PURDUE **P** ALUMNI

PURDUE ALUMNI ASSOCIATION
BRANDING & IDENTITY GUIDELINES

MISSION

The Purdue Alumni Association exists to improve our members' personal, professional, and intellectual well-being.

VISION

Relentlessly Deliver Purdue to Alumni and Alumni to Purdue
Purdue Alumni advances its vision with world-class excellence in all facets of the organization with the übergoal of becoming the most impactful alumni organization in the world — for members, for alumni, and for Purdue.

Maintaining the integrity of the Purdue Alumni Association brand through club communications reinforces its integrity, achieves consistency across all markets, and lends credibility to clubs and activities.

Clubs may not create individual logos that deviate from the established Purdue Alumni brand identity. Club communications and materials should utilize Purdue Alumni logos rather than Purdue University logos. Use of the Purdue Alumni logo clearly establishes a connection between clubs and the Purdue Alumni Association.

GENERAL COMMUNICATIONS

- Be concise, specific, and timely in your messaging.

- Clubs must include the Purdue Alumni name:

  > *The Purdue Alumni Club of Tippecanoe County*

  > **NOT**
  > *The Purdue Club of Tippecanoe County*
  > *Tippecanoe County Purdue Club*

- Do not refer to the Purdue Alumni Association as PAA.

- University should be capitalized in instances where it stands for the longer phrase Purdue University. Examples: the University, our University, your University, this University, University-wide.

  > *Several famous astronauts have graduated from our University.*
  > *But: Purdue is a land-grant university.*

- Do not capitalize *alumni association*, *club*, or *network* when used alone.

- Use *alumnus* (male) or *alumna* (female) to refer to an individual Purdue graduate. *Alumni* should only be used to refer to more than one graduate. *Alumnae* can be used to refer to a group of female graduates.

- Use one space after sentences, not two.

- Use an en dash between time ranges OR use the words *from* and *to*. An en dash should never be used if the word *from* precedes a time. Lowercase *a.m.* and *p.m.* and include periods.

   > *11:30 a.m.–noon*
   > *From 8:00 a.m. to 5:00 p.m.*

- Spell out numbers one through nine, but use numerals for ages instead.

- Within the context of a sentence, give event information in the order of: time, date, place.

   > *Join us for a game watch at 2:00 p.m. on May 21 at the Corner Bar, 123 Main Street, Lafayette.*

- Use cardinal numbers for dates, and set off the year with a comma.

   > *Purdue was founded on May 6, 1869, in West Lafayette, Indiana.*
   >
   > **NOT**
   >
   > *Purdue was founded on May 6th, 1869 in West Lafayette, Indiana.*

When referring to a Purdue graduate in writing, include degree info in parentheses after the last name. Degrees should be listed in chronological order.

Neil Armstrong (AAE'55, HDR E'70)
Jerry Ross (ME'70, MS ME'72)
Janice Voss (AAE'75)

ABBREVIATION KEY

A	Agriculture
AAE	Aeronautical/Astronautical Engineering
AAS	Associate of Applied Science
ABE	Agricultural and Biological Engineering
AS	Associate of Science
BA	Bachelor of Arts
BM	Biomedical Engineering
BS	Bachelor of Science
CE	Civil Engineering
CERT	Certificate
ChE	Chemical Engineering
CEM	Construction Engineering & Mgmt.
DP	Doctor of Pharmacy
DVM	Doctor of Veterinary Medicine
E	Engineering
ECE	Electrical and Computer Engineering
EDU	Education
EnE	Engineering Education
EPE	Engineering Professional Education
EEE	Environmental and Ecological Engineering

FR	Friend of Purdue Alumni
HDR	Honorary Doctorate
HHS	Health and Human Sciences
IE	Industrial Engineering
LA	Liberal Arts
M	Management
MA	Master of Arts
MBA	Master of Business Administration
MFA	Master of Fine Arts
MS	Master of Science
ME	Mechanical Engineering
MSE	Materials Engineering
NE	Nuclear Engineering
NRS	Nursing
P	Pharmacy
PG	Purdue University Global
PhD	Doctorate
S	Science
T	Purdue Polytechnic
V	Veterinary Medicine

The Purdue Alumni Association uses two primary colors. These colors are included in the new branding launched by Purdue University in January 2020.

PRIMARY COLORS

Rush Gold

Process Coated
C:0 M:20 Y:100 K:8

Process Uncoated
C:1 M:21 Y:100 K:10

R:218 G:170 B:0
Hex Code: #DAAA00

Spot:
Coated: PMS 110 C
Uncoated: PMS 110 U

Black

Process Coated
K:100

Process Uncoated
K:100

R:0 G:0 B:0
Hex Code: #000000

Recommended Tints:
K:40
K:20

SECONDARY COLORS

Boilermaker Gold

Process Coated
C:13 M:20 Y:45 K:3

Process Uncoated
C:13 M:22 Y:50 K:5

R:207 G:185 B:145
Hex Code: #CFB991

Spot:
Coated: Pantone 7502 C
Uncoated: Pantone 7502 U

Aged Gold

Process Coated
C:14 M:29 Y:62 K:12

Process Uncoated
C:14 M:28 Y:57 K:10

R:142 G:111 B:62
Hex Code: #8E6F3E

Spot:
Coated: Pantone 7562 C
Uncoated: Pantone 7562 U

Field Gold

Process Coated
C:5 M:18 Y:81 K:4

Process Uncoated
C:3 M:20 Y:81 K:4

R:142 G:111 B:62
Hex Code: #DDB945

Spot:
Coated: Pantone 4017 C
Uncoated: Pantone 4017 U

Dust Gold

Process Coated
C:3 M:8 Y:43 K:0

Process Uncoated
C:0 M:8 Y:45 K:0

R:235 G:217 B:159
Hex Code: #EBD99F

Spot:
Coated: Pantone 7402 C
Uncoated: Pantone 7402 U

OFFICIAL LOGO

The Purdue Alumni Association uses two logo variations for vertical and horizontal applications. The horizontal logo is preferred, but the vertical logo may be used when space is restricted.

LOGO SAFETY AREA

The placement of surrounding text, photos, and other graphic elements should respect the space guideline shown below. This also applies to the minimum distance from the edge of the page.
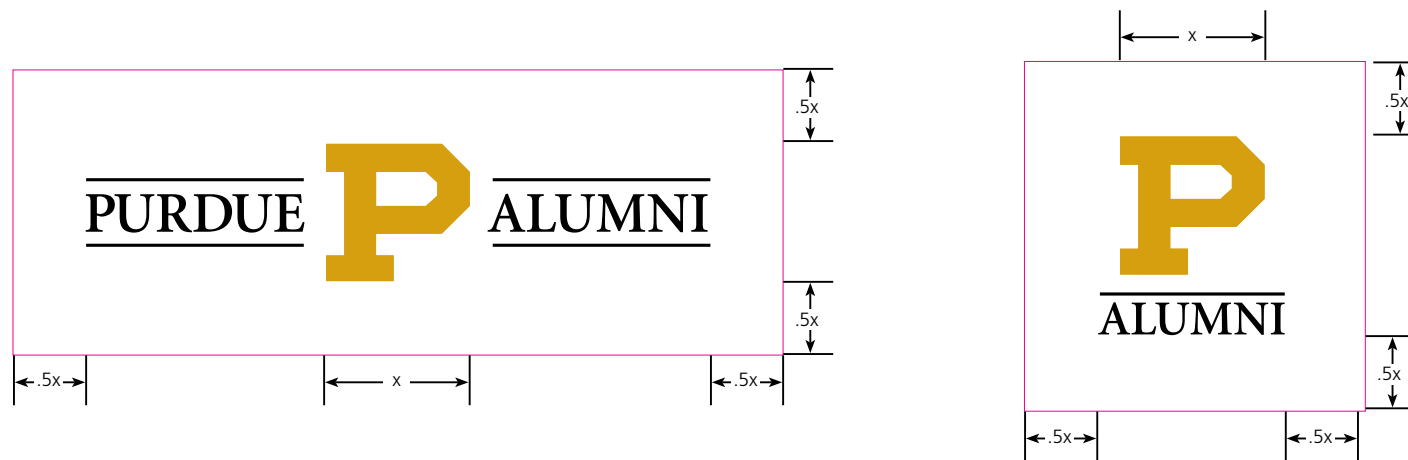
IMPROPER LOGO USAGE

At no time should any logo be modified, stretched, or distorted. No element of a logo can be used to create a new identity mark, logos may not be used in color combinations other than those specified. Other graphic elements cannot be combined with the logo.

Examples of what not to do:

ALTERNATE LOGO PRESENTATION

When possible, the two-color variation of the logo should be used. However, the logo can also be reproduced in the following specified color combinations.

The solid black logo should be used for newsprint, fax cover sheets, and any application where black is the only color option.

The solid gold logo should be used when one spot color is necessary. The approved gold is Campus Gold or PMS 110 C or PMS 7504 U.

The two-color reversed logo should only be used against dark backgrounds when necessary.

The solid white reversed logo should be used against dark backgrounds when spot color is not available.

PURDUE ALUMNI CLUB LOGOS

To be consistent with the Purdue Alumni Association branding and identity, a logo will be provided to each club for use on marketing materials.

SECONDARY OPTION

SOCIAL MEDIA DOWNLOADS

The Purdue Alumni Association also offers premade graphics to be able to use on your social media channels. You can download them at **purduealumni.org/downloads**.

PURDUE UNIVERSITY LOGOS

Purdue University is the owner of all university trademarks, service marks, trade names, designs, logos, seals, and symbols. These marks include the Purdue seal, Purdue Pete, the Motion "P," and the Boilermaker Special. Use of Purdue's trademarks without license or permission is strictly prohibited.

The Purdue seal is restricted to formal and official communications such as diplomas, letters of acceptance, and communications from the Board of Trustees and the University president. It is not permissible for clubs to use the Purdue seal in any circumstance.

Purdue Seal is NOT for club use

The Boilermaker Special and Purdue Pete are athletics mascots and are restricted in usage.

All products bearing the Purdue University or Purdue Alumni brand — including apparel — must be purchased from businesses licensed by the University. A list of approved vendors is available at purdue.edu/trademarks.

For questions regarding the use of University logos, contact purduebrand@purdue.edu.