## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contents</td>
<td>1</td>
</tr>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>What makes our brand?</td>
<td>2</td>
</tr>
<tr>
<td>How do Purdue University/Purdue Agriculture brands relate?</td>
<td>3</td>
</tr>
<tr>
<td>What falls under the Purdue Agriculture brand?</td>
<td>3</td>
</tr>
<tr>
<td>Why promote the brand?</td>
<td>3</td>
</tr>
<tr>
<td>Personality</td>
<td>4</td>
</tr>
<tr>
<td>Voice</td>
<td>4</td>
</tr>
<tr>
<td>Color Palette</td>
<td>4</td>
</tr>
<tr>
<td>Fonts</td>
<td>5</td>
</tr>
<tr>
<td>Photography</td>
<td>6</td>
</tr>
<tr>
<td>How do you brand a photo?</td>
<td>6</td>
</tr>
<tr>
<td>What else should you consider?</td>
<td>6</td>
</tr>
<tr>
<td>Identity Mark</td>
<td>7</td>
</tr>
<tr>
<td>Departmental and Program Identity Marks</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
</tbody>
</table>
INTRODUCTION

Purdue Agriculture is people. It’s talented faculty, staff, motivated students, and dedicated alumni and supporters.

Purdue Agriculture is experiences. It’s learning that prepares for leading, discovery with purpose, and engagement that transforms lives.

And Purdue Agriculture is a culture. It’s a caring body of people who believe in a mission. With a passion for problem-solving, it is a world-renowned organization with a down-to-earth spirit. It’s local with a global view.

To help better convey what Purdue Agriculture is and what it stands for, we strive to communicate that essence in what we do and say. The effect is a brand. A brand is the expectation that people have when they read our publications, visit our campus, meet our alumni, and engage with us in our outreach programs.

While a brand often is associated with a logo, it is much more than that. It has emotion tied to it. You sense it. And, just as important, you know what it is not.

A strong brand is built through consistency and repetition. Used effectively, the combination of design, text, and images clearly and memorably convey who we are and what we represent. In this document we describe how communication can be crafted to deliver on the expectations of the Purdue Agriculture brand. We explain how these visual elements and guidelines for communication work together to define the brand experience for our students, faculty, staff, alumni, and others who have a stake in Purdue Agriculture.

If we do this job effectively, then through our publications and other communication people will understand, value, and support all that Purdue Agriculture embodies.

What makes our brand?

Below are characteristics that lay the foundation for the Purdue Agriculture brand:

• Exemplary science—Our discoveries make important contributions to solving global concerns. Students are not just trained for careers; they learn scientific concepts and how to use data and scientific methods to make our world a better place for everyone.

• Engagement—In part because of our land-grant mission, we continually reach out to stakeholders and partners around the world. We feel driven to meet major challenges with research and to share that knowledge with the public at large through Purdue Extension services.

• Caring culture—While part of a big university, the College of Agriculture provides a smaller, friendlier and more inviting environment. We care about diversity and foster an appreciation of the unique contributions of faculty, staff, and students. We also care about our communities, the state, and the world.

• World-class reputation—The Purdue name is known and respected worldwide, and those associated with Purdue are part of a tradition of making contributions that make a difference globally.

• Down-to-earth focus—We solve real concerns, get dirty, and are hands-on. Our research is done to better understand the world and to create practical solutions to problems. Experiments aren’t confined to campus labs. Discovery takes place in fields; in forests; in factories; and in rivers, lakes, and seas.

• Growth and leadership—Students are encouraged to grow through study abroad, internships, leadership mentoring, and service-learning classes. As a result, our students often rise to the top in academics and leadership on campus, and recruiters see our graduates as ready for hire. Faculty and staff are encouraged to take on leadership roles at all levels: university, local, state, national, and global.
The goals of our brand can be summed up in our vision and mission:

**Vision**

Purdue Agriculture will make the world better through:

- Students who are prepared to make a difference
- Research with purpose leading to discovery with impact
- Engagement that transforms lives and livelihoods

**Mission**

Through leadership and innovation in learning, discovery, and engagement, Purdue Agriculture strives to be at the forefront of sustainable and dynamic agricultural, food, and natural resource systems, helping make a better Indiana, nation, and world.

**Why promote the brand?**

An organization benefits when people recognize and appreciate its brand, and feel:

- Respect—A strong brand raises the overall perception of all products, services, entities, etc., tied to that brand. People tend to dismiss negative claims about a brand if those contradict the perceived image of the brand.

- Loyalty—People develop loyalty to brands that they relate to. Loyalty can be measured by support, greater interest in, and promotion of the brand to others.

- Value—The perceived value of a strong brand is greater than that of lesser brands. Generally, branded entities are considered more reliable, trustworthy, and important. The bottom line: people want to be associated with stronger brands and will pay more for them.

- Appreciation—Brand recognition can lead to a positive institutional image, even for those who have little experience with it. In essence, if they like what the brand stands for, then they believe the entity associated with it must be good, as well.

- Understanding—When a brand truly reflects the character and values of an entity, then those who experience it can better understand the organization. A good brand is a quick way of sharing the mission, importance, and values of the organization.

In summary, projecting a strong Purdue Agriculture brand will, among other things, help promote better understanding and a positive image among potential students and their parents; instill greater loyalty among alumni and donors; and build greater respect and perceived value for Purdue Agriculture with stakeholders, government officials, and partners.
PERSONALITY
Our words and tone show the complexity of our personality. We are:

- Competitive (Bettering ourselves)
- Analytical (Emphasizing science)
- Down-to-earth (Hands-on)
- Visionary (Future-focused)

yet

- Humanitarian (Improving lives)
- Nurturing (Emphasizing people)
- World-class (Distinguished)
- Engaged (Mission-focused)

VOICE
As we communicate we use active verbs and a tone that is:

- Friendly
- Simple
- Practical
- Inspirational

- Conversational
- Smart
- Sophisticated
- Energetic

COLOR PALETTE
Colors in the Purdue Agriculture palette were chosen for versatility and consistency. Second-level and third-level colors may be appropriate based on photography, audience, and subject matter.

Level 1 — Deeps
- 100, 80, 0, 10
- 75, 100, 0, 0
- 40, 90, 100, 25
- 32, 49, 100, 12 *
- 100, 0, 100, 50
- 100, 0, 30, 30

Level 2 — Accents
- 100, 50, 0, 0
- 50, 100, 0, 0
- 11, 31, 100, 0 **
- 100, 0, 90, 0 ***

Level 3 — Lights
- 0, 100, 60, 30
- 100, 0, 100, 50
- 100, 0, 30, 0
- 5, 0, 15, 0

Numbering represent the CMYK ink breakdowns.

* Purdue Old Gold (PMS 132)
** Purdue Bright Gold (PMS 7405)
*** 4-H Green (PMS 347)
The Purdue Brand Visual Guidelines specifies the use of display fonts such as *Champion*, *Akkurat*, and *Chaparral Pro* for use in promotional materials for the university.

Purdue Agriculture, while following the spirit of the Purdue University branding system, needs much more versatility and flexibility because we create many informational and (Purdue Extension) educational materials.

To meet these needs, we have adopted the alternate display font *Impact* (as a substitute for university brand font *Champion*) and have continued to use two established fonts, *Minion* and *Myriad Pro*. These last two fonts are currently used in all educational materials on secondary headlines and body text. Alternate system fonts are *Arial* and *Times New Roman*.

As can be seen in the following reference pages, these very extensive font families allow for a great deal of flexibility. They also create a continuation of the design and style for which Purdue Agriculture and Purdue Extension both are recognized, while acknowledging the new Purdue University Branding.

We also recommend script “handwriting” fonts for use with particular audiences or in messages where you need to add an element of personality. Examples of these are *Florens LP* and *StephanieMarie JF*. 

### Fonts

**Chaparral Pro**

<table>
<thead>
<tr>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**Minion**

<table>
<thead>
<tr>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**Times New Roman**

<table>
<thead>
<tr>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**Myriad Pro**

<table>
<thead>
<tr>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**Arial**

<table>
<thead>
<tr>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**Impact**

<table>
<thead>
<tr>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>

**Florens LP**

<table>
<thead>
<tr>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
PHOTOGRAPHY

How do you brand a photo?
Purdue Agriculture is our people. The photographic brand of our college reflects the breadth of Purdue Agriculture: its students, faculty, staff, alumni, friends, and community. It also acts as the historic documentation of events and people that make up our college.

Our brand photography should first and foremost tell a story and capture the essence of Purdue Agriculture and its people. We have many stories featuring many diverse people doing inspiring, creative work. The images that tell these stories reflect the energy, vitality, and importance of what is happening in Purdue Agriculture.

Portraits are a big part of our photographic brand. They have an intimate feel and say something about our people, what they do, and who they are. The portraits feel natural and candid, and are well lit. It’s these elements that transform an ordinary snapshot into a portrait.

What else should you consider?
While the creative process should not be overly restricted by guidelines or parameters, some suggestions are listed below.

- Consider the entire image, not just the foreground. The background of the photograph can be as important as the subject. Put some distance between your subject and the background when possible; this puts the focus on your main subject.
- Capture people engaged with work in their work environment, and consider the other elements in the photo.
- Use informal settings, exteriors, and in-the-field environments whenever applicable.
- Also use the college’s facilities as backgrounds for photos. Labs, classrooms, study spaces, green spaces, and buildings can tell our story. These can make excellent backgrounds for portraits.
- Consider shooting both horizontal and vertical formats to accommodate different layouts.
- Be creative—use different viewpoints: low angles looking up, shooting down from above your subject, and extreme close-ups. Your creativity will reflect the creativity of Purdue Agriculture’s people.
- Check your camera’s file settings and use the largest file size available. Remember, a digital photograph can be reduced in size or resolution, but not enlarged.
- Purdue Agriculture can be a serious place filled with serious people, but photos that reflect people enjoying what they do can capture the excitement and activity of the campus.
IDENTITY MARK
For our identity mark, the new Purdue mark is coupled with the word “Agriculture” (to form the “lock-up” identity). You can download a copy of the identity mark from the Purdue Marketing and Media website. (See LINKS below.)
DEPARTMENTAL AND PROGRAM IDENTITY MARKS
The identity marks for departments and programs within Purdue Agriculture follow the same pattern set by the Purdue Agriculture identity mark. See examples and download your departmental identity mark from the Purdue Marketing and Media website. (See LINKS below.)

LINKS
Purdue Brand Manual
Purdue Agriculture Brand Basics (PDF)
Purdue Agriculture Identity Mark files
Example Identity Marks for Departments/Programs within Purdue Agriculture Templates (Word, Powerpoint, etc.)