold Italic | Georgia Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ STU VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,. |

Impact is the acceptable substitute for United Sans.

<table>
<thead>
<tr>
<th>Brand Fonts</th>
<th>Substitute Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONDENSED HEAVY</td>
<td>IMPACT CONDENSED HEAVY</td>
</tr>
<tr>
<td>REGULAR HEAVY</td>
<td>IMPACT REGULAR HEAVY</td>
</tr>
<tr>
<td>EXTENDED HEAVY</td>
<td>IMPACT EXTENDED HEAVY</td>
</tr>
</tbody>
</table>
Leading Tips

Using type thoughtfully is crucial to making our designs look professional. Follow these tips to make sure our typography is consistent.

Line spacing, called leading, is critical to setting professional-looking type that’s easy to read. Leading should be set tight, but not too tight. With our typefaces, text generally looks best with the leading set slightly looser than the default.

**TIP**

Start with leading that’s two points higher than the point size of the text. This won’t always be right, but leading can be adjusted most easily from there. Smaller blocks of text may need settings that are slightly more open.

---

**Leading that’s too loose leaves too much pause between lines.**

Acumin Pro Regular
21 pt. type / 36 pt. leading

**This leading is too loose.**

Alibus in et moditatque et quae venda voluptis nonse conmiscit ullis estis solent odissitis audicipis.

Acumin Pro Regular and Bold
8 pt. type / 15 pt. leading

**This leading is too tight.**

Volestis asinto to vendaectore esem cuptate nientibus ducil maiorum aut que dolorpora aut as nonse et.

Acumin Pro Regular and Bold
8 pt. type / 9 pt. leading

Acumin Pro Regular and Bold
8 pt. type / 11 pt. leading

---

**Leading that’s too tight leaves too little pause between lines.**

Acumin Pro Regular
21 pt. type / 18 pt. leading

**This leading is correct.**

Ibusdam, sunt quatqui quo velecum rest, que etum haritatem vendebis nem de optata vel int lorem ipsum.

Acumin Pro Regular and Bold
21 pt. type / 23 pt. leading

Acumin Pro Regular and Bold
8 pt. type / 11 pt. leading

---

**When leading is correct, the reader won’t even notice.**

Acumin Pro Regular
21 pt. type / 18 pt. leading

Acumin Pro Regular and Bold
8 pt. type / 11 pt. leading
Tracking Tips

Correct letter spacing, called tracking, also makes the type easier to read. Outside of headlines, text should be tracked slightly looser than the default setting, and optical kerning should be used when it’s available.

When working with type, always take the time to make these adjustments. These details make us look professional and greatly improve the readability of our type.

Tracking that’s too loose leaves too much space between letters.

Acumin Pro Regular
21 pt. type / 130 tracking

Tracking that’s too tight leaves too little space between letters.

Acumin Pro Regular
21 pt. type / –75 tracking

This tracking is too loose.
Ibusdam, sunt quâtqui quo velecum rest, que etum haritoptata vel int lore psum.

Acumin Pro Regular and Bold
8 pt. type / 125 tracking

This tracking is too tight.
Ibusdam, sunt quâtqui quo velecum rest, que etum haritoptata vel int lore psum.

Acumin Pro Regular and Bold
8 pt. type / –30 tracking

This tracking is correct.
Ibusdam, sunt quâtqui quo velecum rest, que etum haritoptata vel int lore psum.

Acumin Pro Regular
21 pt. type / –10 tracking

When tracking is correct, the reader won’t even notice.

Acumin Pro Regular
21 pt. type / 0 tracking

Acumin Pro Regular and Bold
8 pt. type / 0 tracking
Typesetting Examples

This collection shows the versatility of pairing United Sans Extended with United Sans Condensed to construct powerful headlines. Hierarchy is achieved through contrast, so use various levels of scale, color treatments, and alignment elements to enhance legibility.

NOTE
Use United Sans Extended to take advantage of horizontal space; use United Sans Condensed to maximize vertical space in a layout.

TO GET WHERE WE'RE GOING,

WE KNOW WHAT IT TAKES.

TO MAKE A REAL IMPACT IN OUR COMMUNITY,

IT TAKES A LEADER.

MARCH WITH THE HERD TO MAKE A REAL DIFFERENCE.

Headline Lockup 1

United Sans Ext Heavy
Size: 12/13 pt.
Tracking: Between 200 and 250 pt.
Treatment: Flush Left

United Sans Cond Bold
Size: 56/57 pt.
Tracking: Between 10 and 20 pt.
Treatment: Staggered and Top Line Outlined

Headline Lockup 2

United Sans Ext Heavy
Size: 8/10 pt.
Tracking: Between 180 and 200 pt.
Treatment: Centered

United Sans Cond Bold
Size: 80/81 pt.
Tracking: Between 30 and 40 pt.
Treatment: Centered

Headline Lockup 3

United Sans Ext Heavy
Size: 10/11 pt.
Tracking: Between 225 and 250 pt.
Treatment: Centered

United Sans Cond Bold
Size: 16/17 pt.
Tracking: 220
Treatment: Centered
Typesetting Examples

These type combinations work together to produce high legibility. Use these conventions for layouts with multiple components and levels of storytelling.

Doermer School of Business

The path to a lifelong career of leadership begins at the Doermer School of Business. In finance, accounting, marketing, economics, management, and banking, our students are the business professionals who will push our region forward.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non risus. Suspendisse lectus eros, tincidunt gravida nibh id, tristique fermentum massa.

1,711 EMPLOYERS VISITED CAMPUS TO RECRUIT STUDENTS

Quote
United Sans Ext Heavy
Size: 47 pt.
Treatment: Oversize Scale

Factoid 1
United Sans Ext Bold
Size: 14 pt.
Tracking: +225

Factoid 2
United Sans Ext Heavy
Size: 9 pt.
Tracking: +225

Trang Dao
Accounting

Acumin Pro Bold
Size: 20 pt.
Tracking: Between 0 and –15 pt.

Acumin Pro Semibold
Size: 12 pt.
Tracking: Between 0 and –15 pt.

Acumin Pro Regular
Size: 8 pt.
Tracking: Between 0 pt.

Alumni Pro Regular
Size: 6 pt.
Tracking: 0

Di ipsumdum explam int edit esse nesc vero moluptatur aut eosam, susandit quae prae moluptis adi te velenture voluptidebis molorep erspides di dipsumendam explam. Odit esse nesciaeuctis omnihilibus is ea volesquod a quo el mo et auta idigentur, con escipsam, sam aut aut pilignih ictorit asiexpeleni quos explabor re dit. Ut quam dignisit eum et molorit voleste quide voluptaqu dolorum vera nun fugitae simaximolor a prataet lorem.

At Purdue Fort Wayne, I have the opportunity to pursue the path that’s right for me, surrounded by professors and mentors who actually care about my success every step of the way.”
OUR PHOTOGRAPHY
Photography plays an important role in our brand communications because it tells our story visually. So it’s important that we align our approach and carefully select photos from our library’s three categories: portraits, locations, and moments.
Portraits
These are the students, faculty, staff, alumni, and friends who form our community. It’s important to portray them authentically, so these shots should always feel genuine.

Herd of Heroes stages subjects in their own workspaces. These images evoke a sense of empowerment and purpose.

Black-and-white Studio Heroes is a more editorial approach, with subjects photographed in front of a black backdrop that directs focus on their personality.

NOTE
Purdue University Fort Wayne does not own the rights to all the images featured in this document. These photos demonstrate our brand style and composition. They are not available for official use.
Locations

Photos in this category should express a sense of place that can be found only at Purdue Fort Wayne. This is the chance to capture a wide range of environments, indoors and out, and the activities of our students, faculty, staff, and alumni on campus, in the region, and beyond.

When possible, capture students collaborating with others, as they demonstrate our shared goal of educational pursuit.

**NOTE**

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Moments

This category is all about the people. Candid photos should capture members of the Purdue Fort Wayne community in their natural element. These images depict moments of real emotion, spirit, and achievement. This can include smiles, laughter, and other positive expressions, as well as introspection and hopeful reflection. As always, look for true examples of students and others who are exemplifying educational pursuit together.

NOTE
Purdue University Fort Wayne does not own the rights to all the images featured in this document. These photos demonstrate our brand style and composition. They are not available for official use.
Photography Best Practices

Here are some general considerations and best practices for shooting photographs for our brand. First, we'll look at a list of practices that can help our photos be consistent. Then we'll take a detailed look at how we should plan for capturing moments in classroom settings.

Stylistic Considerations

By using a consistent style and approach, we can capture the best and most useful images, and we can continue to support the evolved tone and look of our brand.

- Scenarios and locations should be authentic.

- Each scenario should show individuals interacting. When situations present themselves, detail shots of moments can be captured as well.

- A range of emotions should be captured, from celebratory to serious. Emotions shouldn’t be forced, and not every person should always be smiling at the camera.

- A balance of horizontal and vertical compositions is needed.

- Thoughtful consideration should be given to photographic compositions that allow for ample negative space in design layouts.

Photographing Classroom Settings

Educational spaces vary drastically, and some can present unique challenges. Below are some tips to help approach most classroom setups so that the images captured are engaging, sophisticated, and on brand.

- If at all possible, select locations and classrooms that have ample natural light. If that’s not possible, use a strobe light or lighting gear to create the sense of a single lighting source from one direction in the room.

- Coordinate subjects and talent so that the room feels full. Doing so will allow compositions to have a foreground, middle ground, and background. As images are captured, experiment with obstructing the foreground or middle ground to create unique and authentic depths to images.

- Always plan for the talent to be doing, engaging with, or setting up something authentic, instead of staging an event. When subjects are doing something real, they are less focused on the photographer and more on the action needed, especially if it’s familiar to them. It’s OK to ask folks to repeat an action—but by having them “perform” something they are familiar with (versus asking them to “act” through motions they aren’t), we will get images that feel more candid and authentic, instead of shots that feel awkward or staged.

NOTE

Purdue University Fort Wayne does not own the rights to all the images featured in this document. These photos demonstrate our brand style and composition. They are not available for official use.
OUR GRAPHIC ELEMENTS
Our graphic elements are distinctly ours—they’re a key way to differentiate ourselves. The visual language is inspired by the vitality of a Mastodon. Each element speaks differently, but it all emanates from a single visual voice.
Compositional Grid

Think of grids as the foundation for our designs. They anchor all the elements on each individual page, and give our diverse range of communication pieces a common backbone.

The grid system provides you with tools to create infinite combinations of text and images. We use it to create layouts that are aligned and balanced, ensuring that all communications look refined and professional.

TIP
Not everything will fit perfectly in the grid; that’s OK. Grids are meant to serve as the foundation on which to build our designs, and they allow for some flexibility.

Column Options
There are four standard column grids to choose from: two-column, three-column, four-column, and six-column. The content and layout of each piece will decide which grid works best in a given situation.

Two-Column Grid
8.5” × 11”
Common Uses
• Covers, long passages of text and images

Three-Column Grid
8.5” × 11”
Common Uses
• Covers, long passages of text and images

Four-Column Grid
8.5” × 11”
Common Uses
• Complex layouts with text, images, and graphics
• Pages with a lot of callouts, details, and stats

Six-Column Grid
8.5” × 11”
Common Uses
• Complex layouts with text, images, and graphics
• Pages with small text

In Practice
Grit Textures
We use our library of grit textures to add a sense of strength, movement, and depth. Mastodons pave their own path, and this graphic element invites our viewers into that narrative.

**TIP**
Textures create visual noise that activates a layout, but we never want them to speak over other visual elements. So only apply the textures to negative spaces, and pick a color combination that supports the image, the text, or another focal point of the layout. Graphic elements can be obtained by logging in with your campus credentials at [pfw.edu/libris](http://pfw.edu/libris).

---

In Practice
Expression Marks

We frame content with expression marks for emphasis and focus. This helps create a clear hierarchy and streamlined navigation.

**TIP**
Isolate the most important part of the content in the layout. This might be the call to action in an ad or the key messaging moment in a spread. Frame this copy in expression marks.

Extended Headline Frame

We use thin rules and plenty of white space to enhance the legibility of longer headlines. Space the expression marks two to four X widths away from the copy.

Short Headline Frame

We use thick rules and less white space to give a short headline more impact. Space the expression marks from one-half to one full X width away from the copy. Be careful not to let the frame overpower the headline or reduce legibility.

In Practice
Mastodon Marks
We use these marks when we’re rallying together current and future Mastodons and instilling a sense of pride. Each mark leans into a personality trait and expresses our story in different ways.

**Tip**
Only use one spirit mark per page. We can also use the marks as supergraphics that bleed off the layout to communicate the Mastodon’s massive size and the unlimited opportunities at Purdue Fort Wayne. Graphic elements can be obtained by logging in with your campus credentials at pfw.edu/libris.

**Footprint**
We express the power of the next step forward with the footprint graphic.

**Vintage Mastodon**
The graphic use of our vintage Mastodon photo feels contemporary, yet also evokes a sense of history and authenticity.

In Practice
Primary Spirit Mark and Preferred Colors

This graphic element complements other elements of our brand expression. It should not be used as an identifier for the university. Follow these specifications when using the spirit marks.
**Spirit Mark Color Applications**

It is important that we pay close attention to how we employ our spirit marks. This chart shows which marks to use on light and dark backgrounds. Follow these specifications to ensure that our spirit marks are always recognizable.

<table>
<thead>
<tr>
<th>Enclosed Spirit Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Mark</strong></td>
</tr>
<tr>
<td><strong>Secondary Mark</strong></td>
</tr>
</tbody>
</table>

**Tip**

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<table>
<thead>
<tr>
<th>Expanded Spirit Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Mark</strong></td>
</tr>
<tr>
<td><strong>Secondary Mark</strong></td>
</tr>
</tbody>
</table>

| **Secondary Mark** | One-Color Summit |

**Light**

**Dark**
Emphasis Box

To help build hierarchy and flexibility with our content, emphasis boxes can contain short, pointed callouts or captions. They work best for housing one or two lines of text. They don’t work well for long-form content, so use them thoughtfully within a composition.

<table>
<thead>
<tr>
<th>Filled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use the filled emphasis box to sit on top of an image, or to create a stronger contrast within compositional elements.</td>
</tr>
</tbody>
</table>

**Campus Engagement**

- United Sans Cond Heavy
  - Size: 11 pt.
  - Tracking: +225

**Intramural Sports**

- United Sans Cond Heavy
  - Size: 11 pt.
  - Tracking: +225

**200+ Academic Programs**

- United Sans Cond Light
  - Size: 65 pt.
  - Tracking: 0

**Graduate Programs**

- United Sans Cond Heavy
  - Size: 8 pt.
  - Tracking: +225

<table>
<thead>
<tr>
<th>Outlined</th>
</tr>
</thead>
<tbody>
<tr>
<td>For more nuanced and subtle applications, the outlined emphasis box works best.</td>
</tr>
</tbody>
</table>

**It Takes a First Step and Every Step After**

- United Sans Cond Heavy
  - Size: 11 pt.
  - Tracking: +225
  - Frame Weight: 1 pt.

**It Takes a Mastodon**

- United Sans Cond Heavy
  - Size: 15 pt.
  - Tracking: +225
  - Frame Weight: 1 pt.
Vertical Rules
Type and images make up most of our visual hierarchy. To anchor them to the compositional grid and to create balance and unity among additional elements, we can use vertical strokes in three different ways.

Wrap
To create depth and energy, vertical lines can go behind or over top of individual elements within an image or graphic. By “wrapping” around an object, the rule not only links content and imagery, but it also creates interesting interplays.

Sequential
Vertical lines can be spaced horizontally in various widths to segment a composition into a set of slices. This allows for a horizontal sense of movement, as well as anchoring content over a wide compositional field.

Linking
By incorporating a vertical stroke, we can connect pieces of content that differ in size, type treatment, or application.
Border Frames

Color is a dynamic component of our brand language. When the visual composition requires us to lead with photography, adding a simple border can subtly incorporate color, without detracting from the main visual. The border frame should always be set in Golden.

Sample Specs

On a typical printed marketing piece, the border frame should be 0.5 inches thick. The scale and dimensions of certain pieces may require frames of other sizes. For example, a poster or billboard will need a border that’s proportionally thicker.
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