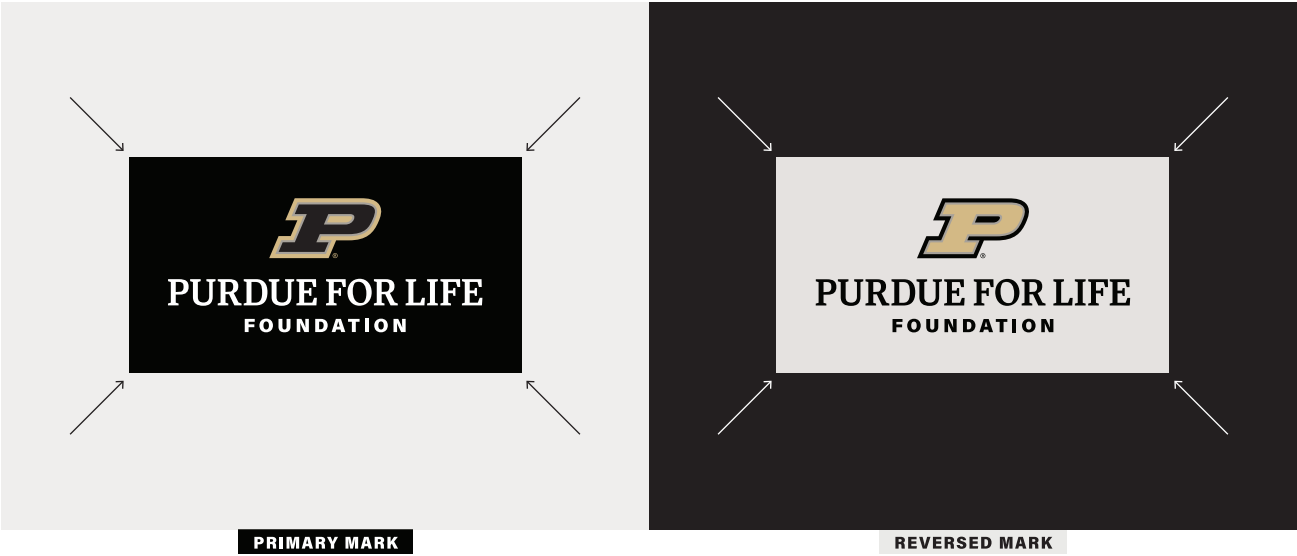


PURDUE FOR LIFE FOUNDATION *[identity guidelines]*

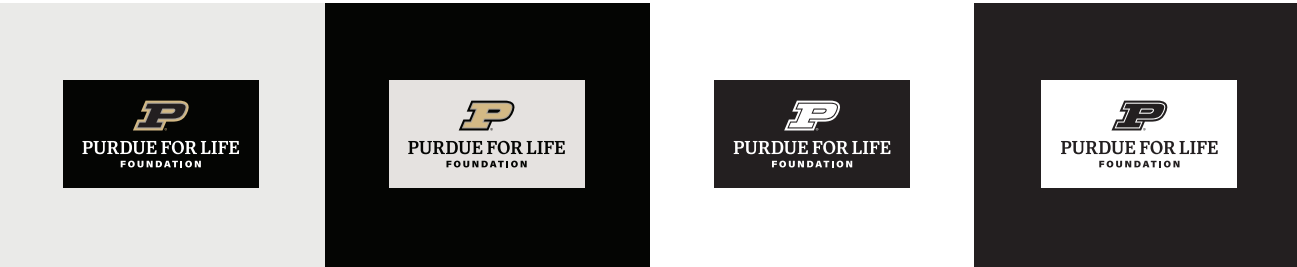
BECAUSE OUR VISUAL IDENTITY REPRESENTS THE PURDUE FOR LIFE FOUNDATION AT THE VERY HIGHEST LEVEL, IT’S VITAL TO OUR BRAND. THESE LOGOS ACT AS A SIGNATURE, AN IDENTIFIER, AND A STAMP OF QUALITY. THEY SHOULD ALWAYS BE THE MOST CONSISTENT COMPONENT IN OUR COMMUNICATIONS.

PRIMARY MARK **INCLUDES** EMBLEM RECTANGULAR SHAPE AS PART OF THE IDENTITY



LOGO USAGE

[The color of the background will determine which version of the logo to use. Plan your layouts to accommodate using the preferred option. One-color versions of our identity should be used sparingly: only when printing restrictions demand it.]



CLEAR SPACE

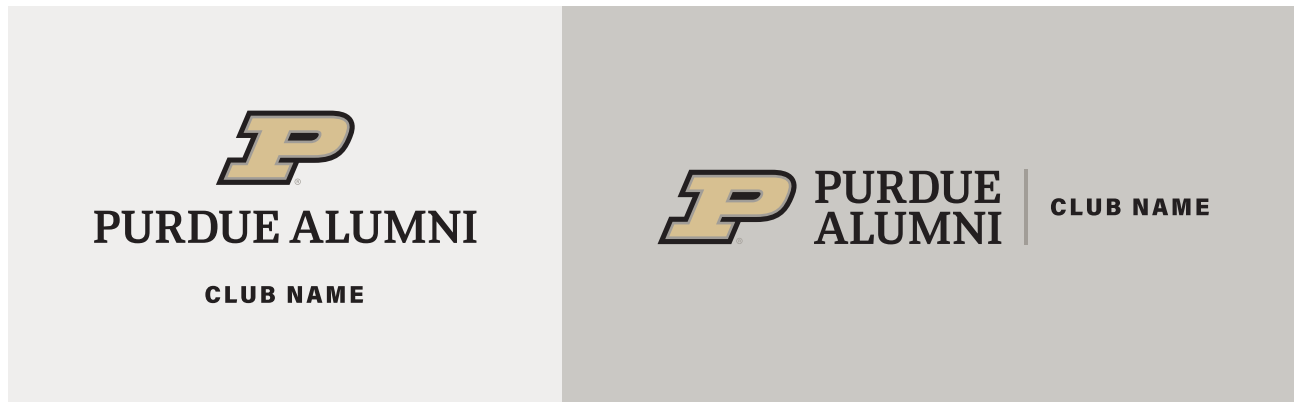
[To achieve maximum impact and legibility, clear space must be maintained around the logo. The logo may be placed onto images, but no other graphic elements, typography, rules or images should appear inside this clear space. Use the height of the Motion P as a measuring tool to help maintain the proper clearance.]



PURDUE ALUMNI CLUBS AND NETWORKS *[identity guidelines]*

BECAUSE OUR VISUAL IDENTITY REPRESENTS PURDUE ALUMNI AND PURDUE FOR LIFE FOUNDATION AT THE VERY HIGHEST LEVEL, IT'S VITAL TO OUR BRAND. THESE LOGOS ACT AS A SIGNATURE, AN IDENTIFIER, AND A STAMP OF QUALITY. DO NOT ALTER THE LOGOS IN ANY WAY, OR ALLOW ANOTHER ENTITY TO DO SO.

CLUB/NETWORK LOGO CONFIGURATIONS

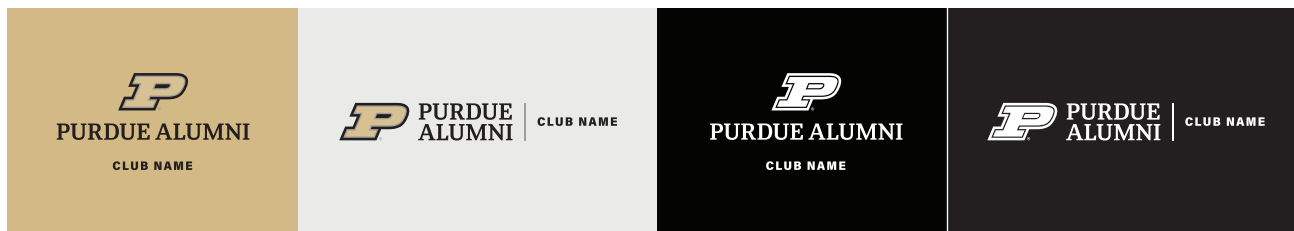


MotionP club/network logo stacked

MotionP club/network logo horizontal

COLOR VARIATIONS

[The color of the background will determine which version of the logo to use. Plan your layouts to accommodate using the preferred option. One-color versions of our identity should be used sparingly: only when printing restrictions demand it.]



Primary full-color application should be used in most applications with a white or light backgrounds.

White application should be used on dark or busy backgrounds.

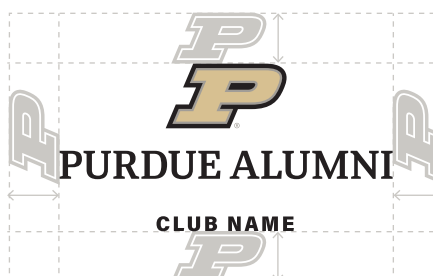


Reverse color application should be used on dark backgrounds.

Black application should be used for grayscale applications—i.e. giveaways/tchotchkes.

CLEAR SPACE

[To achieve maximum impact and legibility, clear space must be maintained around the logo. The logo may be placed onto images, but no other graphic elements, typography, rules or images should appear inside this clear space. Use the height of the Motion P as a measuring tool to help maintain the proper clearance.]



PURDUE FOR LIFE FOUNDATION *[file types and color formats]*

BECAUSE OUR VISUAL IDENTITY REPRESENTS PURDUE ALUMNI AND PURDUE FOR LIFE FOUNDATION AT THE VERY HIGHEST LEVEL, IT'S VITAL TO OUR BRAND. THESE LOGOS ACT AS A SIGNATURE, AN IDENTIFIER, AND A STAMP OF QUALITY. DO NOT ALTER THE LOGOS IN ANY WAY, OR ALLOW ANOTHER ENTITY TO DO SO.

RULES FOR PURDUE FOR LIFE FOUNDATION AND CO-BRANDS LOGO USAGE

- + **Do not alter the logos in any way, or allow another entity to do so.**
- + **Follow the same brand guidelines and rules as required for the Purdue University identity.** [found here: <https://marcom.purdue.edu/our-brand/logo/>]
- + **When using the signature Purdue for Life mark, do not remove the rectangle or outline.** The rectangular emblem is part of the logo.
- + **Allow clear space around the mark,** as directed in the prior link. [see "Clear Space"]
- + **The Purdue for Life Foundation Marketing and Communications team is responsible for approving any and all usage of PFL trademarks in promotional instances and must be consulted prior to ordering any materials.** Contact Cathy Swick, Senior Creative Director, Brand and Design at clswick@purdueforlife.org or Lisa Tally, Assistant Vice President for Marketing and Communications at lhtally@purdueforlife.org.

FILE TYPES

[There are many file formats in your logo package. This small guide may be helpful to understand each file type and when to use them.]

File types for digital purposes =  File types for print purposes = 

Vector files

AI

Adobe Illustrator



AI is a vector-based format. It is the standard source file for your logo created with paths connected by points. Vector files may be reduced or enlarged without losing quality, providing crisp and clean graphics. Print shops may require a vector file to reproduce your logo.

PDF

Portable Document Format



Another editable, vector-based file format. Widely used as a universal file-sharing format. Primarily used for printing—you could also provide this file to vendors in place of AI files if needed.

SVG

Scalable Vector Graphic



SVGs are digital-based vector files used for rendering two-dimensional images (your logo) on the internet. Like vector files used for printing at any size, SVG files can be scaled without blurriness. Web images differ by viewer based on browser window dimensions, device, zoom, site layout, and responsive design.

Raster files

PNG

Portable Graphics Network



A raster image type created by individual pixels. Key advantages of a PNG vs. a JPG (when talking about logos) is that a PNG can have a transparent background and is generally larger and higher quality. PNG is ideal for websites and emails because they can be placed over a colored background. PNG files cannot be scaled larger than provided without becoming blurry.

JPEG

Joint Photographic Experts Group



Another raster image type. JPGs are primarily used for web and digital photography because of their small file size, but should not be used for printing unless they are used at small sizes. JPG files cannot be scaled larger than provided without losing quality. *[This explanation is for reference, your logo suite may not contain JPGs.]*



Raster file created with pixels



Vector file created with paths and points

COLOR FORMATS

RGB

Screen (red/green/blue)



RGB stands for Red, Green, and Blue. This color space is used for digital displays representing the same colors used in computer screens, televisions, and mobile devices. Colors are created by blending light itself. Printing RGB files may result in blurry images with inaccurate colors. When using digital logos for online communication use the RGB files in the Digital folder in your suite.

CMYK

Print (cyan/magenta/yellow/black)



CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic ink colors used for physical printing—by blending these colors during the printing process a vast array of hues are created. CMYK is not for digital screens. When printing business cards, brochures, postcards, etc., use the CMYK files in the Print folder in your suite.

PANTONE/SPOT

Offset Print



Spot or PMS (stands for Pantone Matching System) inks are a universal color-matching system used primarily in printing. Inks are pre-mixed (not unlike a can of paint from a hardware store) to provide precise color-matching. *[Contact the Purdue for Life Foundation Marketing and Communications team if spot color logo builds of your logos are needed as your logo suite may not contain these unique files.]*