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*All assets, including signature logos and spirit marks, can be found on Libris. Go to pfw.edu/libris. With the exception of coursework, you must use a licensed vendor to produce your project.*
As stakeholders, we know what makes our community special. We understand and are proud of the many ways we impact the lives of those we serve. It’s time we share this sentiment with others; it’s time people know what it means to be part of the Purdue University Fort Wayne family.

The following pages serve as a guide to define and communicate our university’s brand pillars, personality, and tone of voice. These foundational elements constitute our brand essence and serve as the foundation from which we share our story and build even stronger relationships with each of our audiences.

I encourage you to become familiar with our brand through this book, as doing so will allow you to express the great love we all share for Purdue Fort Wayne. I hope you find our brand story an inspiring look at where our university is today and what we will become in the future. Thank you for all that you do.

Sincerely,

Ronald L. Elsenbaumer
CHANCELLOR
PURDUE UNIVERSITY FORT WAYNE
As a representative of Purdue University Fort Wayne, your role is to protect the value of our brand and honor the foundation upon which it is built by communicating a clear and consistent brand message.

This guide provides instruction on the visual, verbal, and written articulation of the Purdue Fort Wayne brand. It is essential that these guidelines be adhered to for all prospective brand-development initiatives. Correct application is crucial to helping the university carve out a unique, relevant, and ownable position within the higher-education landscape.

Purdue Fort Wayne owns and controls its names, marks, logos, colors, insignias, seals, designs, commercially used depictions of campus buildings and landmarks, and symbols that have become commonly associated with the university.

Purdue Fort Wayne and its trademarks and licensing staff have been entrusted by the Purdue University Board of Trustees to manage all United States Patent and Trademark Office–registered and iconic marks of the university that are utilized by both internal and external stakeholders, including licensed product providers.

All newly created design artwork that incorporates use of the Purdue Fort Wayne marks must comply with the current brand guidelines and the university’s trademarks and licensing policies.
ALL APPLICATIONS OF THE PURDUE FORT WAYNE BRAND MUST RECEIVE WRITTEN APPROVAL

This includes development of new logos, all forms of advertising and marketing, event collateral, merchandise, web applications, audio branding elements, copywriting, and photography.

Please direct all requests to the appropriate contact listed below or his designee. All requests for approval must be made at least three business days prior to the release of the final artwork.

Purdue Fort Wayne reserves the right to deny approval for any request found not to be in line with these established guidelines. Because each situation creates unique challenges and new modes and methods of communication frequently arise, this outline embodies a certain degree of flexibility pending consultation with the contact below. Purdue Fort Wayne is ultimately responsible for approving applications that interpret the established standards. In any situation of question, please reach out as early as possible in the process to ensure timely completion and approval. Such uses will be considered and directed on an individual basis. The goal is to meet the needs of our marketing partners without adversely affecting the basic uniformity upon which a successful brand-identity program is based.

Purdue Fort Wayne will thus provide all digital assets and instruct all partners to use only original artwork for reproduction of these marks. Printed images extracted from publications should never be used for scanning or paste up when preparing graphics for an application. Elements and logos may not be electronically or manually altered.

JERRY LEWIS
Vice Chancellor for Communications and Marketing
260-481-6710
jerry.lewis@pfw.edu
THE SUCCESS OF THE PURDUE FORT WAYNE BRAND RELIES ON THE CLARITY AND CONSISTENCY WITH WHICH IT IS IMPLEMENTED

Marks are available for use per the Brand Style Guidelines in the formats listed to the right.

SUPPLIED-FILE FORMATS

File formats are limited to specific-use scenarios. Any questions on format selection should be directed to the Purdue Fort Wayne brand team.

AI, EPS: resolution-independent vector files used for logos, icons, and other line art.

PNG, JPEG: compressed-image files for web or Microsoft Office applications. PNGs allow transparency.

USAGE FORMATS

Print: AI, EPS (CMYK)

On screen, broadcast, internet, PowerPoint: PNG, JPEG (RGB)
PURDUE UNIVERSITY FORT WAYNE

BRAND
IDENTITY
The primary wordmark in full color on a light and dark background is shown to the right.
PRIMARY WORDMARK
SINGLE COLOR

The primary wordmark in a single color on a light and dark background is shown to the right.
**PRIMARY WORDMARK**

**CLEAR SPACE**

The placement of surrounding elements (text, photos, and other graphic elements) must respect the clear-space guideline shown to the right.

The distance of the clear space is proportional and must always equal or exceed the height of the U in PURDUE. This also applies to the minimum distance from the edge of the page.
**PRIMARY WORDMARK MISUSAGE**

The primary wordmark must be treated consistently in order to maintain the integrity of the Purdue Fort Wayne brand identity.

Although only the primary wordmark is shown here, these misusage rules apply to all iterations of the Purdue Fort Wayne brand identity.

- Do not alter the colors of the wordmark.
- Do not stretch or warp the wordmark.
- Do not combine other elements with the wordmark.
- Do not lock up the wordmark with the athletics icon.
- Do not alter the composition of the wordmark.
HORIZONTAL LOCKUP CONSTRUCTION

The construction of horizontal college, school, or unit lockups is shown to the right.

A horizontal lockup has a maximum of three lines.

If you need a cobrand (formerly a signature), you will need to request it through a designee.
A selection of horizontal lockups on a light background is shown to the right.
HORIZONTAL LOCKUP EXAMPLES—DARK BACKGROUND

A selection of horizontal lockups on a dark background is shown to the right.
VERTICAL LOCKUP CONSTRUCTION

The construction of vertical college, school, or unit lockups is shown to the right.

The vertical version of the cobranded logo is permitted to contain only one level of unit structure. (For example, the vertical version could say “College of Arts and Sciences,” or it could say “Department of Chemistry,” but not “College of Arts and Sciences—Department of Chemistry.”)

A vertical lockup has a maximum of three lines.

A portion of a name cannot extend beyond 25 percent of the width of the Purdue Fort Wayne primary wordmark.
VERTICAL LOCKUP EXAMPLES—LIGHT BACKGROUND

A selection of vertical lockups on a light background is shown to the right.

Purdue University Fort Wayne
Admissions

Purdue University Fort Wayne
Student Housing

Purdue University Fort Wayne
College of Engineering, Technology, and Computer Science

Purdue University Fort Wayne
College of Arts and Sciences

Purdue University Fort Wayne
College of Visual and Performing Arts

Purdue University Fort Wayne
Department of Chemistry
VERTICAL LOCKUP EXAMPLES—DARK BACKGROUND

A selection of vertical lockups on a dark background is shown to the right.

- Admissions
- Student Housing
- College of Arts and Sciences
- College of Visual and Performing Arts
- Department of Chemistry
MULTIPLE-ENTITY HORIZONTAL CONSTRUCTION

Occasionally there is the need to represent multiple entities together in the marketing for events, programs, sponsorships, and other activities. Purdue’s cobrand system provides a flexible format to represent these relationships.

To simplify the process and avoid guesswork, we recommend putting the entity names in alphabetical order.

The construction of horizontal multiple-entity college, school, or unit lockups is shown to the right.

For Purdue Fort Wayne group lockups with two members, always place each college, school, or unit name horizontally centered and to the right of the Purdue University Fort Wayne logo, separated by a gray rule line.

For Purdue Fort Wayne group horizontal lockups with three to seven members, place each college, school, or unit name centered and to the right of the Purdue University Fort Wayne logo, separated by a gray rule lines and utilizing a maximum of three lines.
MULTIPLE-ENTITY
VERTICAL
CONSTRUCTION

The construction of vertical multiple-entity college, school, or unit lockups is shown to the right.

For Purdue Fort Wayne group vertical lockups with three to seven members, place each college, school, or unit name centered beneath the Purdue University Fort Wayne logo, separated by gray rule lines and utilizing a maximum of three lines.
Find all brand resources at pfw.edu/libris.
**COLOR PALETTE**

**PRIMARY**

The approved primary color palette is shown to the right.

---

**CAMPUS GOLD**

Pantone 110 C  
HEX #DAAA00  
C 2  R 218  
M 22  G 170  
Y 100  B 0  
K 12

---

**CHANCELLOR GOLD**

HEX #98700D  
C 36  R 152  
M 51  G 112  
Y 100  B 13  
K 16

---

**PURDUE BLACK**

Pantone Process Black C  
HEX #000000  
C 0  R 0  
M 0  G 0  
Y 0  B 0  
K 100

---

**WHITE**

100% White  
HEX #FFFFFF  
C 0  R 255  
M 0  G 255  
Y 0  B 255  
K 0

---

Web copy uses this alternative color for headline copy only.
COLOR PALETTE
SECONDARY

The approved secondary color palette is shown to the right.
COLOR Palette

Proper Mix

Example A

An example of an acceptable balance of color between the primary color palette and the secondary color palette is shown to the right.

Regardless of which colors are used, it is necessary to limit use of the secondary color palette to a maximum of 30 percent relative to the primary color palette.

Do not use more than 20 percent of a single secondary color in a design.

Note: Heavy or large headlines filled with black count toward the black percentage balance of a composition. However, black body copy does not contribute to the percentage balance of black within a composition.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Gold</td>
<td>#DAA00</td>
<td>40%</td>
</tr>
<tr>
<td>Purdue Black</td>
<td>#000000</td>
<td>30%</td>
</tr>
<tr>
<td>1964 Blue</td>
<td>#59A3D2</td>
<td>20%</td>
</tr>
<tr>
<td>Mastodon Gray</td>
<td>#99928A</td>
<td>10%</td>
</tr>
</tbody>
</table>
COLOR PALETTE

PROPER MIX

EXAMPLE B

An example of an acceptable balance of color between the primary color palette and the secondary color palette is shown to the right.

Regardless of which colors are used, it is necessary to limit use of the secondary color palette to a maximum of 30 percent relative to the primary color palette.

Do not use more than 20 percent of a single secondary color in a design.

Note: Heavy or large headlines filled with black count toward the black percentage balance of a composition. However, black body copy does not contribute to the percentage balance of black within a composition.
The Champion fonts in all their approved weights are shown to the right.

Champion is for headlines only (in all caps), and is to be used only in collateral and branded communications.

If you don’t have Champion, go to pfw.edu/champion-font to start the process. If your request is approved, Information Technology Service will contact you to arrange installation.

An alternate font for Champion is Impact, which may be used for headlines in presentations and documents. Do not use lowercase letters from Impact. Alternate fonts are for internal use only.
TYPOGRAPHY

CHAPARRAL PRO

The approved Chaparral Pro fonts in regular, italic, semibold, bold, and bold italic are shown to the right.

Chaparral Pro is for subheads and body copy only.

Chaparral Pro is for external use only (recruitment, development, etc.).

If you don’t have Chaparral Pro, you may download it from the Adobe Creative Suite. Contact Information Technology Services for assistance.

An alternate font for Chaparral Pro is Times New Roman, which may be used for the web, PowerPoint presentations, and other documents. Alternate fonts are for internal use only.

Chaparral Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chaparral Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chaparral Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chaparral Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Chaparral Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
MYRIAD PRO

The approved Myriad Pro fonts in regular, italic, semibold, bold, and bold italic are shown to the right.

Myriad Pro is for body copy only.

Myriad Pro is for external use only (recruitment, development, etc.).

If you don’t have Myriad Pro, you may download it from the Adobe Creative Suite. Contact Information Technology Services for assistance.

An alternate font for Myriad Pro is Arial, which may be used for the web, PowerPoint presentations, and other documents. Alternate fonts are for internal use only.

Myriad Pro Regular
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Semibold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro Bold Italic
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TYPOGRAPHY
WEB FONTS

Champion can be used on the web as a headline font and to construct bold lockups.

PT Sans Regular should be used as the body copy font for web applications.

Archivo Narrow (available in two weights) can be used as a subhead font and within buttons or other navigational tools on the web.

Use these fonts if you are developing a microsite.
TYPOGRAPHY

ALTERNATE FONTS

Alternate fonts may be used for internal pieces (presentations, documents, etc.) if the brand fonts (Champion, Chaparral Pro, and Myriad Pro) are not available. If you do not have Champion, start the process at pfw.edu/champion-font. If you do not have Chaparral Pro or Myriad Pro, contact Information Technology Services at helpdesk@pfw.edu for assistance in installing these on your computer.
PURDUE UNIVERSITY FORT WAYNE BRAND RESOURCES

PURDUE UNIVERSITY DESIGN ELEMENTS

The approved design elements for Purdue University West Lafayette, as well as throughout campus for Purdue Fort Wayne, are shown to the right.

These elements can be found at pfw.edu/libris.
PURDUE UNIVERSITY DESIGN ELEMENTS
LINEAR TEXTURE

The linear texture can be used to fill space in the composition and to provide visual interest.

It is a supporting or accent element and should not be a dominant presence inside a composition.

The linear texture can also be faded to make room for copy or imagery to live without interference from the pattern.

The linear texture can be found at pfw.edu/libris.
The burst is available in several different configurations. It can be used to fill space in the composition and to provide visual interest.

It is a supporting or accent element and should not be a dominant presence inside a composition.

The burst can be found at pfw.edu/libris.
PURDUE UNIVERSITY DESIGN ELEMENTS
THE BURST

The burst can be used as a watermark element to add visual interest to a composition.

The burst can also be used to call attention to a focal point inside a photograph or key statistic.

The burst can be found at pfw.edu/libris.
PURDUE FORT WAYNE DESIGN ELEMENTS

The graphic elements that are unique to Purdue Fort Wayne are shown to the right.

These elements can be found at pfw.edu/libris.
PURDUE FORT WAYNE
DESIGN ELEMENTS
INTERSECTION POINT

Derived from the original flag of the City of Fort Wayne, the linear elements represent the city’s three rivers, while the intersection point symbolizes the convergence of opportunity on campus.
INTERSECTION POINT

SCALING

The intersection point can be scaled and cropped so that it is more or less dominant inside a composition.

By scaling the intersection point up and down, it will appear heavier or lighter in weight within the boundaries of the composition.
INTERSECTION POINT

For consistency across all applications, the intersection point should be rotated in only 90-degree increments.

Note that the examples on this page are given only to show the proper rotation increments. The intersection point should never be placed in the center of a composition and used as a focal point.
INTERSECTION POINT
FILL TYPES

In addition to weight, the fill type of the intersection point is variable.

It can be used to house texture (approved Purdue elements), solid color, photography, or as an outline.

Note that the examples on this page do not represent actual usage of the intersection point within a composition.
INTERSECTION POINT
USAGE: HEADER

An example of how the intersection point can be used to craft a header element inside a composition is shown to the right.

1. Composition frame
2. Position the intersection point to form a header
3. Crop
4. Final composition
INTERSECTION POINT
USAGE: RULE

An example of how the intersection point can be used to craft a rule element inside a composition is shown to the right.

1. Composition frame
2. Position the intersection point to form a rule
3. Crop and extend arms
4. Final composition
INTERSECTION POINT
USAGE: IMAGE

An example of how the intersection point can be used to craft an image container inside a composition is shown to the right.

1. Composition frame
2. Position the intersection point to form a container
3. Crop and extend arms
4. Final composition
INTERSECTION POINT

USAGE: DIVIDER

An example of how the intersection point can be used to divide a composition is shown to the right.
**INTERSECTION POINT**

**USAGE: SUMMARY**

Here is a summary of appropriate uses of the intersection point element:

A. The intersection point should never be the focal point or dominant element inside a composition. It should be used as a supporting element to help organize the dominant elements, like type and imagery.

B. The intersection point can be used to create a header element.

C. The intersection point can be used to create a rule or linear element.

D. The intersection point can be used as an image container.

E. The intersection point can be used to divide the composition.
PHOTOGRAPHY
CAMPUS

Presented here and on the subsequent page are proposed photography and guidelines for use in Purdue Fort Wayne’s communications and marketing efforts.

Campus-specific photography should feature dramatic shots of recognizable campus and city landmarks that reinforce our connection with the city and show the places that make Purdue Fort Wayne unique.

Imagery should feature bold and expansive shots with rich colors and varied textures to showcase the beauty and warmth of campus.

Our photo library is available at pfw.edu/libris.
PHOTOGRAPHY

PEOPLE

Utilizing people-focused imagery (students, faculty, community members, etc.) will emphasize our university’s personal approach and its deep connection with Fort Wayne.

People-specific photography is key to expressing our family culture and supportive teaching environments. It’s how we show our diversity, spirit, and energy. Uncovering the humanity in our visual expression helps us connect to our audiences in powerful ways.

These types of images should be topical to capture the impact and passion unique to Purdue Fort Wayne. They should relate directly to the content being communicated and showcase our purposeful students, faculty, and staff.
APPLICATIONS
CAMPUS SIGNAGE

An example of how the brand-identity system and proposed look-tool graphic elements would be applied to campus signage is shown to the right.

The logo should always be placed within a clear space that takes up approximately 25 percent of the signage.
APPLICATIONS

STANDARD

LETTERHEAD

An example of how the brand-identity system and graphic elements can be applied to a letterhead that does not use the full-bleed linear pattern is shown to the right.

You can submit your stationery requests at pfw.edu/printing.
APPLICATIONS
BUSINESS CARD

An example of how the brand-identity system and graphic elements are applied to the front and back of a business card is shown to the right.

You can submit your stationery requests at pfw.edu/printing.
An example of how the brand-identity system and graphic elements can be applied to a PowerPoint presentation template is shown to the right.

Find PowerPoint templates at pfw.edu/libris.
APPLICATIONS HANDBOOK

An example of how the brand-identity system and graphic elements can be applied to the front and back of an event handout is shown to the right.
### EMAIL SIGNATURE

An example of how the brand-identity system and graphic elements are applied to an email signature is shown to the right.

Find email instructions at pfw.edu/libris.

<table>
<thead>
<tr>
<th>Name</th>
<th>FirstName LastName</th>
</tr>
</thead>
<tbody>
<tr>
<td>Role</td>
<td>Job Title</td>
</tr>
<tr>
<td>Phone</td>
<td>Department</td>
</tr>
<tr>
<td>URL</td>
<td>260-481-9999</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:first.last@pfw.edu">first.last@pfw.edu</a></td>
</tr>
<tr>
<td></td>
<td>pfw.edu/department-url</td>
</tr>
</tbody>
</table>

**University Logo**

*Arial Narrow font, size 11 pt*
FOR MORE INFORMATION

Please direct all requests to Communications and Marketing:

260-481-6418
marketing@pfw.edu