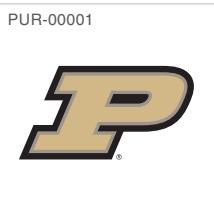
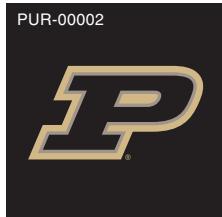
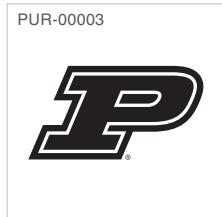


PRIMARY ATHLETIC MARK


For use on Gold, White, Light and Fashion backgrounds



For use on Dark and Black backgrounds



For use on Gold, White, Light, Dark and Fashion backgrounds



For use on Dark and Black backgrounds



For use on Dark, Fashion and Black backgrounds

Note: The Motion P can also be produced in Anthracite or Silver on Gold, White, Light, Fashion and Black backgrounds.

SECONDARY ATHLETIC MARK


For use on Gold, White, Light and Fashion backgrounds



For use on Dark and Black backgrounds



For use on Gold, White, Light, Dark and Fashion backgrounds

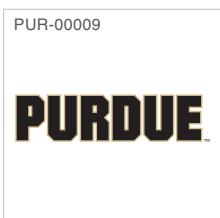


For use on Dark and Black colored backgrounds

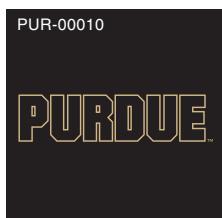


For use on Dark, Fashion and Black backgrounds

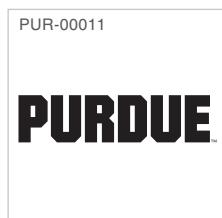
Note: The Boilermaker Special can also be produced in Anthracite or Silver on Gold, White, Light, Fashion and Black backgrounds.

ATHLETIC WORDMARKS


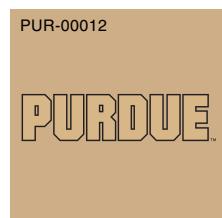
For use on White, Light, Dark and Fashion backgrounds



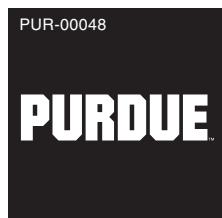
For use on Black backgrounds



For use on Gold, White, Light, Dark and Fashion backgrounds



For use on Gold, White, Light, Dark and Fashion backgrounds



For use on Dark, Fashion and Black backgrounds

Note: The Athletic Wordmarks can also be produced in Anthracite or Silver on Gold, White, Light, Fashion and Black backgrounds.

Note: Campus Gold may be used if mark is not in official Athletic Font.

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2017.

COLOR INFORMATION

COLORS	PANTONE®	MADEIRA	POLYNEON	PROCESS
Black	Process Black	1000	1800	
White	White	1001	1801	
Athletic Gold	7502 C	1084	1684	C:6% M:14% Y:39% K:8%
Silver	402 C	1062	1812	C:13% M:16% Y:21% K:36%
Anthracite	447 C	1241	1665	C:50% M:30% Y:40% K:90%

Reproduction of any logos or wordmarks is prohibited without the approval of
Purdue University and Learfield Licensing Partners.

For licensing information, please contact Learfield Licensing Partners at (317) 669-0808.

ATHLETIC WORDMARKS (CONTINUED)

PUR-00014 BOILERMAKERS	PUR-00015 BOILERMAKERS	PUR-00016 BOILERMAKERS	PUR-00017 BOILERMAKERS	PUR-00050 BOILERMAKERS
For use on White, Light, Dark and Fashion backgrounds	For use on Black backgrounds	For use on Gold, White, Light, Dark and Fashion backgrounds	For use on Gold, White, Light, Dark and Fashion backgrounds	For use on Dark, Fashion and Black backgrounds
PUR-00019 BOILER UP	PUR-00020 BOILER UP	PUR-00021 BOILER UP	PUR-00022 BOILER UP	PUR-00052 BOILER UP
For use on White, Light, Dark and Fashion backgrounds	For use on Black backgrounds	For use on Gold, White, Light, Dark and Fashion backgrounds	For use on Gold, White, Light, Dark and Fashion backgrounds	For use on Dark, Fashion and Black backgrounds
PUR-00024 PURDUE	PUR-00025 PURDUE	PUR-00026 PURDUE	PUR-00027 PURDUE	PUR-00054 PURDUE
For use on White, Light, Dark and Fashion backgrounds	For use on Black backgrounds	For use on Gold, White, Light, Dark and Fashion backgrounds	For use on Gold, White, Light, Dark and Fashion backgrounds	For use on Dark, Fashion and Black backgrounds

Note: The Athletic Wordmarks can also be produced in Anthracite or Silver on Gold, White, Light, Fashion and Black backgrounds.

Note: Campus Gold may be used if mark is not in official Athletic Font.

COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2018.

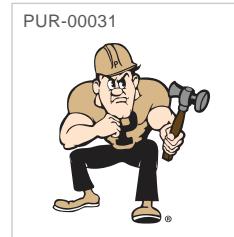
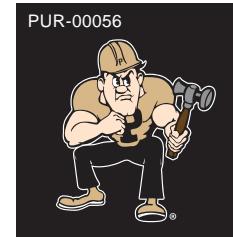
COLORS	PANTONE®	MADEIRA	POLYNEON	PROCESS
Black	Process Black	1000	1800	
White	White	1001	1801	
Athletic Gold	7502 C	1084	1684	C:6% M:14% Y:39% K:8%
Silver	402 C	1062	1812	C:13% M:16% Y:21% K:36%
Anthracite	447 C	1241	1665	C:50% M:30% Y:40% K:90%

Reproduction of any logos or wordmarks is prohibited without the approval of
Purdue University and Learfield Licensing Partners.

For licensing information, please contact Learfield Licensing Partners at (317) 669-0808.

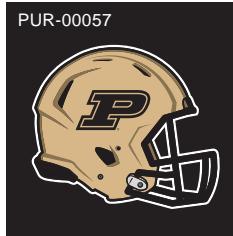
PURDUE PETE MARKS

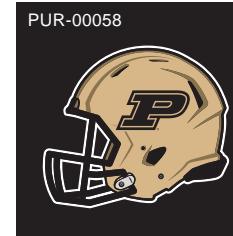
 PUR-00029
 For use on Gold, White, Light and Fashion backgrounds

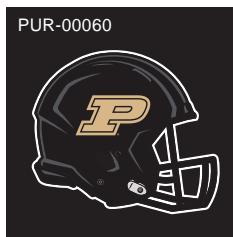
 PUR-00055
 For use on Dark and Black backgrounds

 PUR-00031
 For use on Gold, White, Light and Fashion backgrounds

 PUR-00056
 For use on Dark and Black backgrounds

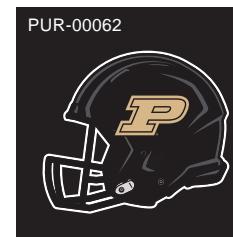
Note: Purdue Pete must be produced in Athletic Gold.

HELMET MARKS

 PUR-00033
 For use on Gold, White, Light, Dark and Fashion backgrounds

 PUR-00057
 For use on Black backgrounds

 PUR-00034
 For use on Gold, White, Light, Dark and Fashion backgrounds

 PUR-00058
 For use on Black backgrounds

 PUR-00059
 For use on Gold, White, Light, Dark and Fashion backgrounds

 PUR-00060
 For use on Black backgrounds

 PUR-00061
 For use on Gold, White, Light, Dark and Fashion backgrounds

 PUR-00062
 For use on Black backgrounds

Black Helmet:

 White
 Black
 PMS Process Black
 PMS Cool Gray 1
 PMS Cool Gray 11
 PMS 7502

Gold Helmet:

 White
 Black
 PMS Process Black
 PMS Cool Gray 1
 PMS 7502
 PMS 871

Note: Gold Helmet marks must be produced in Athletic Gold.

COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2018.

COLORS	PANTONE®	MADEIRA	POLYNEON	PROCESS
Black	Process Black	1000	1800	
White	White	1001	1801	
Athletic Gold	7502 C	1084	1684	C:6% M:14% Y:39% K:8%
Silver	402 C	1062	1812	C:13% M:16% Y:21% K:36%
Anthracite	447 C	1241	1665	C:50% M:30% Y:40% K:90%

 Reproduction of any logos or wordmarks is prohibited without the approval of
 Purdue University and Learfield Licensing Partners.

For licensing information, please contact Learfield Licensing Partners at (317) 669-0808.

PURDUE SIGNATURE MARK

PUR-00035



PUR-00036



PUR-00037



PUR-00038

**UNIVERSITY SEAL / COMMENCEMENT**

PUR-00040



PUR-00041



PUR-00042



Note: The University Seal is only permitted on high-end products for retail at the discretion of the licensing office.

PURDUE COLLEGES

College of Agriculture

College of Education

College of Engineering

College of Health and Human Sciences

College of Liberal Arts

College of Pharmacy

College of Science

College of Veterinary Medicine

Exploratory Studies

The Graduate School

Honors College

Krannert School of Management

Purdue Polytechnic Institute

Note: Athletic Gold is not permissible with institutional marks.

COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2018.

COLORS	PANTONE®	MADEIRA	POLYNEON	PROCESS
Campus Gold	110 C	1359	1724	C:6% M:27% Y:100% K:12%
Black	Process Black	1000	1800	
White	White	1001	1801	

Reproduction of any logos or wordmarks is prohibited without the approval of
Purdue University and Learfield Licensing Partners.

For licensing information, please contact Learfield Licensing Partners at (317) 669-0808.

VERBIAGE

Purdue University®	Old Oaken Bucket™	One Brick Higher™
Boilermakers®	Hail Purdue™	What We Make Moves the World Forward®
Purdue™	"All-American" Marching Band™	Higher Education at the Highest Proven Value®
Boilers®	Paint Crew™	Giant Leaps for Mankind®
Boilermaker™	Boiler Blackout™	Ever True™
Boiler™	Ross-Ade Stadium™	Ever Grateful, Ever True™
Boiler Up®	Mackey Arena™	I Am An American™
Boiler Up... Hammer Down™	1234... First Down™	Think Broadly, Lead Boldly®
Boilermaker Special™	Degree in 3™	Defense Lives Here™
	Cradle of Quarterbacks™	Hammer Down Cancer™
	Den of Defensive Ends™	Cradle of Astronauts™

ADDITIONAL PERTINENT INFORMATION

The ® and TM must be included on all promotional and retail products. The marks can be done in any size that best fits the needs of the overall design. The marks can appear in a tonal application.

University seal permitted on high-end products only for resale at the discretion of the licensing office (reviewed on a case-by-case basis):

YES

Alterations to seal permitted:

NO

Overlaying/intersecting graphics permitted w/ seal (no borders/decorations, nothing may touch the seal):

NO

University licenses consumables (must have expiration date on packaging):

YES

University licenses health and beauty products:

NO

Purdue Pete caricatures permitted (with approval from Purdue licensing office):

YES

- NO USE of current player's names, image, or likeness is permitted on commercial products in violation of NAIA/NCAA rules and regulations.
- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- When referring to the University established date, it can only be written in its entirety as 1869.
- You must use the approved PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards.
- For PANTONE color standards, refer to the current editions of the PANTONE color publications. PANTONE is a registered trademark of PANTONE, Inc.
- Using initials "PU" to designate "Purdue University" is not permissible.
- At no time should anything be placed over Purdue registered logos and wordmarks that appear in the official Athletic font.
- Purdue registered logos and wordmarks that appear in the official Athletic font should not be modified, stretched, or distorted in any way.
- Purdue registered logos and wordmarks that appear in the official Athletic font should not be used in any other color combination other than those specifically on the logo sheet. With limited approval from Trademarks and Licensing, other color exceptions may be acceptable (i.e. tonal applications).
- Purdue registered logos and wordmarks that appear in the official Athletic font should not be outlined in any way other than those specifically on the logo sheet.
- Purdue registered logos and wordmarks that appear in the official Athletic font should not be used as an outline.
- Do not fill the Purdue registered logos and wordmarks that appear in the official Athletic font with a gradient or pattern.
- Do not add additional elements to Purdue registered logos and wordmarks that appear in the official Athletic font.
- Do not italicize the wordmarks that appear in the official Athletic font.
- Do not crop the Purdue registered logos and wordmarks that appear in the official Athletic font in any way if space allows for a full application of the marks.
- Purdue registered logos and wordmarks that appear in the official Athletic font should not be inverted.
- Do not use the Purdue registered logos to replace a letter in a word or phrase.

Reproduction of any logos or wordmarks is prohibited without the approval of
Purdue University and Learfield Licensing Partners.

For licensing information, please contact Learfield Licensing Partners at (317) 669-0808.