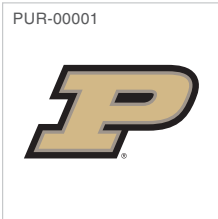
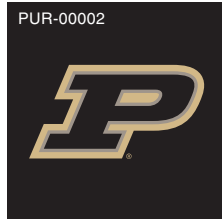


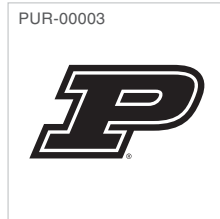
**PRIMARY ATHLETIC MARK**



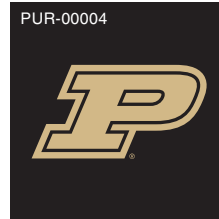
For use on Gold, White, Light and Fashion backgrounds



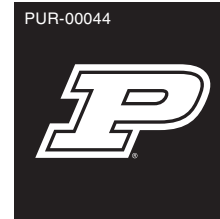
For use on Dark and Black backgrounds



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



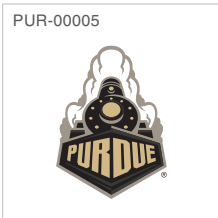
For use on Dark and Black backgrounds



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



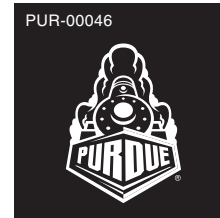
For use on Dark and Black backgrounds



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



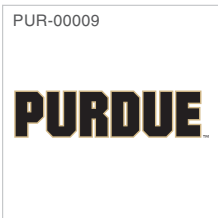
For use on Dark and Black colored backgrounds



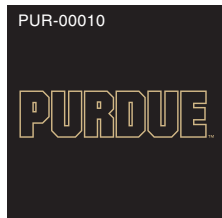
For use on Dark, Fashion and Black backgrounds

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

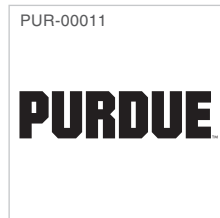
**ATHLETIC WORDMARKS**



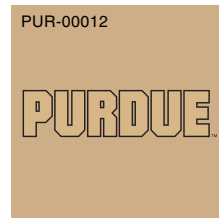
For use on White, Light, Dark and Fashion backgrounds



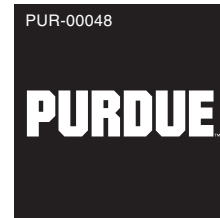
For use on Black backgrounds



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.

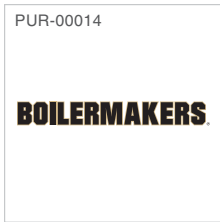
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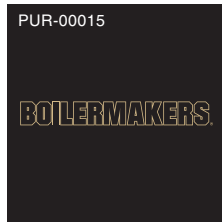
COLORS	PANTONE®	MADEIRA	POLYNEON	PROCESS
Black	Process Black	1000	1800	
White	White	1001	1801	
Athletic Gold	7502 C	1084	1684	C:6% M:14% Y:39% K:8%
Silver	402 C	1062	1812	C:13% M:16% Y:21% K:36%
Anthracite	447 C	1241	1665	C:50% M:30% Y:40% K:90%

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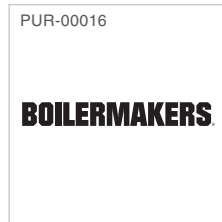
**ATHLETIC WORDMARKS (CONTINUED)**



For use on White, Light, Dark and Fashion backgrounds



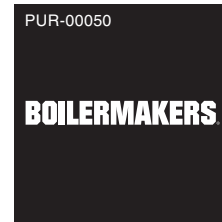
For use on Black backgrounds



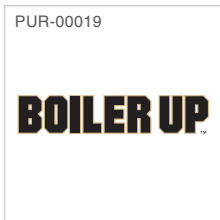
For use on Gold, White, Light, Dark and Fashion backgrounds



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



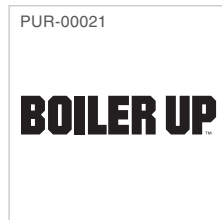
For use on Dark, Fashion and Black backgrounds



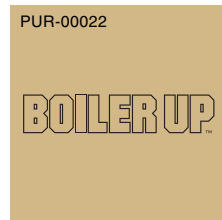
For use on White, Light, Dark and Fashion backgrounds



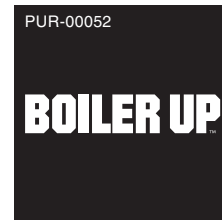
For use on Black backgrounds



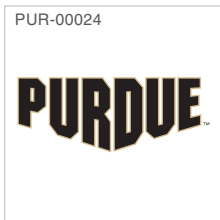
For use on Gold, White, Light, Dark and Fashion backgrounds



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



For use on Dark, Fashion and Black backgrounds



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.

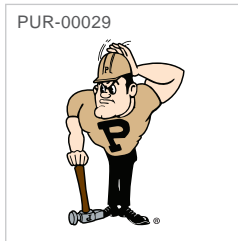
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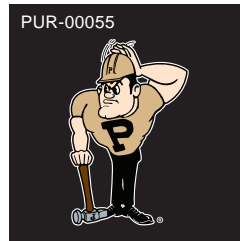
COLORS	PANTONE®	MADEIRA	POLYNEON	PROCESS
Black	Process Black	1000	1800	
White	White	1001	1801	
Athletic Gold	7502 C	1084	1684	C:6% M:14% Y:39% K:8%
Silver	402 C	1062	1812	C:13% M:16% Y:21% K:36%
Anthracite	447 C	1241	1665	C:50% M:30% Y:40% K:90%

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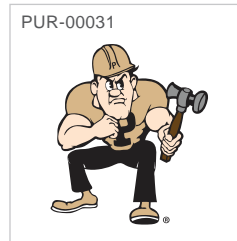
**PURDUE PETE MARKS**



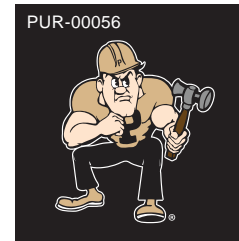
PUR-00029  
For use on Gold, White, Light and Fashion backgrounds



PUR-00055  
For use on Dark and Black backgrounds



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



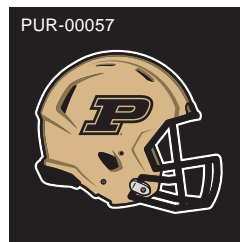
PUR-00056  
For use on Dark and Black backgrounds

**Note: Purdue Pete must be produced in Athletic Gold.**

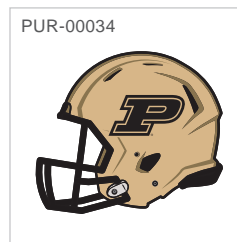
**HELMET MARKS**



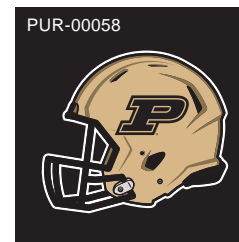
PUR-00033  
For use on Gold, White, Light, Dark and Fashion backgrounds



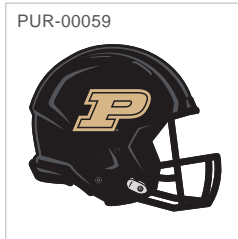
PUR-00057  
For use on Black backgrounds



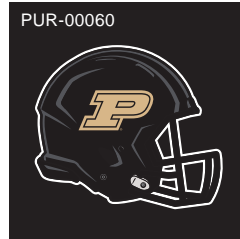
PUR-00034  
For use on Gold, White, Light, Dark and Fashion backgrounds



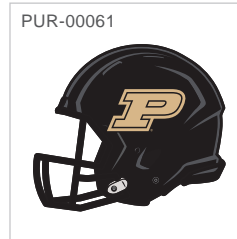
PUR-00058  
For use on Black backgrounds



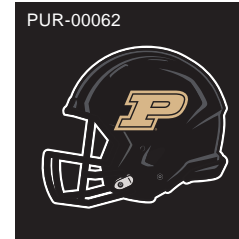
PUR-00059  
For use on Gold, White, Light, Dark and Fashion backgrounds



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.**

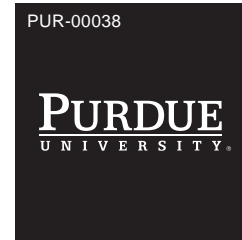
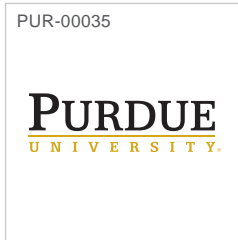
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COLORS	PANTONE®	MADEIRA	POLYNEON	PROCESS
Black	Process Black	1000	1800	
White	White	1001	1801	
Athletic Gold	7502 C	1084	1684	C:6% M:14% Y:39% K:8%
Silver	402 C	1062	1812	C:13% M:16% Y:21% K:36%
Anthracite	447 C	1241	1665	C:50% M:30% Y:40% K:90%

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**PURDUE SIGNATURE MARK**



**UNIVERSITY SEAL / COMMENCEMENT**



**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.

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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	

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**VERBIAGE**

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

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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.

<b>University seal permitted on high-end products only for resale at the discretion of the licensing office (reviewed on a case-by-case basis):</b>	<b>YES</b>
<b>Alterations to seal permitted:</b>	<b>NO</b>
<b>Overlaying/intersecting graphics permitted w/ seal (no borders/decorations, nothing may touch the seal):</b>	<b>NO</b>
<b>University licenses consumables (must have expiration date on packaging):</b>	<b>YES</b>
<b>University licenses health and beauty products:</b>	<b>NO</b>
<b>Purdue Pete caricatures permitted (with approval from Purdue licensing office):</b>	<b>YES</b>

- 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 it’s entirety as 1869.
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- For PANTONE color standards, refer to the current editions of the PANTONE color publications. PANTONE is a registered trademark of PANTONE, Inc.
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- 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.

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