

REVISED 07-2022

BRAND

GUIDELINES

PURDUE UNIVERSITY.
FORT WAYNE

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

TABLE OF CONTENTS

0.0 INTRODUCTION

- 4 Brand Purpose and Guideline Overview

1.0 STRATEGY

- 8 Overview
- 9 Institutional Strategy
- 10 Brand Pillars
- 12 Enrollment Strategy
- 13 Overview
- 14 Audiences
- 15 Audience Breakdown
- 19 Brand Essence
- 20 Messaging
- 21 Messaging Map
- 22 Personality

2.0 VOICE

- 24 Overview
- 25 Our Brand Narrative
- 26 Unpacking the Narrative
- 27 How to Use Our Brand Narrative
- 28 How *Not* to Use Our Brand Narrative
- 29 Sample Headline Constructions
- 31 Emotional Storytelling: How to Inspire Our Audiences
- 32 Our Personality Drives Our Voice
- 33 Tips for Writing

3.0 IDENTITY

- 35 Overview
- 36 Identity System
- 37 Anatomy
- 38 Color
- 39 Parameters
- 40 Sample Architecture
- 41 Monogram
- 42 Considerations
- 43 Seal
- 44 Licensing

4.0 COLOR

- 46 Overview
- 47 Primary Palette
- 48 Black-Supporting Palette
- 49 Gold-Supporting Palette
- 50 Digital Color Palette
- 51 Digital Color Matrix

5.0 TYPOGRAPHY

- 53 Overview
- 54 United Sans
- 55 Acumin Pro
- 56 Source Serif Pro
- 57 Alternate System Fonts
- 58 Leading Tips
- 59 Tracking Tips
- 60 Typesetting Examples

6.0 PHOTOGRAPHY

- 63 Overview
- 64 Portraits
- 65 Locations
- 66 Moments
- 67 Photography Best Practices

7.0 GRAPHIC ELEMENTS

- 69 Overview
- 70 Compositional Grid
- 71 Grit Textures
- 72 Expression Marks
- 73 Mastodon Marks
- 74 Primary Spirit Mark and Preferred Colors
- 75 Spirit Mark Color Applications
- 76 Emphasis Box
- 77 Vertical Rules
- 78 Border Frames

8.0 BRAND RESOURCES

- 80 Brand Assets

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

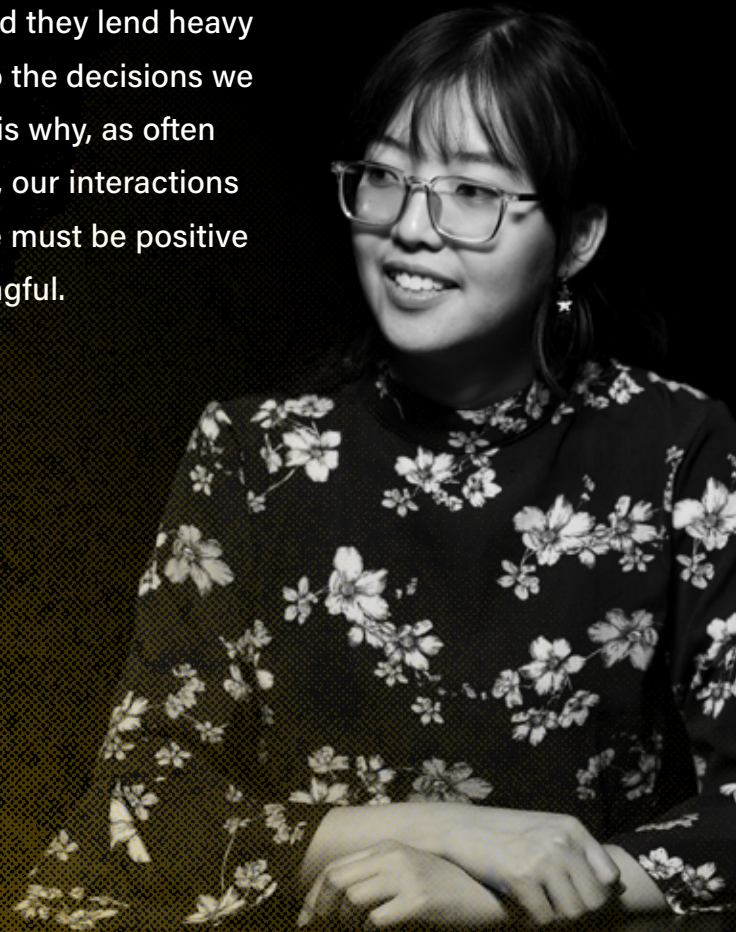
AND

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 conversation

a feature inside a magazine

our website and social media channels

a printed piece mailed out
across the country

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.

SECTION

1.0

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

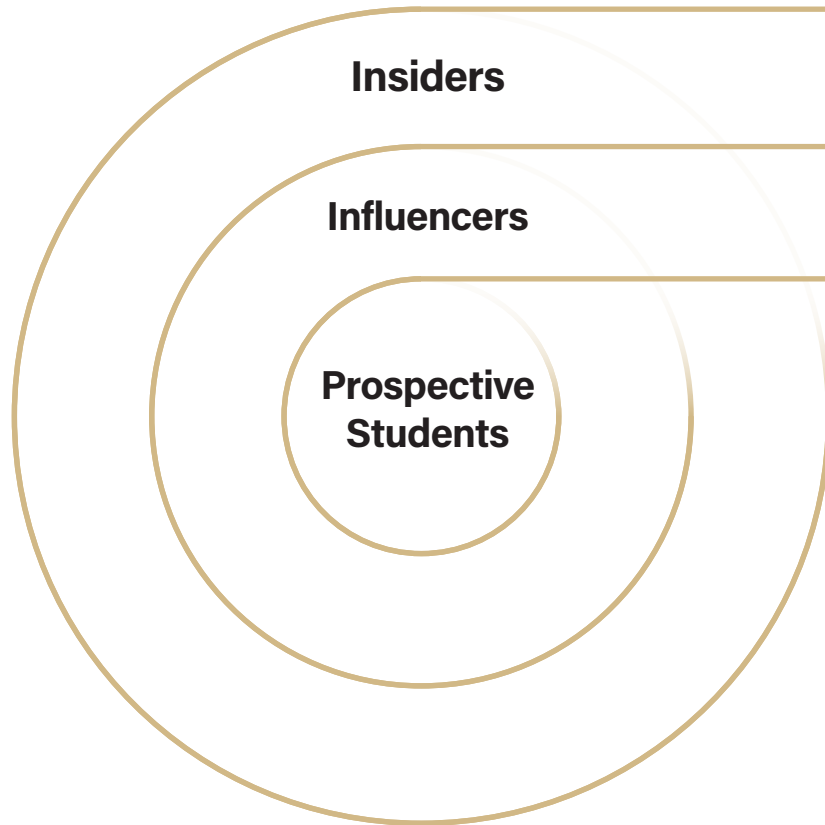


PERSONALITY



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

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

Our core audience for this work is prospective students, particularly those who represent new profiles and markets.

Audience Breakdown



PROSPECTIVE STUDENTS

PRIORITIES

Students Direct from High School

Transfer Students

In-State Students
(outside Fort Wayne)

Out-of-State Students

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

- 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

- 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 ARE THE 5 C'S OF COLLEGE CHOICE?

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

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.

Audience Breakdown

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.

PURDUE UNIVERSITY BRAND ESSENCE

The persistent pursuit of innovation. Together.

PURDUE FORT WAYNE ENROLLMENT BRAND ESSENCE

Taking persistent steps forward. Together.

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

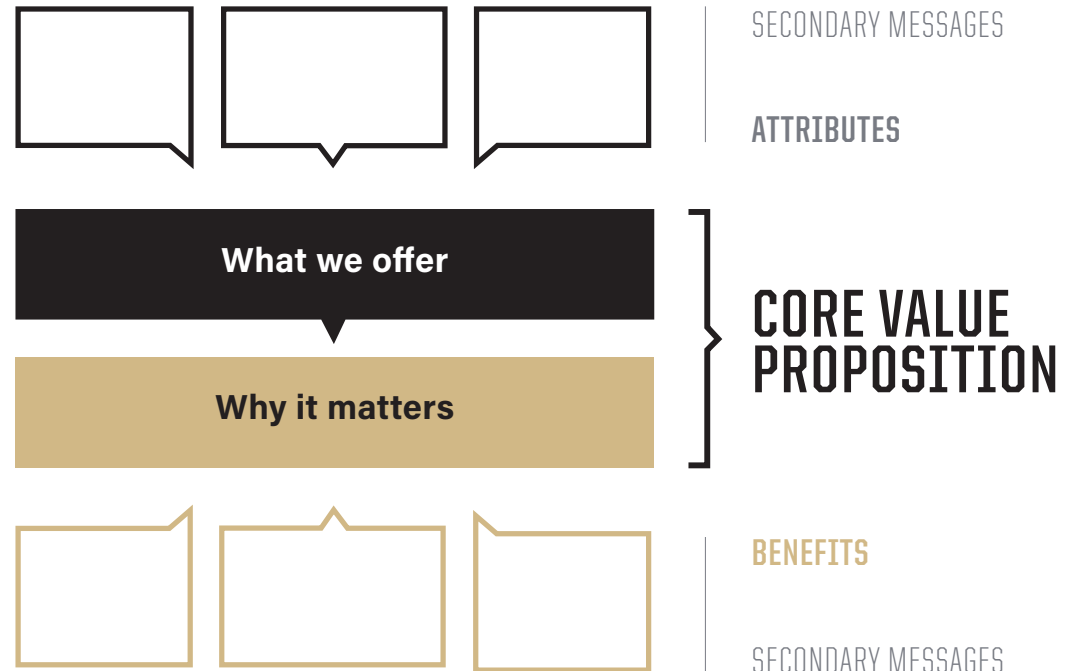
The message map provides the foundation for brand messages that are clear, consistent, and compelling.

ATTRIBUTES WHAT WE OFFER

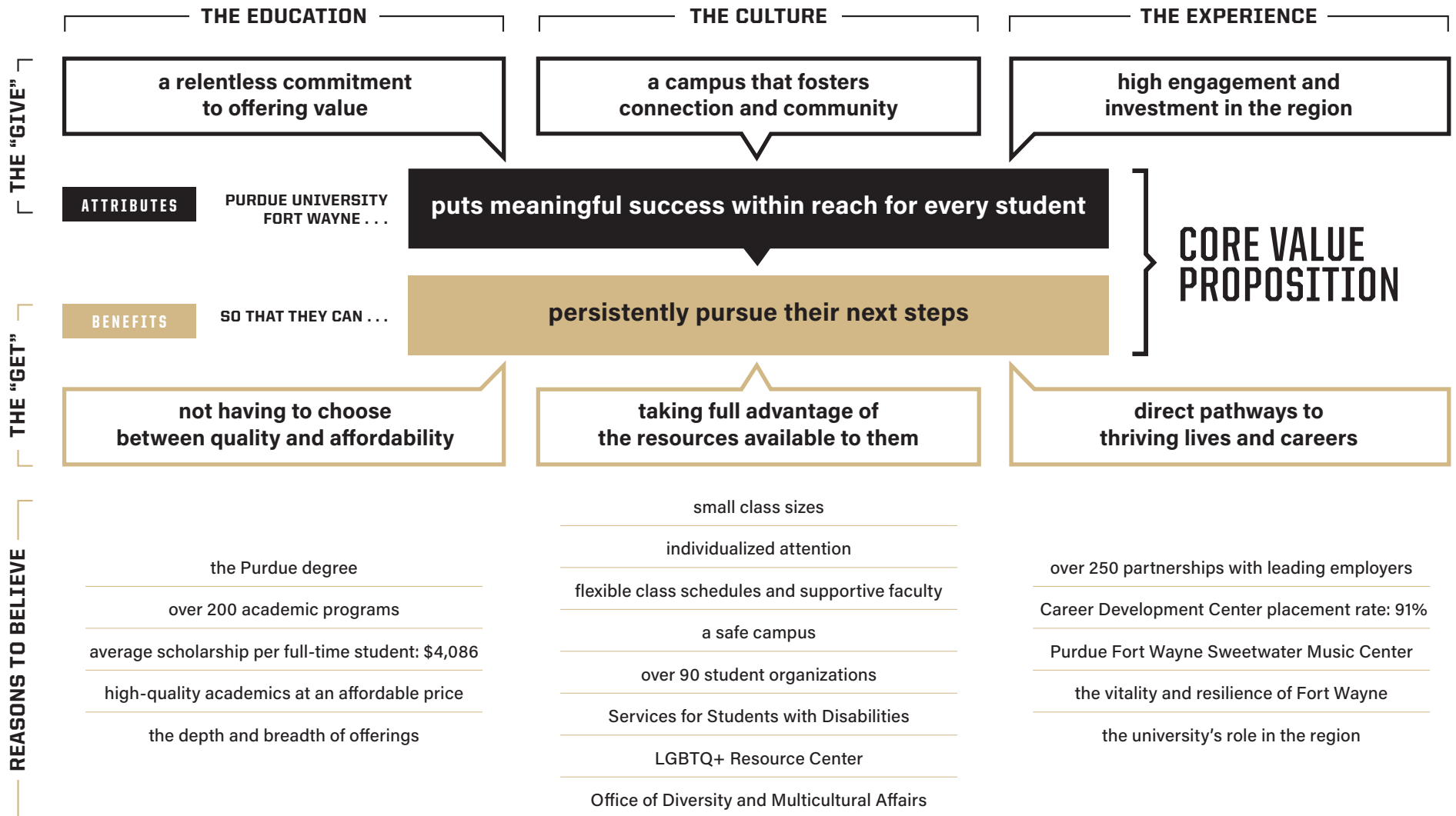
An attribute is what we offer to our audiences, such as programs, facilities, experiences, and culture.

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.



Messaging Map



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.

THESE PERSONALITY TRAITS ALIGN WITH THE
Purdue University
master brand

THESE PERSONALITY TRAITS ALIGN WITH THE
Purdue Fort
Wayne brand

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

OUR
VOICE

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.

SECTION

2.0

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.

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.**

Individually, we are strong. But when we join together, we become unstoppable. People come to Purdue Fort Wayne to take the next big step forward in their lives and careers. And when they join with others who share their goals, as Mastodons, what started as small steps becomes the

Although we come from different backgrounds, have different perspectives, and are moving toward different destinations, we're united in our spirit and our determination to move forward. This community that surrounds us gives us strength and support. The positive momentum of others around us keeps us moving onward.

This is a place for people who know who they are and know where they're going. And at Purdue Fort Wayne, they find the smartest and most effective way to get there. They're making their own way, keenly focused on their goals, and driven by the inspiration, the information, and the direction they find every day. All that stands between who we are and who we're going to be is the steps we're taking right here.

At Purdue Fort Wayne, we not only know what it takes, but we also have what it takes. A willingness to work hard. A refusal to give up. And a commitment to start our journeys and to see them through to the end. This is what makes us powerful. This is what makes us unique. And this is what makes each of us a Mastodon.

thundering roar of the Herd. This is a place where people take powerful steps forward. And they take them together. And we use "we" language to speak on behalf of the entire Mastodon community. It's personal, it's inclusive, and it describes the shared experience we all have here.

We're not afraid to talk about the obstacles or challenges that lie in our way. And we talk about the deliberate and intentional way that we face them—even when things are uncomfortable or uncertain.

We speak to the future that lies ahead. Although the journey takes us far, we speak to the impact that each student will ultimately have in their career, their community, and the world beyond. Just as all our students are here with specific goals in mind, we are equally focused on the positive outcomes we make possible.

We are the only Mastodons in higher education. It makes us unique and special. We don't shy away from language that describes the power, the strength, and the otherworldly charm of the 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.

IT TAKES
A MASTODON.

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 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 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 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.

Sample Headline Constructions

(continued)

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.

Use headlines that attribute the bold things we do to the unique identity of the Mastodon—that show how we bring something unprecedented to the world.

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.

SECTION

3.0

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.

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.

INSTITUTIONAL

These marks represent the university as a whole.

PURDUE UNIVERSITY.
FORT WAYNE

PRIMARY

PURDUE | **FORT WAYNE**
UNIVERSITY

PURDUE
UNIVERSITY
FORT WAYNE

ALTERNATES (LIMITED USE)



PFW **PFW** PFW

MONOGRAMS (LIMITED USE)

ATHLETICS

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



PURDUE
— **FORT WAYNE.** —

PURDUE
— **FORT WAYNE.** —
MASTODONS

ALUMNI

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



FULL-COLOR



BLACK



REVERSE

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.

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.

PRIMARY LOGO

PURDUE UNIVERSITY[®]
FORT WAYNE

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.

PURDUE UNIVERSITY[®]
FORT WAYNE

Vertical Version

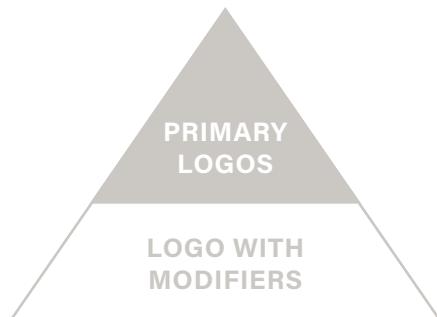
For extreme vertical compositions with limited horizontal space, the version below should be used.

PURDUE
UNIVERSITY
FORT WAYNE

Horizontal Version

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

PURDUE | **FORT WAYNE**
UNIVERSITY



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

PURDUE UNIVERSITY.
FORT WAYNE

Two-Color

(Black or White and Fog)

- Performs at all scales on both light or dark backgrounds

PURDUE UNIVERSITY.
FORT WAYNE

One-Color

(Black or White)

- Performs at all scales on both light or dark backgrounds

PURDUE UNIVERSITY.
FORT WAYNE

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.



LIGHT

DARK

Parameters

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

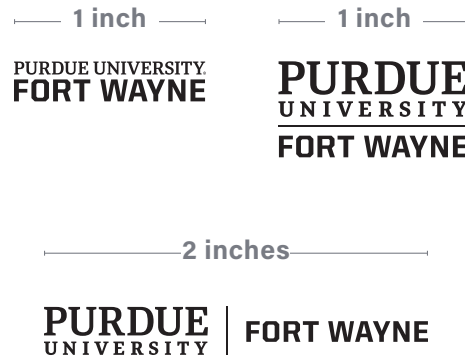
Clear Space

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.



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.



Sample Architecture

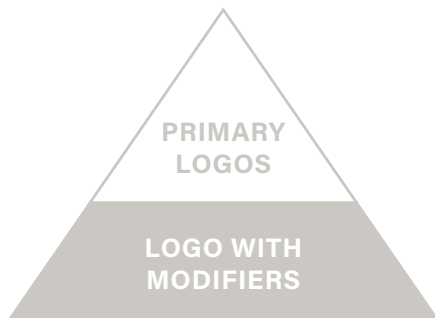
It's important that our colleges, organizations, and departments have logos that align with our brand. These lockups, which follow the pattern shown here, help align our community under a clear, consistent, and purposeful visual language.

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.



PURDUE UNIVERSITY.
FORT WAYNE | College of Arts and Sciences

PURDUE UNIVERSITY.
FORT WAYNE | Office of the Chancellor

PURDUE UNIVERSITY.
FORT WAYNE | College of Engineering, Technology, and Computer Science

PURDUE UNIVERSITY.
FORT WAYNE | Department of Civil and Mechanical Engineering

PURDUE UNIVERSITY.
FORT WAYNE | Office of Communications and Marketing

PURDUE UNIVERSITY.
FORT WAYNE

Department of Physics

PURDUE UNIVERSITY.
FORT WAYNE

Department of Civil and Mechanical Engineering

PURDUE UNIVERSITY.
FORT WAYNE

College of Engineering, Technology, and Computer Science

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.



PFW

PFW

PFW

*All white text version is
also available*

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.

Considerations

Avoid these pitfalls when using the logo.

✗ **DON'T** skew, stretch, or bend the logo in any way.

PURDUE UNIVERSITY.
FORT WAYNE

✗ **DON'T** rotate the logo.

PURDUE UNIVERSITY.
FORT WAYNE

✗ **DON'T** use drop shadows or other visual effects.

PURDUE UNIVERSITY.
FORT WAYNE

✗ **DON'T** use any colors other than those specified in this document.

PURDUE UNIVERSITY.
FORT WAYNE

✗ **DON'T** apply brand treatments to the logo.

PURDUE UNIVERSITY.
FORT WAYNE

✗ **DON'T** crop the logo.

PURDUE UNIVERSITY.
FORT WAYNE

✗ **DON'T** outline the logo.

PURDUE UNIVERSITY.
FORT WAYNE

✗ **DON'T** apply the logo to a background that doesn't provide adequate contrast.

PURDUE UNIVERSITY.
FORT WAYNE

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.



Black

NOTE

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

Color Options



Tints (Use-Specific)



Golden on Black



Badge Encloser



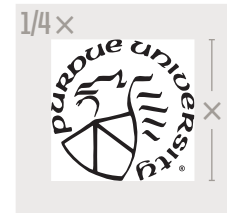
White



0.75 inch

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

PURDUE UNIVERSITY® FORT WAYNE

PURDUE UNIVERSITY | FORT WAYNE

PURDUE
UNIVERSITY
FORT WAYNE



PFW PFW PFW

PURDUE
— FORT WAYNE —

PURDUE
— FORT WAYNE —
MASTODONS

OUR

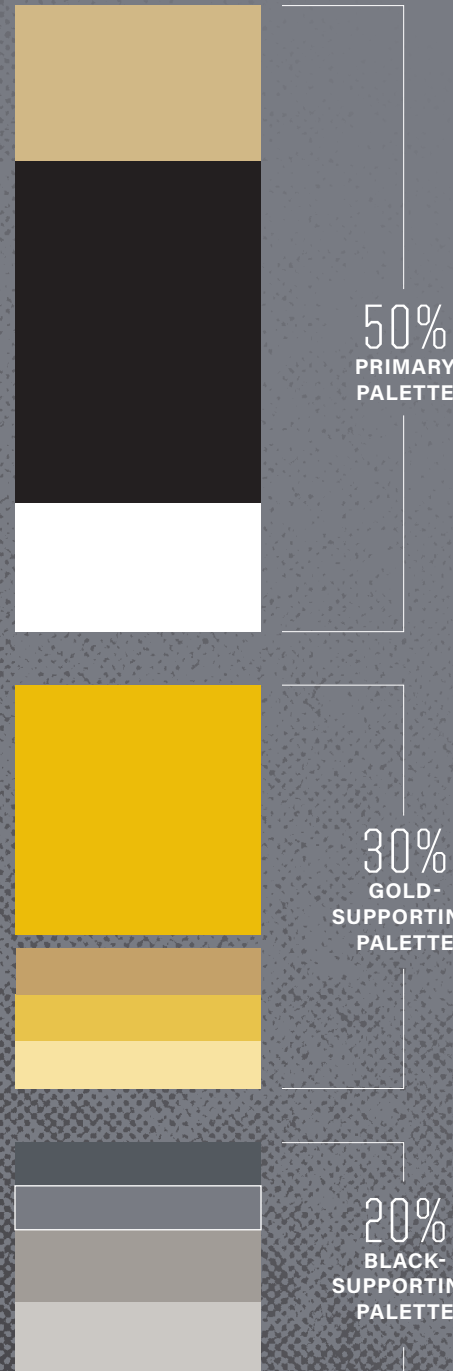
COLORS

SECTION

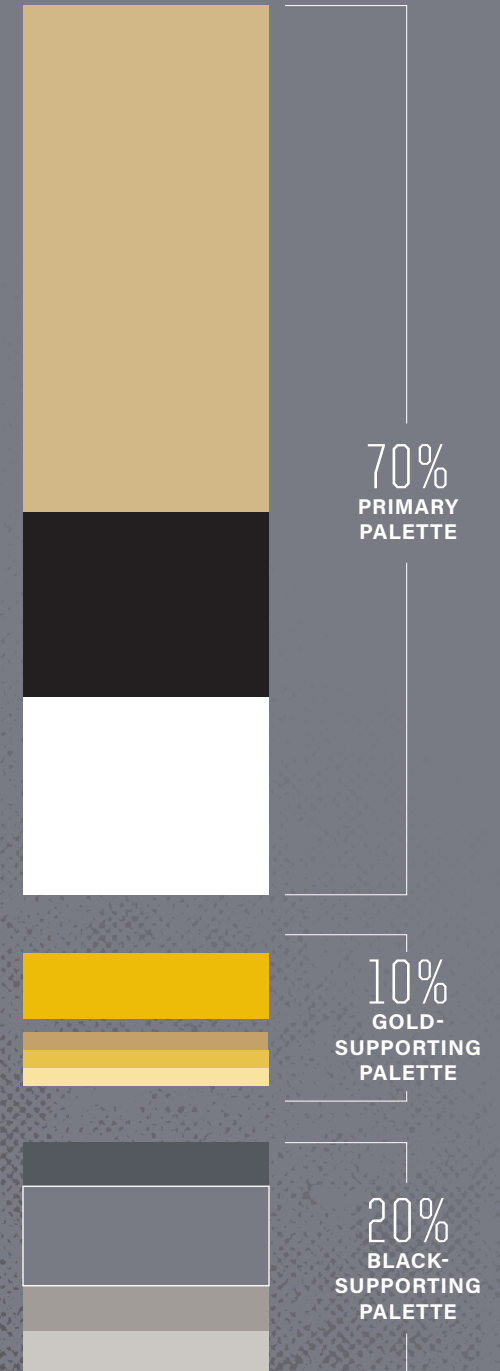
4.0

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.

Enrollment Palette



Institution Palette



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 FFFFFFFF

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.

Summit* Pantone 110 C

cmyk 0 20 100 8
rgb 218 170 0
hex DAAA00

PMS 110 U

cmyk 1 21 100 10

Clay Pantone 7562 C

cmyk 14 29 62 12
rgb 142 111 62
hex 8E6F3E

Pantone 7562 U

cmyk 14 28 57 10

Tassel Pantone 4017 C

cmyk 5 18 81 4
rgb 221 185 69
hex DDB945

Pantone 4017 U

cmyk 3 20 81 4

Rumble Pantone 7402 C

cmyk 3 8 43 0
rgb 235 217 159
hex EBD99F

Pantone 7402 U

cmyk 0 8 45 0

*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.

Footprints

Pantone 425 C

cmyk 63 51 45 33
rgb 85 89 96
hex 555960

Pantone 425 U

cmyk 46 35 32 28

Storm

Pantone Cool Gray 9 C

cmyk 50 40 34 17
rgb 111 114 123
hex 6F727B

Pantone Cool Gray 9 U

cmyk 41 31 26 18

Fog

Pantone 402 C

cmyk 34 30 33 8
rgb 157 151 149
hex 9D9795

Pantone 402 U

cmyk 29 26 30 11

Tusk

Pantone 400 C

cmyk 20 17 19 0
rgb 196 191 192
hex C4BFC0

Pantone 400 U

cmyk 17 16 20 1

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.

TIP









For more information or details about ADA compliance, additional resources and content can be found at w3.org/standards/webdesign/accessibility

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.

<p>Golden</p> <p>rgb 207 185 145 hex CFB991</p> 	<p>Summit</p> <p>rgb 218 170 0 hex DAAA00</p> 	<p>White</p> <p>rgb 255 255 255 hex FFFFFFFF</p> 
<p>Clay</p> <p>rgb 142 111 62 hex 8E6F3E</p> 	<p>Tassel</p> <p>rgb 221 185 69 hex DDB945</p> 	<p>Rumble</p> <p>rgb 235 217 159 hex EBD99F</p> 
<p>Fog</p> <p>rgb 157 151 149 hex 9D9795</p> 	<p>Tusk</p> <p>rgb 196 191 192 hex C4BFC0</p> 	

Meets Level AA standards on light backgrounds

These colors are more useful for text on light backgrounds.

<p>Black</p> <p>rgb 0 0 0 hex 000000</p> 
<p>Footprints</p> <p>rgb 85 89 96 hex 555960</p> 
<p>Storm*</p> <p>rgb 111 114 123 hex 6F727B</p> 

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.

Ls **Large and Small**
All text sizes can be used for this color combination.

L **Large**
This combination can be used only for text set at 18 points or larger (14 points or larger for boldface text).

		BACKGROUND COLOR											
		Black	Golden	White	Summit	Clay	Tassel	Rumble	Footprints	Storm	Fog	Tusk	
TEXT COLOR	Black	TEXT	Ls	Ls	Ls	L	Ls	Ls		L	Ls	Ls	
	Golden	TEXT	Ls						L				
	White	TEXT	Ls			Ls			Ls	Ls			
	Summit	TEXT	Ls						L				
	Clay	TEXT	L	Ls				L					
	Tassel	TEXT	Ls						L				
	Rumble	TEXT	Ls						Ls	L			
	Footprints	TEXT		L	Ls	L		L	Ls				L
	Storm	TEXT	L		Ls				L				
	Fog	TEXT	Ls										
	Tusk	TEXT	Ls							L			

OUR

TYPOGRAPHY

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.

SECTION

5.0

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.

A large, bold, black display of the letters 'A' and 'a' in the United Sans font. The 'A' is tall and narrow with a wide base, while the 'a' is also tall and narrow with a distinctive, rounded top and a wide base.

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

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

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.

Aa

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.

Aa

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**

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.

Brand Fonts

Light
Light Italic
Regular
Italic

Substitute Fonts

Franklin Gothic Regular
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,.

Franklin Gothic Italic
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,.

Medium
Medium Italic
Semibold
Semibold Italic

Franklin Gothic Medium
AaBbCc123

Franklin Gothic Medium Italic
AaBbCc123

Bold
Bold Italic
Black
Black Italic

Franklin Gothic Demi
AaBbCc123

Franklin Gothic Heavy
AaBbCc123

Franklin Gothic Demi
AaBbCc123

Franklin Gothic Heavy Italic
AaBbCc123

Georgia is the acceptable substitute for Source Serif.

Brand Fonts

Regular
Regular Italic

Substitute Fonts

Georgia Regular
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,.

Georgia Italic
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,.

SemiBold
SemiBold Italic
Bold
Bold Italic

Georgia Bold Regular
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,.

Georgia Bold Italic
ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,.

Impact is the acceptable substitute for United Sans.

Brand Fonts

CONDENSED HEAVY
REGULAR HEAVY
EXTENDED HEAVY

Substitute Fonts

IMPACT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!,.

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

Leading that's too tight leaves too little pause between lines.

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

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

✔ Acumin Pro Regular
21 pt. type / 23 pt. leading

This leading is too loose.

Alibus in et moditatque et quae vanda
volut lis nonse commiscit ullis estis
solent odissitis audicipis.

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

This leading is too tight.

Volestis asinto to vandaectore esem
cupate nientibus ducil maiorum
aut que dolorpora aut as nonse et.

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

TIP

Trust your eye. The tracking that works for one typeface may not work for another. The size and weight of the text can also influence how much tracking is necessary. Smaller sizes and heavier weights may need a higher setting.

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

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

✓ Acumin Pro Regular
21 pt. type / -10 tracking

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

✓ 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.

ACADEMICS

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 olum in pa que vero moluptatur aut eosam, susandit quae prae moluptis adi te velenture volupidebis molorep erspidest di dipsumendam explam. Odit essenec tiaecusti omnihilibus is ea volesequo dus a quo el mo et auta idigentur, con escipsam, sam aut aut plignih ictorit asin expelenis quos explabor re dit. Ut quam dignisit eum et molorit voleste quide voluptaqui dolorum vera num fugitae simaximolor a pratet lorem.

1,711

EMPLOYERS VISITED CAMPUS TO RECRUIT STUDENTS



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."

TRANG DAO
ACCOUNTING

Quote

United Sans Ext Heavy
Size: 47 pt.
(quotation mark)
Treatment: Oversize Scale
—
Acumin Pro Bold
Size: 6 pt.
Tracking: 0
Treatment: Flush Left
—
United Sans Cond
Size: 7 pt.
Tracking: 220
Treatment: Flush Left

TOP 10

Di dipsumendam explam int odit essenec vero moluptatur aut eosam, susandit quae prae moluptis tiaecusti omnihilibus.

Content

United Sans Cond Bold
Size: 9/10 pt.
Tracking: Between 220 and 240 pt.
Treatment: Centered in Emphasis Box
—

Acumin Pro Bold
Size: 20 pt.
Tracking: Between 0 and -15 pt.
Treatment: Flush Left
—

Acumin Pro Semibold
Size: 12 pt.
Tracking: Between 0 and -15 pt.
Treatment: Flush Left
—

Acumin Pro Regular
Size: 8 pt.
Tracking: Between 0 pt.
Treatment: Flush Left

Factoid 1

United Sans Ext Bold
Size: 14 pt.
Tracking: +225
—
United Sans Cond Heavy
Size: 9 pt.
Tracking: +225
Treatment: Emphasis Box (Outlined)

Factoid 2

United Sans Ext Heavy
Size: 9 pt.
Tracking: +225
Treatment: Center and Aligned with Number
—
United Sans Cond Light
Size: 45 pt.
Tracking: 0
Alumni Pro Regular
Size: 6 pt.
Tracking: 0
Treatment: Flush Left

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.

SECTION

6.0

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.

Herd of Heroes



Black-and-white Studio Heroes



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

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.



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.

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.



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.

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.

SECTION

7.0

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.

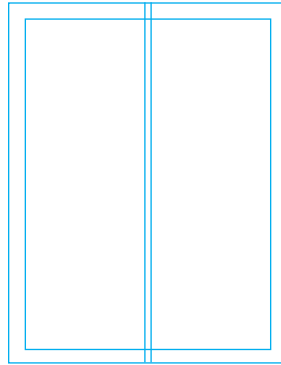
The grid system provides you with tools to create infinite combinations of text and images. We use it to create layouts that are aligned and balanced, ensuring that all communications look refined and professional.

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.

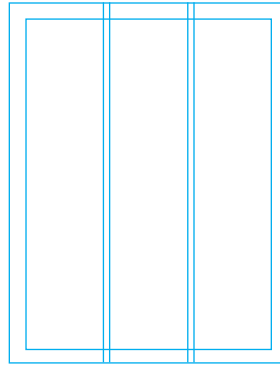


Two-Column Grid

8.5" x 11"

Common Uses

- Covers, long passages of text and images

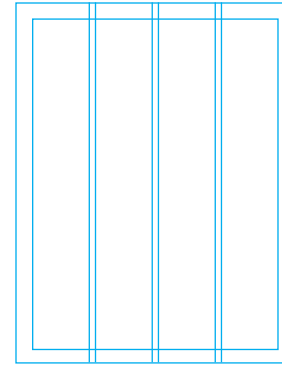


Three-Column Grid

8.5" x 11"

Common Uses

- Covers, long passages of text and images

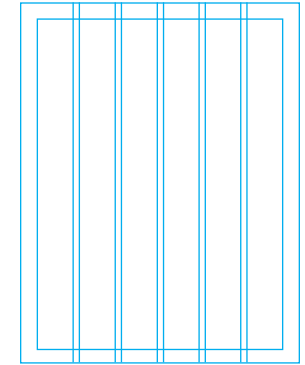


Four-Column Grid

8.5" x 11"

Common Uses

- Complex layouts with text, images, and graphics
- Pages with a lot of callouts, details, and stats



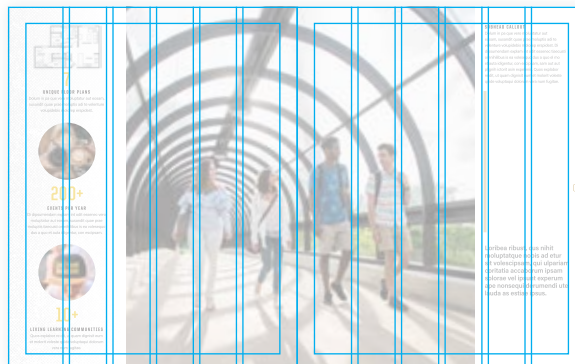
Six-Column Grid

8.5" x 11"

Common Uses

- Complex layouts with text, images, and graphics
- Pages with small text

In Practice



Grit Textures

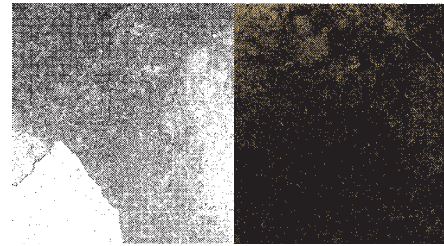
We use our library of grit textures to add a sense of strength, movement, and depth. Mastodons pave their own path, and this graphic element invites our viewers into that narrative.

TIP

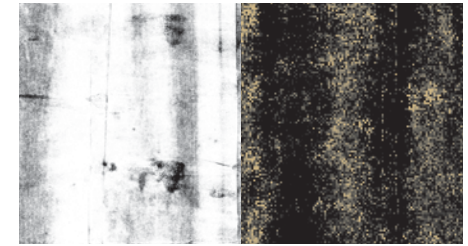
Textures create visual noise that activates a layout, but we never want them to speak over other visual elements. So only apply the textures to negative spaces, and pick a color combination that supports the image, the text, or another focal point of the layout. Graphic elements can be obtained by logging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



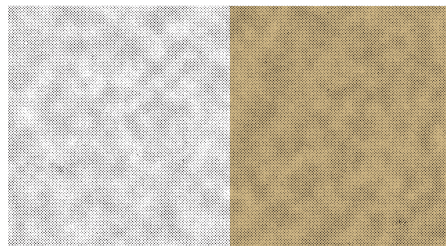
Boulder



Shale



Macadam



Mineral



Rubble

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.

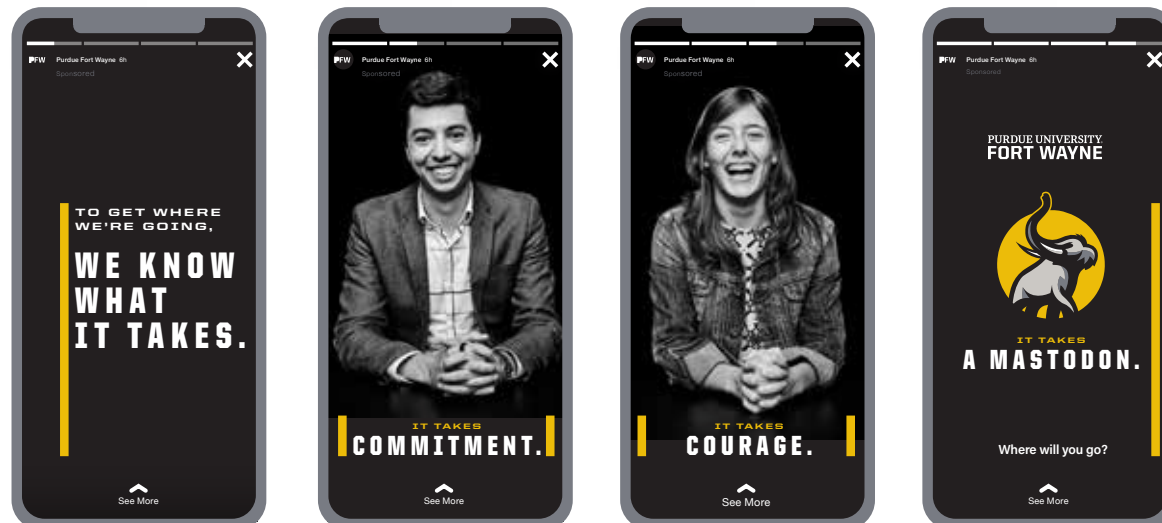


Short Headline Frame

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

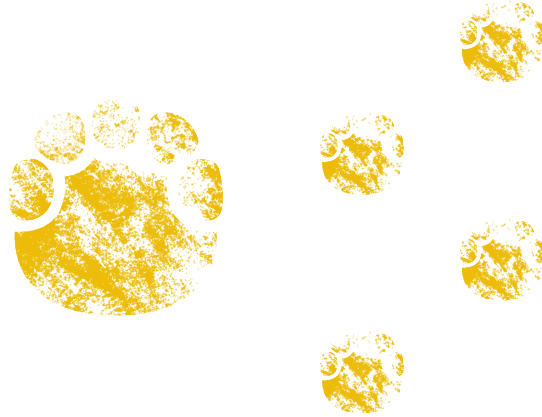
We use these marks when we're rallying together current and future Mastodons and instilling a sense of pride. Each mark leans into a personality trait and expresses our story in different ways.

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.



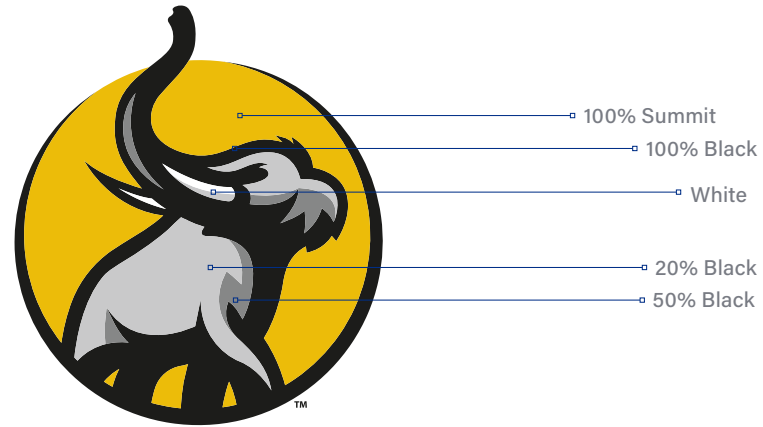
In Practice



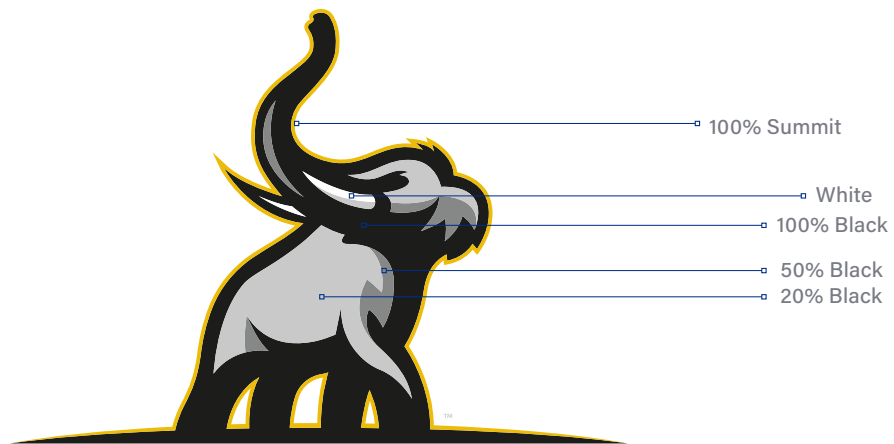
Primary Spirit Mark and Preferred Colors

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.

Enclosed Spirit Mark



Expanded Spirit Mark



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.

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.

Enclosed Spirit Mark

Primary Mark | Three-Color
Summit, Black, and White



Secondary Mark | One-Color
Black and White



Secondary Mark | One-Color
Summit



Expanded Spirit Mark

Primary Mark | Three-Color
Summit, Black, and White



Secondary Mark | One-Color
Black and White



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.

Filled

Use the filled emphasis box to sit on top of an image, or to create a stronger contrast within compositional elements.



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

200+

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



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

65

United Sans
Ex Light
Size: 54 pt.
Tracking: 0



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

Outlined

For more nuanced and subtle applications, the outlined emphasis box works best.



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



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.



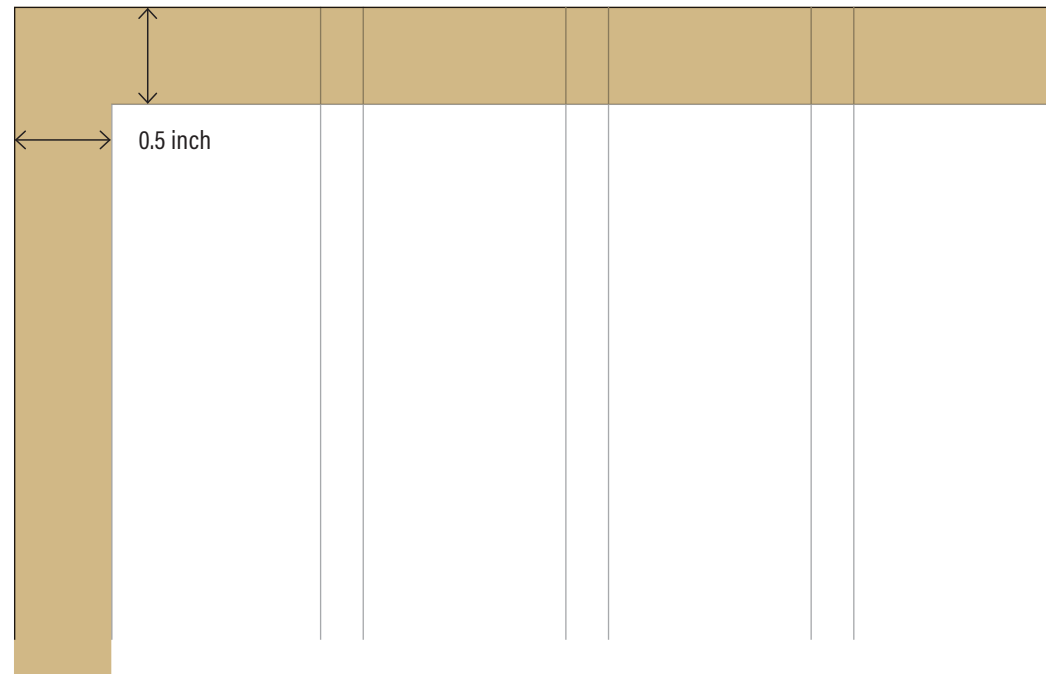
Border Frames

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.



OUR

BRAND

RESOURCES

Brand Assets

To gain access to brand assets and information, visit pfw.edu/cm.



Brand Book



Brand Color Guide



Brand Standards Guide



Design Elements



Editorial Standards Guide



Designations List



Email Signature Guide



Photography



PowerPoint Template



Signature Logos



Social Media Guide



Spirit Marks

PURDUE UNIVERSITY®
FORT WAYNE