



Purdue

Current Revision Date: 12/04/24

Established: 1869

Mascot: Boilermakers

Location: West Lafayette, IN

Mascot Name: Boilermaker Special, Purdue Pete

Conference: Big Ten

Purdue University®
Boilermakers®
Purdue™
Boilers®
Boilermaker™
Boiler™
Boiler Up®
Boiler Up... Hammer Down™

Boilermaker Special™
Old Oaken Bucket™
Hail Purdue™
Paint Crew™
Boiler Blackout™
Ross-Ade Stadium™
Mackey Arena™
1234... First Down™

Degree in 3™
Cradle of the Quarterbacks™
Den of Defensive Ends™
One Brick Higher™
Giant Leaps for Mankind®
Ever True™
Ever Grateful, Ever True™
I Am An American™

Think Broadly, Lead Boldly®
Defense Lives Here™
Hammer Down Cancer™
"All-American" Marching Band™
Cradle of Astronauts®
What We Make Moves the World Forward®
Higher Education at the Highest Proven Value®

Verbiage

Black

Boilermaker Gold

Railway Gray

White

Metallic Gold

Black

CMYK: 0, 0, 0, 100

MADEIRA Rayon: 1000 | Polytone: 1800

PANTONE 7502 C

CMYK: 13, 20, 45, 3

MADEIRA Rayon: 1084 | Polytone: 1684

PANTONE 402 C

CMYK: 34, 30, 33, 8

MADEIRA Rayon: 1062 | Polytone: 1812

White

CMYK: 0, 0, 0, 0

MADEIRA Rayon: 1001 | Polytone: 1801

PANTONE 10119 C

Infinity Foil - #82

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match 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.

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 and Fashion backgrounds.



For use on Dark and Black backgrounds.



For use on Dark, Black, and Fashion backgrounds.

Secondary Athletic Mark

PMS 7502

Black

PMS 402

PMS 447



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



For use on Dark and Black backgrounds.



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



For use on Dark and Black backgrounds.



For use on Dark, Black, and Fashion backgrounds.

Athletic Word Marks

PURDUE

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

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Athletic Word Marks

BOILERMAKERS

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

BOILERMAKERS

For use on Dark and Black backgrounds.

BOILERMAKERS

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

BOILERMAKERS

For use on Dark, Black, and Fashion backgrounds.

BOILERMAKERS

For use on Dark, Black, and Fashion backgrounds.

BOILER UP

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

BOILER UP

For use on Dark and Black backgrounds.

BOILER UP

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

BOILER UP

For use on Dark, Black, and Fashion backgrounds.

BOILER UP

For use on Dark, Black, and Fashion backgrounds.

Purdue Pete Marks

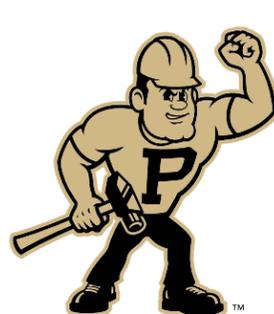
PMS 7502

Black

PMS 475

PMS 161

PMS 429



Helmet Marks

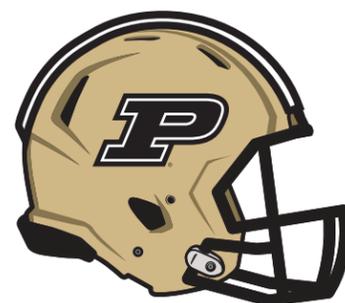
PMS 7502

Black

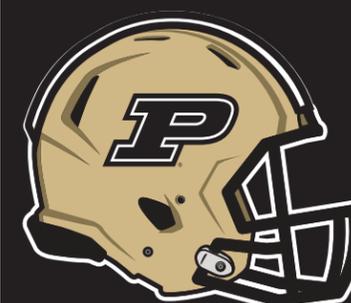
PMS 400

PMS 871

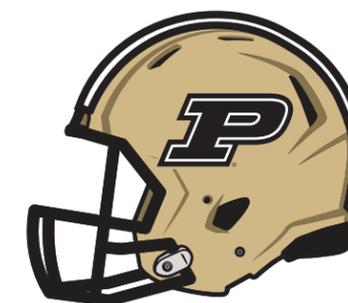
PMS Cool Gray 9



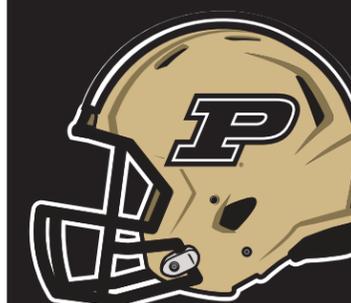
For use on Gold, White, Light, Dark, and Fashion backgrounds.



For use on Dark and Black backgrounds.



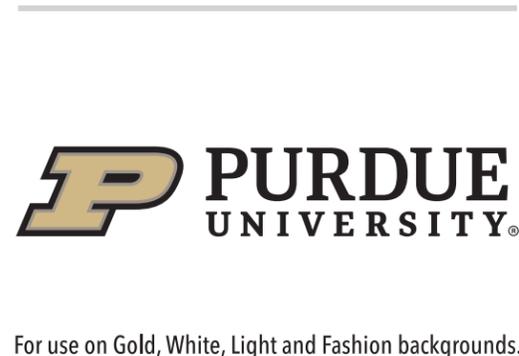
For use on Gold, White, Light, Dark, and Fashion backgrounds.



For use on Dark and Black backgrounds.



Purdue Signature Marks



University Seal/Commencement

The University Seal is only permitted on products for retail at the discretion of the licensing office.



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 is permitted on products only for resale at the discretion of the licensing office.
- No alterations or overlaying/intersecting graphics with seal (no borders/decorations, nothing may touch the seal)
- University licenses consumables.
- University does not license health and beauty products.
- Purdue Pete caricatures permitted (with approval from Purdue licensing office).
- No use of current players' 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 Page 1 and 2. The colors on this sheet 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 designation "Purdue University" is not permissible.
- At no time should anything be placed over Purdue registered logos and wordmarks that appear in any font, including 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 any font, including 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 any font, including the official Athletic font, should not be outlined in any way other than those specifically on the art 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 any font, including 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.
- Apparel containing Purdue registered logos and wordmarks should not be in any other color combination other than those colors, or in the spirit of those colors, specifically on the logo sheet.
- Images should not be placed on or behind the Primary Athletic Mark or Purdue Signature Mark.