



PURDUE FIRST

CHALLENGE | MENTOR | ENGAGE



Purdue FIRST Programs

[BRANDING GUIDE]

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PART 1

[BRAND HISTORY]

[BRAND OVERVIEW]

[MISSION STATEMENT]

[TOPOLOGY]

[BRAND ATTRIBUTES]

Purdue FIRST

BRAND HISTORY:

...

MISSION STATEMENT:

...

TOPOLOGY:

“Purdue FIRST Programs”

“Purdue FIRST”

“PFP”



Pre 2018 Logo



2018 'Redo' Banner Logo

For clarification or assistance, please contact the
PFP PR Director | pr@purduefirst.org

BRAND ATTRIBUTES:

Our mantra is broken into three parts; challenge, mentor and engage.

“Purdue FIRST Programs” is often referred to as “PFP”.

CHALLENGE:

...

MENTOR:

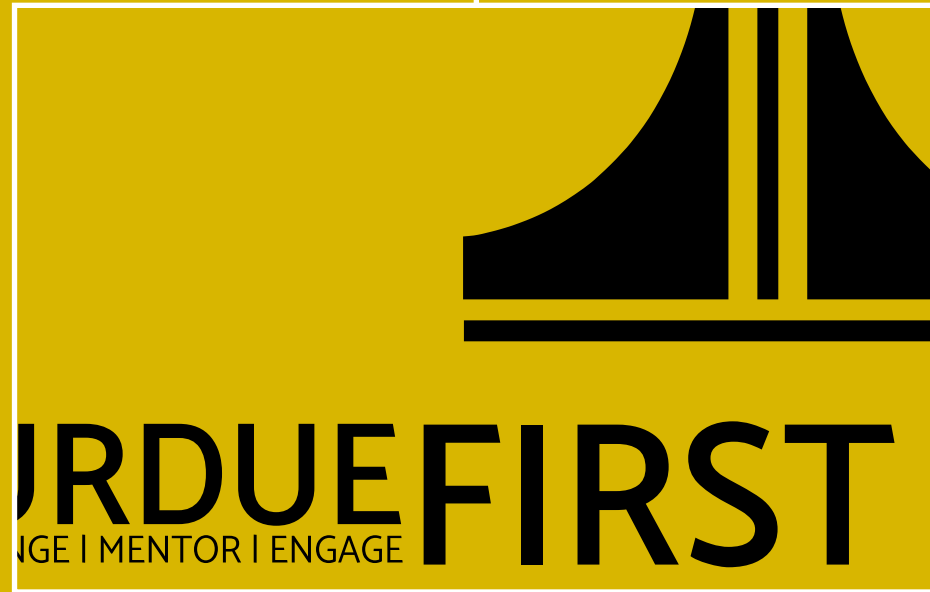
...

ENGAGE:

...

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PART 2

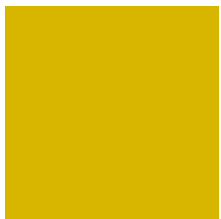


[VISUAL ELEMENTS]

Purdue FIRST

VISUAL ELEMENTS: Official logos and colors

The two staples of the PFP brand is the “Simple Fountain” and the “Together Stack” wordmark. Each element can be used individually or together. Our two primary colors, Gadget Gold & black are also outlined below.

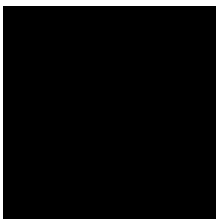


Gadget Gold

CMYK
C = 0
M = 16
Y = 100
K = 15

RGB
R = 216
G = 182
B = 0

HEX
#D8B600



Black

CMYK
C = 0
M = 0
Y = 0
K = 100

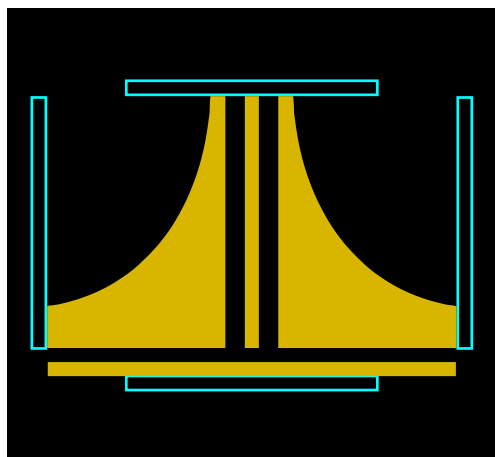
RGB
R = 0
G = 0
B = 0

HEX
#000000

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VISUAL ELEMENTS: Clearance and minimum size

We have created minimum clearance guides around both logos to maximize its legibility, visual impact and prevent crowding. The Blue fountain stem is used to determine the clearance of graphics from the Logo, horizontally and vertically. The same is to be said about the green “I” of the Word Stack wordmark.



.67" wide



1.25" wide



1.25" wide



2.5" wide

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VISUAL ELEMENTS: Word Stack variations

The word stacks are a common trope of PFP, here are their black and white variants. When placed on a black background they should be turned to white. “FIRST” may be colored separately.

PURDUE FIRST
CHALLENGE | MENTOR | ENGAGE

**PURDUE
FIRST**
CHALLENGE | MENTOR | ENGAGE

CHALLENGE
MENTOR
ENGAGE

PURDUE FIRST PROGRAMS

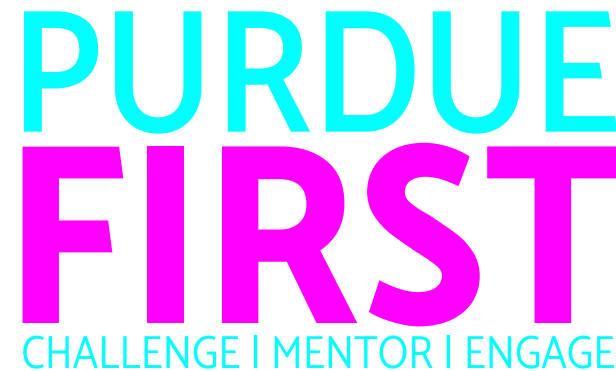
For clarification or assistance, please contact the
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VISUAL ELEMENTS: Improper logo use



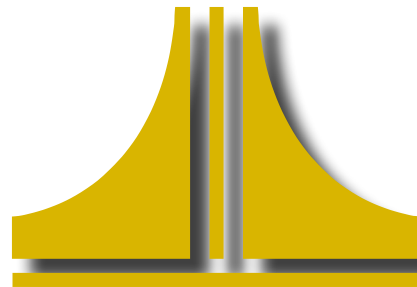
Don't use over busy or unmuted photos



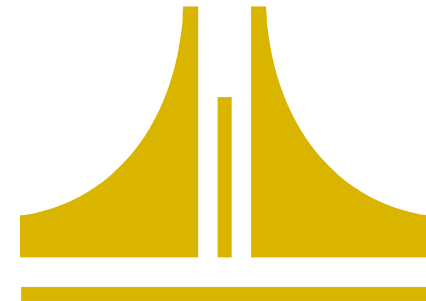
Don't recolor or use incorrect colors



Don't resize incorrectly



Don't use effects such as shadow



Don't modify

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COLOR PALETTE

Color Usage in Print Applications

Color is an important tool for creating consistency among communications materials. The primary colors should always be Gadget Gold and Black. An accent color palette has been selected to complement these colors. The consistent use of these colors will infuse the communications materials with a stronger sense of brand identity.

Color Usage in Digital Applications (Web and Video)

Since you cannot mix inks on computer screens you must mix light. RGB refers to Red, Green, and Blue, the component colors of light. Use the RGB formulas and/or hexadecimal color codes to mix light for applications such as web and video.

Four-Color Process (CMYK Printing)

Is used for printed materials with more than one color. CMYK percentages (cyan, magenta, yellow, and black) make up the four-color process, and are mixed to match the desired Pantone color.

Primary Colors



Gadget Gold

C = 0 R = 216
M = 16 G = 182
Y = 100 B = 0
K = 15

HEX = #D8B600



Black

C = 0 R = 0
M = 0 G = 0
Y = 0 B = 0
K = 100

HEX = #000000

Accent Colors - Only to be used to complement Gadget Gold and Black, never to replace it.



Cornflower

C = 0 R = 251
M = 18 G = 206
Y = 63 B = 93
K = 2

HEX = #FBCE5D



Sunlight

C = 0 R = 251
M = 10 G = 227
Y = 33 B = 168
K = 2

HEX = #FBE3A8



Steel

C = 11 R = 85
M = 7 G = 89
Y = 0 B = 96
K = 62

HEX = #555960



Steam

C = 20 R = 196
M = 17 G = 191
Y = 19 B = 192
K = 0

HEX = #C4BFC0

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VISUAL ELEMENTS: Fonts

“Catamaran“, “Arial“ and “Arial Narrow“ are the standard fonts used for marketing and communications materials.

Catamaran Bold	Arial <i>Arial</i> Arial	Arial Narrow <i>Arial Narrow Italic</i> Arial Narrow Bold
abcdefghijklm nopqrstuvwxyz ABCDEFGHIJKLM NOPQRSTUVWXYZ 124567890 ! ? < > * / \ [] { } & - +	abcdefghijklm nopqrstuvwxyz ABCDEFGHIJKLM NOPQRSTUVWXYZ 124567890 ! ? < > * / \ [] { } & - +	abcdefghijklm nopqrstuvwxyz ABCDEFGHIJKLM NOPQRSTUVWXYZ 124567890 ! ? < > * / \ [] { } & - +
For titles & org name	Most text areas	Social posts & special format

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VOICE

No matter what audience a video, post or announcement is being made to its important for the message to remain *optimistic, reliable, energetic* and most importantly *professional*.

EMAIL SIGNATURE

name, break,
position, website

Bryce Castle

2020-22 PR Director
purduefirst.org

optimistic

- confident
- hopeful
- positive
- helpful

energetic

- dynamic
- enthusiastic
- vibrant
- friendly

reliable

- trustworthy
- dependable
- practical
- factual

professional

- polished
- finished
- efficient
- interested

AUDIENCE

- Current students and alumni
- Faculty, staff and administration
- Prospective students
- Legislators and community
- Mentor schools and media
- Sponsors, corporate partners and local companies

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