

WHAT IT TAKES TO MOVE OUR BRAND FORWARD

BRAND + IDENTITY OVERVIEW

PURDUE UNIVERSITY
FORT WAYNE

WELCOME

OPENING
REMARKS

Jerry Lewis

Vice Chancellor
for Communications and Marketing



PURDUE FORT WAYNE TEAM



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Director of Web
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A MESSAGE FROM

OUR
CHANCELLOR

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Ronald Elsenbaumer



OLOGIE TEAM



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1

PROCESS

OVERVIEW

2

PURDUE

ALIGNMENT

3

HOW

IT ALL CONNECTS

4

FAQ

SECTION

1

OVERVIEW OF

OUR PROCESS

Why is a brand important?

- Universities have realized the importance of more strategic marketing as **competition has continued to increase for student recruitment.**

- The ability to **successfully connect with GenZ audiences** has never been more urgent. How we reach them. How we communicate with them. What we say. How we motivate them. How we influence their decisions.

- **Our brand creates a consistent message and story** — which helps us form emotional connections with people from the very first interaction.

Project Objectives

- **Purdue Fort Wayne approached us to help extend and expand the brand work that was done for the realignment in 2018.**

- **Focused effort around enrollment marketing strategies and materials including deeper, more robust messaging that's specific to Fort Wayne, more attuned to Gen Z, and better aligned with the Purdue University master brand**

- **A new enrollment campaign platform that is based on the evolved messaging that is more story-based and less transactional**

- **Align and build out a comprehensive online/digital presence—including a content strategy and redesign of the college and school websites.**

Why now?

- **The alignment with the Purdue brand is one of Purdue Fort Wayne's most valuable assets.** Getting a Purdue degree is vitally important to Purdue Fort Wayne students.

- **Purdue University was completing an overhaul of their identity and brand.**

- It was a **natural progression and a perfect opportunity** to further define the Purdue Fort Wayne brand and **connect it to the globally recognized and respected** Purdue University brand.

BOTTOM LINE

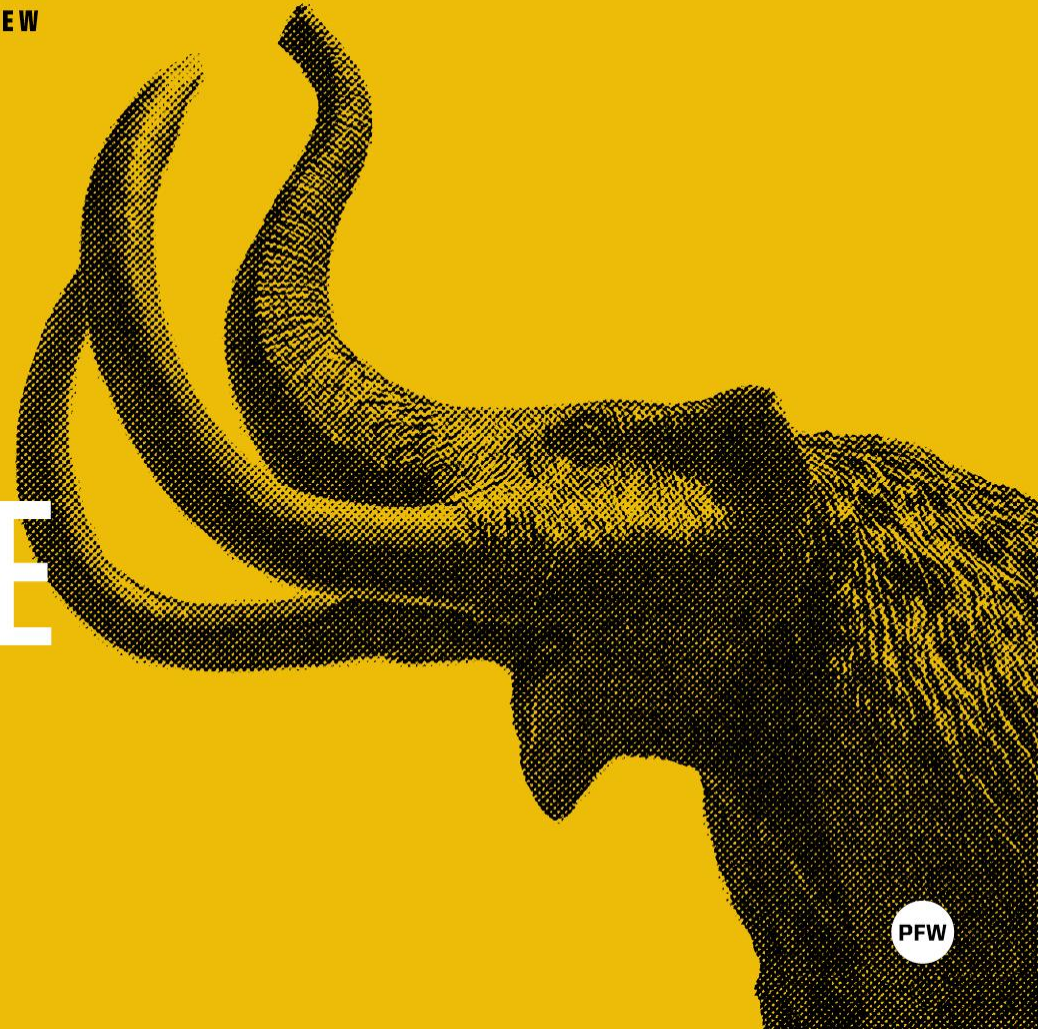
It's time for a story that connects with the Purdue master brand, that authentically conveys the differentiating elements of the PFW experience, and that attracts students who will thrive at the university.

SECTION

2

AN OVERVIEW OF

ONE PURDUE



Research

We have studied the Purdue brand via:

- Prospective students
- Parents
- Current students
- Faculty
- Staff
- Alumni
- Employers
- Peer institutions
- 1,500+ social media postings

Research

As the discovery phase came to a conclusion, several important themes emerged. In reviewing all of our findings and insights, we saw clearly that Purdue stood for three things:

INNOVATION

Discoveries and outcomes that can change the world

PERSISTENCE

A shared mindset

COLLABORATION

Working together to solve complex problems

Essence

The clearest, most concise statement of who we are as an institution.
This “big idea” forms the foundation of our brand:

WHO

PURDUE UNIVERSITY IS ABOUT

WHAT

THE PERSISTENT PURSUIT OF INNOVATION

HOW

WHERE PEOPLE BRING THEIR BEST AND LEARN

WHY

TO BUILD A BETTER WORLD TOGETHER.

Essence

The clearest, most concise statement of who we are as an institution.
This “big idea” forms the foundation of our brand:

SIMPLY PUT:

PERSISTENT INNOVATION.
TOGETHER.

The language and visuals of innovation and collaboration.

EVOLVED LANGUAGE

Always, always, taking the next step, together. Because every giant leap starts with one small step.

THE PERSISTENT

PURSUIT

OF THE NEXT GIANT LEAP

FORMER IDENTITY

PURDUE
UNIVERSITY.



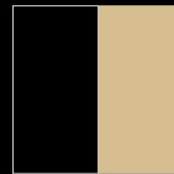
EVOLVED IDENTITY

P PURDUE
UNIVERSITY

PREVIOUS VISUAL EXPRESSION



EVOLVED VISUAL EXPRESSION



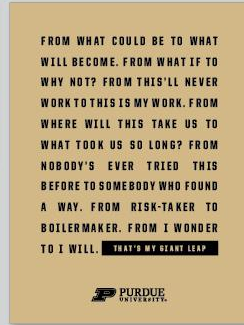
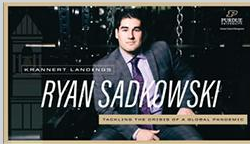
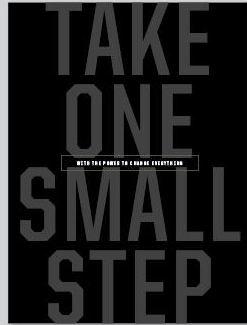
Aa
ACUMIN PRO

Aa
UNITED SANS

Aa
SOURCE SERIF PRO



Bringing it all together.



SECTION

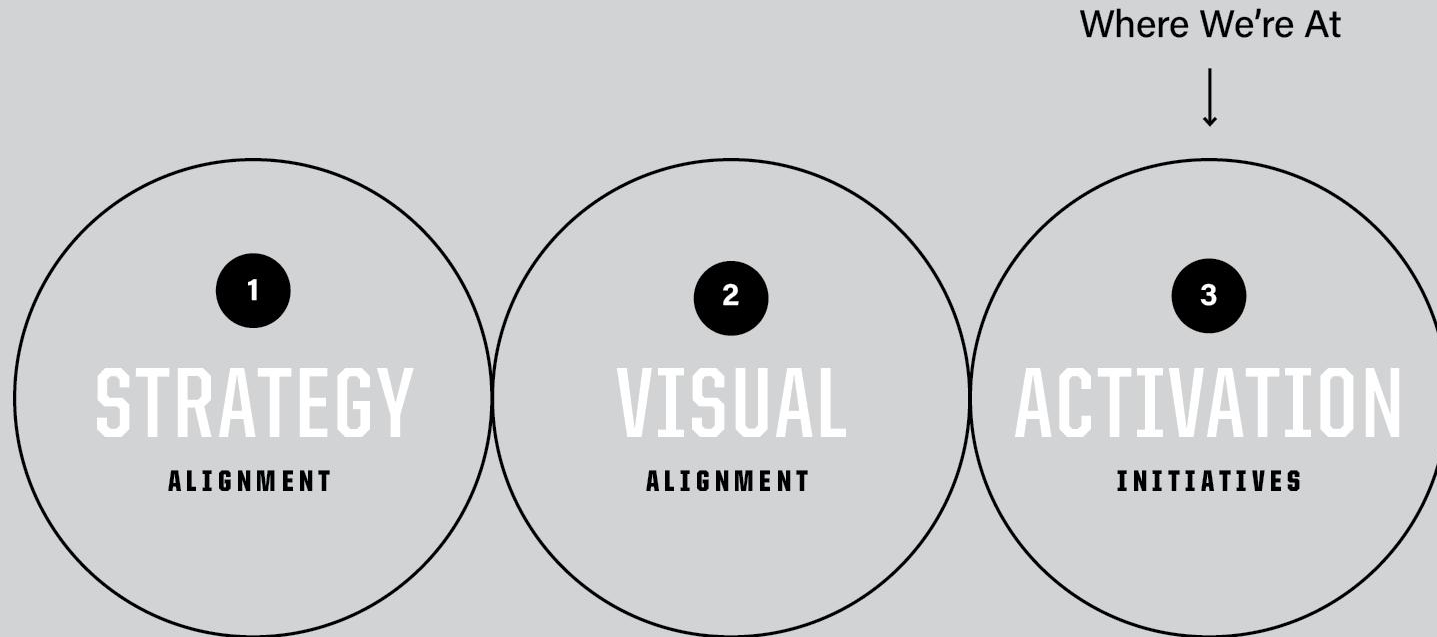
3

OUR WORK AND HOW

IT ALL CONNECTS



There are multiple aspects of this alignment with Purdue.





1
STRATEGY
ALIGNMENT

Approach

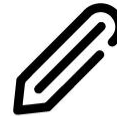
Before defining your enrollment brand story, we needed to first develop a deep understanding of Purdue University Fort Wayne.



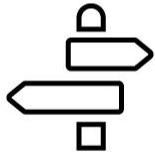
STAKEHOLDER INTERVIEWS:
All deans, students, faculty and staff, senior administrators



COMPETITOR AUDIT



BRAND AUDIT



CAMPUS IMMERSION



COLLABORATIVE WORKING SESSION WITH CORE TEAM

Brand Essence

PURDUE UNIVERSITY BRAND ESSENCE

The persistent pursuit of innovation. Together.



PURDUE FORT WAYNE ENROLLMENT BRAND ESSENCE

Taking persistent steps forward. Together.

Personality

With our enrollment-focused audiences in mind, these are the personality traits to dial up in admissions materials.

Rational

What we want people to *think* about the brand

PURPOSEFUL

Thoughtful, meaningful, committed

INTENTIONAL

Focused, deliberate, practical

BALANCED

Level-headed, well-rounded, grounded

Emotional

How we want people to *feel* about the brand

INCLUSIVE

Collaborative, inviting, welcoming

EMPOWERING

Supportive, dedicated, maximizing

GENUINE

Authentic, honest, friendly

2

VISUAL ALIGNMENT

PURDUE UNIVERSITY®
FORT WAYNE

Evolved Primary Institutional Identity

PURDUE UNIVERSITY.
FORT WAYNE

PURDUE UNIVERSITY.
FORT WAYNE

Architecture

PURDUE UNIVERSITY.
FORT WAYNE | College of
Arts and Sciences

PURDUE UNIVERSITY.
FORT WAYNE | Honors
Program

PURDUE UNIVERSITY.
FORT WAYNE | Office of
the Chancellor

PURDUE UNIVERSITY.
FORT WAYNE | College of Engineering,
Technology, and
Computer Science

PURDUE UNIVERSITY.
FORT WAYNE | Department of
Civil and Mechanical
Engineering

PURDUE UNIVERSITY.
FORT WAYNE | Communications
and Marketing

Secondary Logos

Vertical

- For extreme vertical compositions and limited space in width, the below lock-up should be used



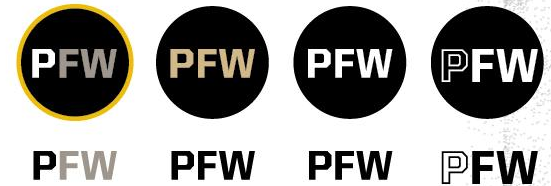
Horizontal

- For extreme horizontal compositions and limited space in height, the below lock-up should be used

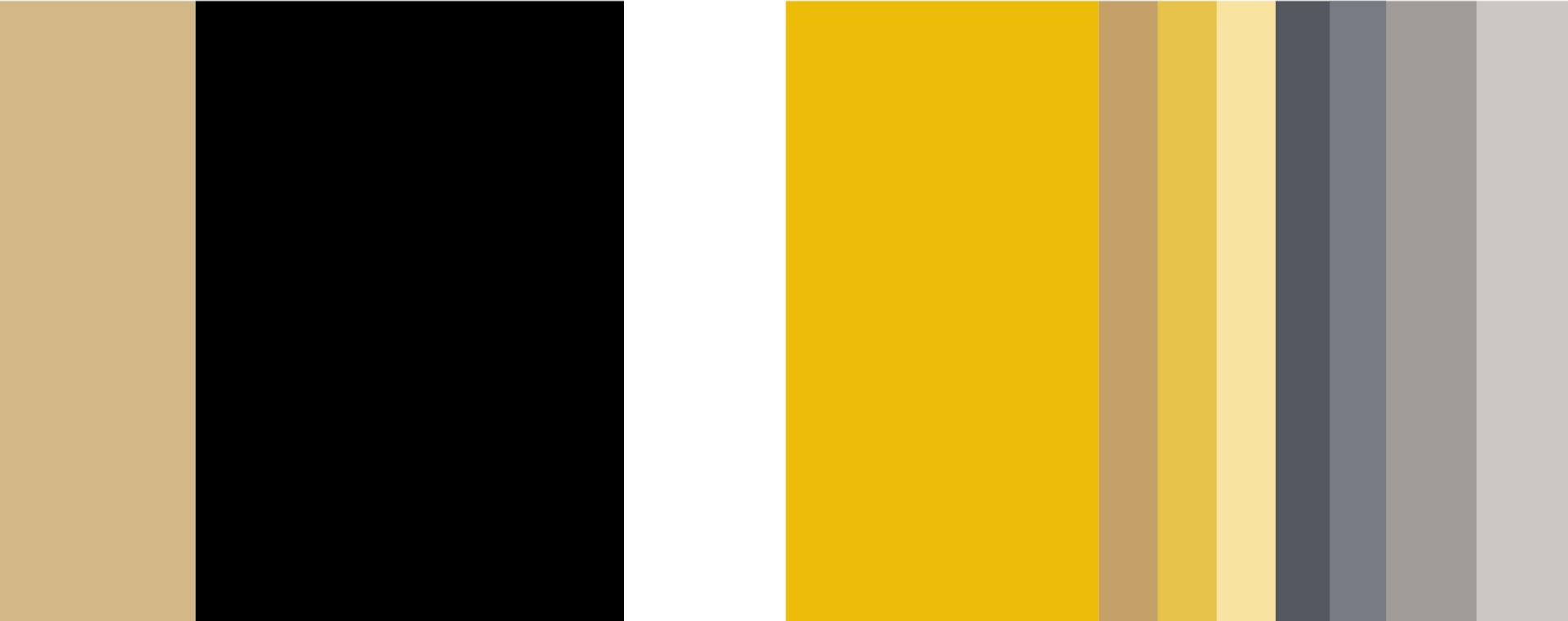


Monogram

- For limited space applications, such as social media avatars, and when audience awareness of the full-name is understood or presented, then the below monograms can be used



Color Palette



Typographic Direction

Aa

ACUMIN PRO

Aa

UNITED SANS

Aa

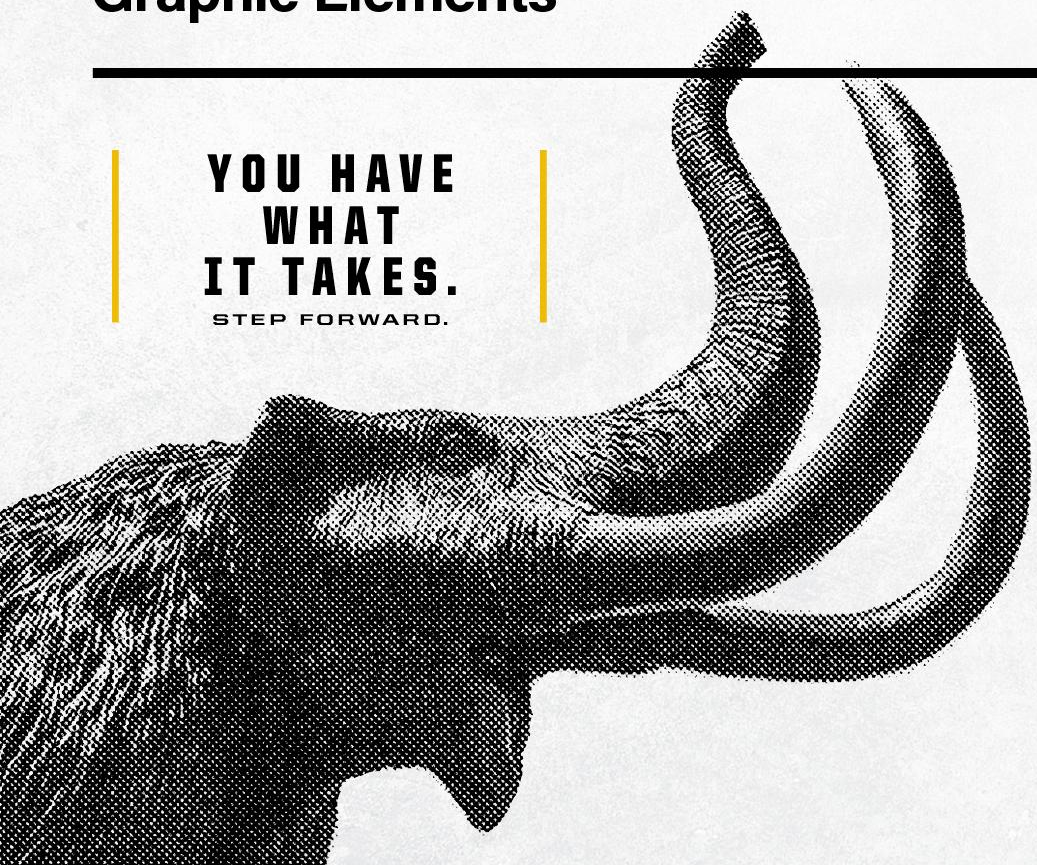
SOURCE SERIF PRO

Graphic Elements

**YOU HAVE
WHAT
IT TAKES.**
STEP FORWARD.

65

GRADUATE PROGRAMS



Photographic Direction

HERD OF HEROES



BLACK AND WHITE STUDIO HEROES



LOCATIONS



MOMENTS



Brand Site

BRAND GUIDELINES

WRITING TIPS

TEMPLATES

RESOURCES

PURDUE UNIVERSITY
FORT WAYNE

Sample Headline Constructions

WHAT IT TAKES

Use this language to speak to the *character* of the people who make this institution what it is. There's something unique about the unflappable spirit, the something work ethic, and the ceaseless commitment tireless of us has as we work toward our goals. Our students work hard because they know what it takes. And they succeed because they have what it takes.

Use headlines that pair an outcome with the strength of character required to reach it—in short, "To do [A], it takes [B]"

To get where we're going, we know what it takes.
Whatever it takes is the path we choose.

What it takes to dream bigger. What it takes to reach further.

What it takes to climb higher.

To make progress, it takes persistence.
To make a real impact in our community, it takes a leader.

PURDUE UNIVERSITY
FORT WAYNE

GRIT TEXTURES

We use our library of grit textures to add a sense of strength, movement, and depth. Mastodons pave their own path, and this graphic element invites our viewers into that narrative.

Boulder Shale
Mineral Rubble
Macadam

In Practice

PURDUE UNIVERSITY
FORT WAYNE

BRAND STYLE GUIDE

WHAT IT TAKES TO MAKE THE Purdue University Fort Wayne Brand

We know what makes our community special. It's up to us to share our story and build even stronger relationships with our audiences. We do that by creating positive, consistent, and meaningful brand interactions.

PURDUE UNIVERSITY
FORT WAYNE

Enrollment Strategy

Audiences

We need to understand and prioritize who we're speaking to so that we can establish goals for each audience and better engage them with the brand.

Insiders
Influencers
Prospective Students

Spheres of Influence

To authentically represent Purdue Fort Wayne in a way that engages prospective students and their influencers.

Insiders
Influencers are people outside the university community who affect prospective students and their thinking.

PURDUE UNIVERSITY
FORT WAYNE

PRIMARY PALETTE

The Primary Palette is supported by gold and black and anchored by our primary accent color, Spinn. These colors identify our brand and should be the most prominent ones used in any piece.

BLACK-SUPPORTING PALETTE

The range of tones inspired by black as the hardest-working color of the palette, making excellent choices for high-contrast, making their own light and vibrant. Without these helpful options, the other colors would be harder to see which is why they're supplementary to the full palette.

3

ACTIVATION

INITIATIVES

Major Brand Activation Initiatives

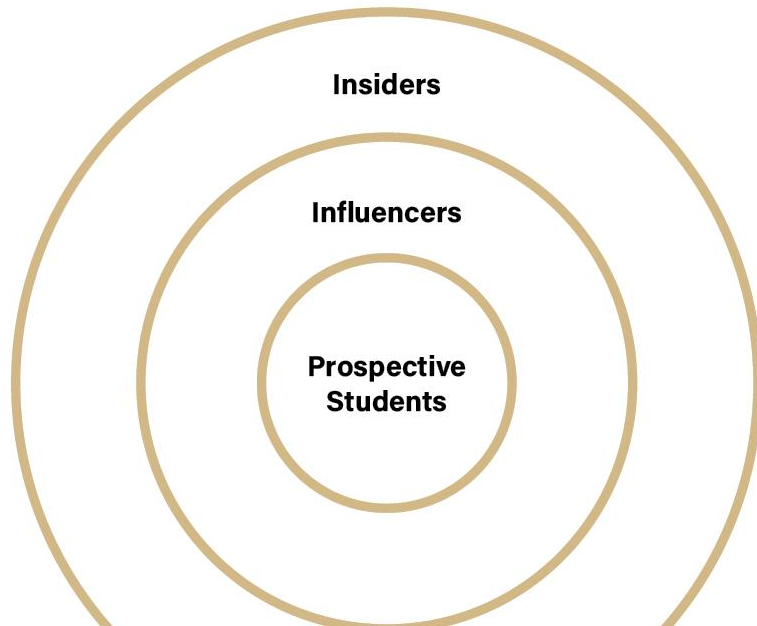
Using our identity and strategic alignment as the foundation, we have been applying this work to **two major projects**:

- **A re-envisioned Enrollment Marketing Campaign**
- **A redesigned University website**

Enrollment Campaign: Audiences

OUR GOAL

To authentically present Purdue University Fort Wayne in a way that engages new prospective students and their influencers.



Our core audience for this work is prospective students, particularly those who represent new profiles and markets.

Influencers are people outside the university community who have an effect on prospective students and their thinking.

Insiders are people within the PFW community who affect the perceptions of prospective students in different ways.

Based on our research, we know:

- Today's prospective student **expects institutions to provide curated, personalized experiences.**

- Gen Zers are more than digitally savvy—**they're digital natives.**

- As much as they prize their individuality, Gen Zers also want to feel understood and that they **belong to authentic communities.**

- Due to COVID-19, there's an opportunity to **better engage** audiences who may choose to look at options **closer to home.**

- **Prospective students' families are anxious** — but savvy, too. They know today's unprecedented circumstances give them new leverage.

Our approach represents efforts that:

- Infuse more **storytelling**
- **Personalize** communications, using behavior and engagement triggers
- Build a **seamless and simplified** student journey
- **Benefit the student experience**, whether it's in person or virtual
- Use **paid digital advertising** to target new demographics

Enrollment Campaign: Creative Platform

Our creative platform unifies our strategic messaging, personality, voice and tone to create a powerful story we all can draw on.

- It creates one powerful, memorable story for our university
- It captures the genuine spirit of Purdue Fort Wayne
- It inspires all our creative communications across all media
- It keeps our message consistent

WITH EVERY STRIDE,

**A MASTODON MAKES A POWERFUL IMPACT
AND LEAVES ITS MARK.**

WE FOLLOW

IN THUNDEROUS
FOOTSTEPS.

NO MATTER OUR DIRECTION,
REGARDLESS OF HURDLES
OR SETBACKS,

WE MARCH.

**SURROUNDED
BY THE RESOURCES
AND STABILITY OF THE HERD,**

WE MOVE.

MET WHERE WE ARE,
INSPIRED,
INFORMED,

AND EMBOLDENED
BY THOSE WHO'VE PAVED THEIR WAY –

WE MAKE OUR OWN.

BECAUSE WE ARE CONFIDENT THAT

EVERY RUMBLING STEP FORWARD

BRINGS US CLOSER
TO WHO WE'RE SUPPOSED TO BE.

AT PURDUE FORT WAYNE,

WE KNOW
WHAT
IT TAKES

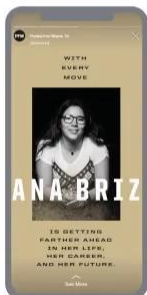
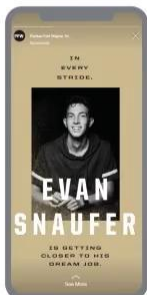
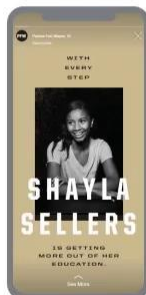
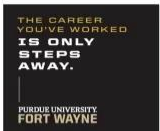
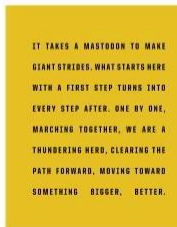
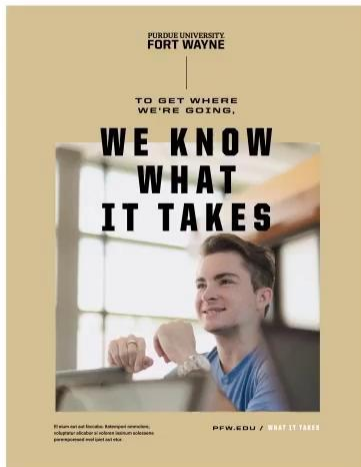
TO GET WHERE
WE'RE GOING.

IT TAKES A FIRST STEP.

**IT TAKES
EVERY STEP AFTER.**

IT TAKES
A MASTODON.

PURDUE UNIVERSITY.
FORT WAYNE



PFW.edu Evolution: Overview

- Redesign the main Purdue Fort Wayne and College/School sections to visually align with the evolved brand.

- Bring critical content to the forefront, making the decision to choose Purdue Fort Wayne simple and intuitive

- Streamline content and pull key information (majors, courses, class listing, faculty bios, etc) from a “single source of truth”

- Upgrade the site to a new Drupal CMS to address significant technology issues and allow for easier maintenance and content management.”

VIEW 45 PROGRAMS



DON'T SEE WHAT YOU'RE LOOKING FOR?

SEARCH ALL



"I'VE REALLY APPRECIATED MY PFW
EXPERIENCE BECAUSE IT'S MADE ME A
BETTER PERSON AND MORE OPEN MINDED."

EVAN SNAUFFER '20

ADMISSIONS

TO MAKE A BETTER FUTURE, IT TAKES A BOLD FIRST STEP.

LIFE AT PURDUE
What it means to be a Mastodon.

**FIND THE RIGHT PATH
MARCH FORWARD WITH CONFIDENCE.**

WHAT IT TAKES TO BE A MASTODON.

- UNDERGRADUATE STUDENT** [LEARN MORE](#)
- GRADUATE STUDENT** [LEARN MORE](#)
- INTERNATIONAL STUDENT** [LEARN MORE](#)
- TRANSFER STUDENT** [LEARN MORE](#)

16.1% OF STUDENTS ARE FROM 16+ COUNTRIES

400+ PROGRAMS ARE OFFERED

\$10,356 IN FINANCIAL AID IS AVAILABLE

FINANCIAL AID

MAKE AN INVESTMENT THAT PAYS OFF FOR A LIFETIME.

An affordable education with powerful outcomes.

Understanding your financial aid.

- [NEW FINANCIAL AID BROWSE](#)
- [DIFFERENT TYPES OF AID](#)
- [APPLYING FOR AID](#)

START HERE
Filing your FAFSA.

THIS WEEK PAGES
Getting a grant.

74% OF STUDENTS RECEIVE FINANCIAL AID

\$7,400 AVERAGE IN AID PER STUDENT

- HELPFUL TOOLS**
- CARE-GIVING PROGRAMS**
- VALUABLE INFORMATION**

ADMITTED STUDENTS

WELCOME MASTODON. REAL READY TO MAKE STRIDES?

Let's get started on your PFW journey.

- ACTIVATE YOUR GOWIN ACCOUNT AND STUDENT EMAIL ADDRESS**
- LOG IN TO YOUR APPLICATION AND COMPLETE THE REPLY TO OFFER OF ADMISSION FORM.**
- COMPLETE YOUR ENROLLMENT EXTENSE FORM.**
- PREP FOR NEW STUDENT ORIENTATION**
- MEET US AT NEW STUDENT ORIENTATION**

MAKE YOUR FIRST PAYMENT AND MAKE IT OFFICIAL.

ADMITTED STUDENT RESOURCES

FINANCIAL AID

HOUSING

STUDENT LIFE



COLLEGE + SCHOOLS

COLLEGES AND SCHOOLS

WHERE WILL YOUR PATH TAKE YOU?

Explore the landscape of the University, to learn about our diverse academic offerings, and find your path to success at Fort Wayne.

- COLLEGE OF ARTS AND SCIENCES
- COLLEGE OF ENGINEERING, TECHNOLOGY, AND COMPUTER SCIENCE
- COLLEGE OF PROFESSIONAL STUDIES
- COLLEGE OF STORES AND PERFORMING ARTS
- DOERBERG SCHOOL OF BUSINESS
- SCHOOL OF EDUCATION
- SCHOOL OF MUSIC
- SCHOOL OF POLYTECHNIC
- SCHOOL OF GRADUATE STUDIES

Looking for a specific field of study? See where your interests align at [Purdue University Fort Wayne](#).

LEARN MORE

ACCESSIBILITY HELP If you have trouble accessing the page because of a disability, please email: Accessibility@Purdue.edu or call: 765.494.2424

COLLEGE LANDING PAGE

COLLEGE OF ENGINEERING, TECHNOLOGY, AND COMPUTER SCIENCE

MAKE TAKE THINGS THAT MATTER.

In the College of Engineering, Technology, and Computer Science, you'll learn how to identify software and design challenges. Then, gain the hands-on experience and application skills you need to build a successful career.

HANDS-ON EXPERIENCE

Practice makes progress.

Our students gain practical skills in our labs, studios, and the field through our real-world projects. Graduate to an employer who can't wait to hire you.

[EXPLORE LEARNING EXPERIENCES](#)

COMBINING EXPERTISE TO MAKE A POWERFUL IMPACT.

At PFW, our culture of collaboration allows those who have the talent and drive to excel to work together to solve the most complex challenges. From engineering to design, we have the resources and expertise to help you succeed.

[LEARN MORE ABOUT THIS RESEARCH](#) [MEET OUR FACULTY](#)

ALUMNI OUTCOMES

A PFW education pays off—and this is proof.

The first-hand engineering program at PFW helped graduates find high-paying jobs and gain meaningful experience that ultimately led to a career in their industry.

SEE HOW SUCCESSFUL STUDIES

ALUMNI OUTCOMES

It's great to see strong educational knowledge reimagined and applied over through careers in my professional field of interest. I appreciated the personal attention that graduate faculty members were able to offer.

JAMAR PRIZE
DORIS H. BROWN

COLLEGE OF ENGINEERING, TECHNOLOGY, AND COMPUTER SCIENCE DEPARTMENT

It takes expertise from every angle.

From engineering to design, we have the resources and expertise to help you succeed.

DEPARTMENT DETAIL

DEPARTMENT OF ELECTRICAL AND COMPUTER ENGINEERING

Making connections that power careers.

The Department of Electrical and Computer Engineering has Engineering teams recognized by industry leaders to develop innovative programs that lead to an in-demand or in-demand field.

[LEARN MORE](#) [LEARN MORE](#)

ELECTRICAL AND COMPUTER ENGINEERING PROGRAMS

Find the program that best suits your future.

With over 20 years of experience, you'll find a variety of options at Fort Wayne, all designed to meet your needs and help you reach your goals.

[SEE ALL UNDERGRADUATE PROGRAMS](#)

[LEARN ABOUT THE YEAR-R.O.A.D. PROGRAM](#)

[SEE ALL GRADUATE PROGRAMS](#)

ELECTRICAL AND COMPUTER ENGINEERING FACULTY

It takes a team of experts to build a culture of excellence.

From research to the entry-level details of product design, we have the resources and expertise to help you succeed. Our faculty members work together to provide a high-quality education that prepares you for a successful career.

[MEET OUR FACULTY](#)

RESEARCH AND INTERNSHIPS

Become a force in your field.

From research to the entry-level details of product design, we have the resources and expertise to help you succeed. Our faculty members work together to provide a high-quality education that prepares you for a successful career.

[LEARN MORE ABOUT RESEARCH](#) [SEE INTERNSHIP AND CO-OP OPPORTUNITIES](#)

CONTACT

Have a question? Contact our team at Engineering@Purdue.edu or call: 765.494.2424.

First Name: Last Name:

Email:

Message:



BASIC PAGE

DEPARTMENT OF ELECTRICAL AND COMPUTER ENGINEERING

ADVISING AND REGISTRATION

Each student has an assigned academic advisor from the faculty of the Department of Electrical and Computer Engineering. To determine the name of your faculty advisor, visit [advisor](#).

Students who have not been assigned an advisor should request one by contacting the department administrator assistant. Please email [Graduate Coordinator](#) or call her at 202-484-4242.

Students are strongly encouraged to consult with their faculty advisors during [faculty office hours](#) regarding their academic development.

The academic advisor is ready to answer questions concerning coursework, plan of study, career choices, post-graduation employment opportunities, and professional society memberships.

If you cannot make it to the office hours, your advisor can meet with you by appointment.

REGISTRATION

Each semester advise registration will be held for all engineering students until they meet with their assigned academic advisors and have a One Year Plan from completed and signed (see "Advising").

Students should use their advisor's established regular office hours for all academic advising needs. If you are unable to meet during these guided times, you should contact your advisor directly to make an appointment. Please meet with your advisor according to the advising timetable below.

It is the student's responsibility to check co-requisite requirements, and for new courses. For accurate information about co-requisite requirements, students should check these large sheets and not the Purdue University Fall course catalog. The registration requirements and timetable are:

- Use these class schedules when building your one-year course plan.
- Students must bring a complete one-year course plan to the meeting with their advisor.
 - Academic advisor signature indicated
 - Present an idea/conclusion letter. Letters in plain cursive indicate a first-time problem, already solved.
 - Students should print and bring to the meeting a copy of their registration degree audit.

Note: Please use Amber Pages to visit the WebSite, and print and email to your advisor. The program starting should be checked by your advisor.

After discussing the course plan with their advisors & returning their file to the administrative assistant, the hold will be lifted and students will be able to register online.

If you believe your academic class standing (freshman, sophomore, etc.) needs to be updated ask your advisor to have it changed.

PLEASE NOTE: Your academic standing is based on the number of completed credit hours, and it is separate from the program progression within your engineering degree program.

* Your progression within the engineering degree program is recorded on the basis of your department personal file. If you believe this record needs to be updated, please ask your advisor to have it

PROGRAM FINDER

YOUR PATH STARTS HERE.

Find your program.

SEARCH BY: BACHELORS, MASTERS, PH.D.

COLLEGE AND SCHOOLS: COLLEGE OF ENGINEERING

AREA OF INTEREST: MECHANICAL ENGINEERING

ACCOUNTING
Bachelor of Science in Business (B.S.B.)
Graduate Certificate
Minor (for Business Majors)

ACTUARIAL SCIENCE
Bachelor of Science in Actuarial Science (B.S.A.S.)
Graduate Certificate
Minor

ADVANCED MANUFACTURING ENGINEERING
Certificate in Mechanical Engineering

ACCOUNTING
Bachelor of Science in Business (B.S.B.)
Graduate Certificate
Minor (for Business Majors)

ACTUARIAL SCIENCE
Bachelor of Science in Actuarial Science (B.S.A.S.)
Graduate Certificate
Minor

ADVANCED MANUFACTURING ENGINEERING
Certificate in Mechanical Engineering

ACCOUNTING
Bachelor of Science in Business (B.S.B.)
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ACTUARIAL SCIENCE
Bachelor of Science in Actuarial Science (B.S.A.S.)
Graduate Certificate
Minor

ADVANCED MANUFACTURING ENGINEERING
Certificate in Mechanical Engineering

LOAD MORE

CONNECT WITH US

FACEBOOK	YOUTUBE	LINKEDIN
Facebook	YouTube	LinkedIn
Twitter	Instagram	LinkedIn
Medium	YouTube	LinkedIn

ACCESSIBILITY ONLY - For more information on this page, please visit [Purdue University's Accessibility Services](#) at [accessibility.purdue.edu](#).

PROGRAM DETAIL

It takes a knowledgeable engineer to solve complex technical problems.

The undergraduate computer engineering program at Purdue Fort Wayne students to apply technical skills and conceptual knowledge.

Undergraduate Computer Engineering

Completed Engineering is the engineering program that deals with the design and development of computer systems. These computer system design engineers bring embedded processors to create digital and network services. Purdue University Fort Wayne offers a four-year computer engineering undergraduate program leading to a Bachelor of Science (BS) degree.

ABOUT THE PROGRAM

- WHY STUDY COMPUTER ENGINEERING AT PFW?
- HIGHLIGHTS
- ACCREDITATION
- SCHOLARSHIPS
- OUTCOMES
- REQUIREMENTS

CURRICULAR OVERVIEW

Designed to make an impact.

Our curriculum is designed to give you the foundation and software aspects of computer engineering, leading to the broad knowledge base you need to excel and that will help you stand out from the rest.

YEAR ONE **YEAR TWO**

YEAR THREE **YEAR FOUR**

What can you do with this degree?

<ul style="list-style-type: none"> Data scientist Software tester Web developer Systems engineer Business analyst Product manager 	<ul style="list-style-type: none"> Network architect Software engineer Full stack developer User interface designer Database administrator Cloud computing engineer 	<ul style="list-style-type: none"> Information security analyst Software quality assurance Full stack developer Information technology manager Mobile application developer Software engineer IT project manager
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PFW.edu Evolution: Moving Forward

- Identity refresh on current .edu

- Technical development (Drupal)

- Acquia training and setup

- Content migration meetings with Colleges/Schools

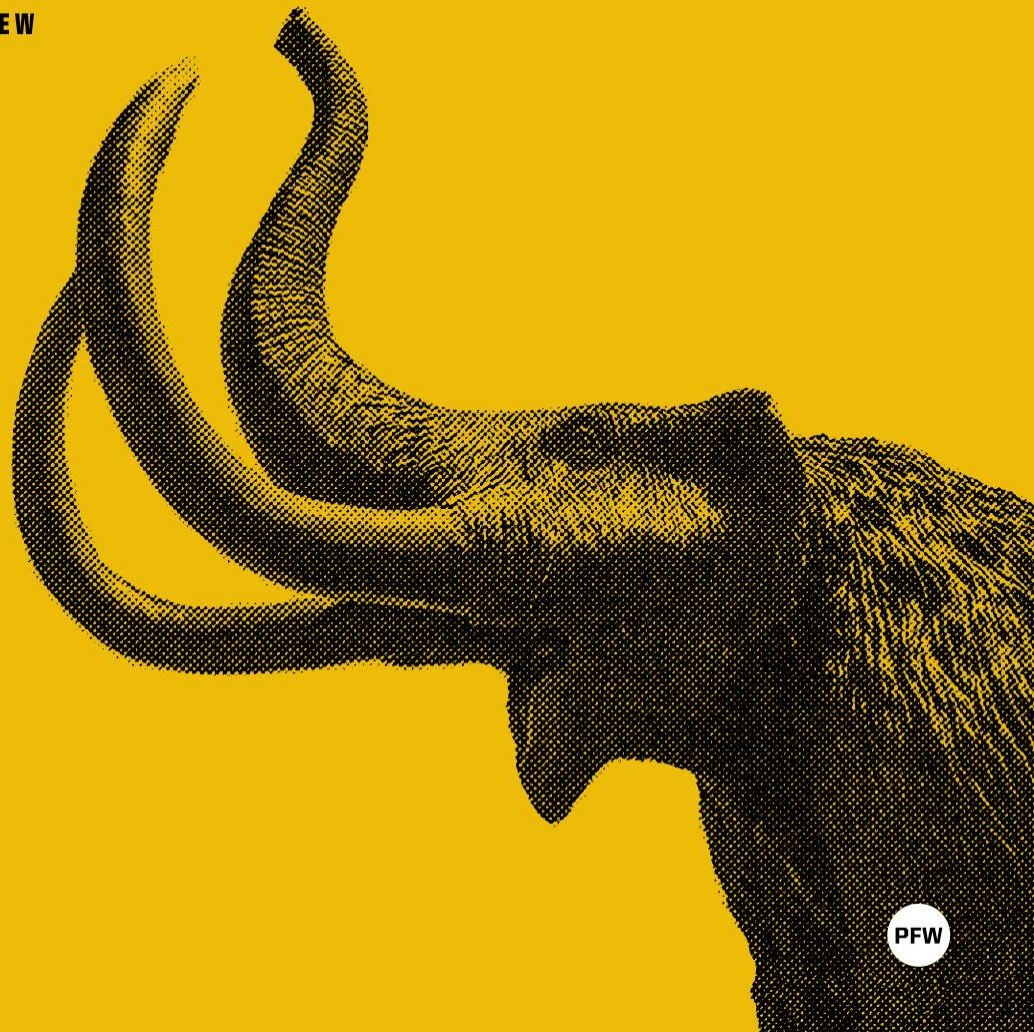
- Launch sites as they are completed

SECTION

4

FAQS

/ 2020



QUESTION:

**WHEN DOES ALL
OF THIS HAPPEN?**

What's the timeline?

WHEN DOES ALL OF THIS HAPPEN?

Things are already changing.

- Identity changes are in motion and will evolve over the coming months.
- Enrollment Marketing Campaign is rolling out now.
- Web redesign is in process.
- New content management system is being implemented.
- Working with colleges and schools on content for those sites.

QUESTION:

**WHAT HAPPENED
TO EDUCATION WITH
PURPOSE?**

WHAT HAPPENED TO EDUCATION WITH PURPOSE?

**This is the next iteration of Education with Purpose.
Many elements of the new strategy and messaging
evolved from that platform.
The university's brand pillars have not changed.**

QUESTION:

**HOW WILL WE
MEASURE SUCCESS?**

HOW WILL WE MEASURE SUCCESS?

Metrics will drive our priorities and decision-making.

We will measure success through user engagement.

- Website traffic and behavior
- Digital advertising performance
- Social media metrics
- Adoption of brand

QUESTION:

**WHY DID WE HAVE TO
CHANGE THE LOGO?**

WHY DID WE HAVE TO CHANGE THE LOGO?

**Purdue University refreshed its identity
and brand earlier this year.**

**To directly align ourselves with Purdue, it was
necessary to change our logo and identity system
as well.**

QUESTION:

**DO I HAVE TO GET
NEW BUSINESS CARDS
AND LETTERHEAD?**

And who will pay for it?

DO I HAVE TO GET NEW BUSINESS CARDS AND LETTERHEAD?

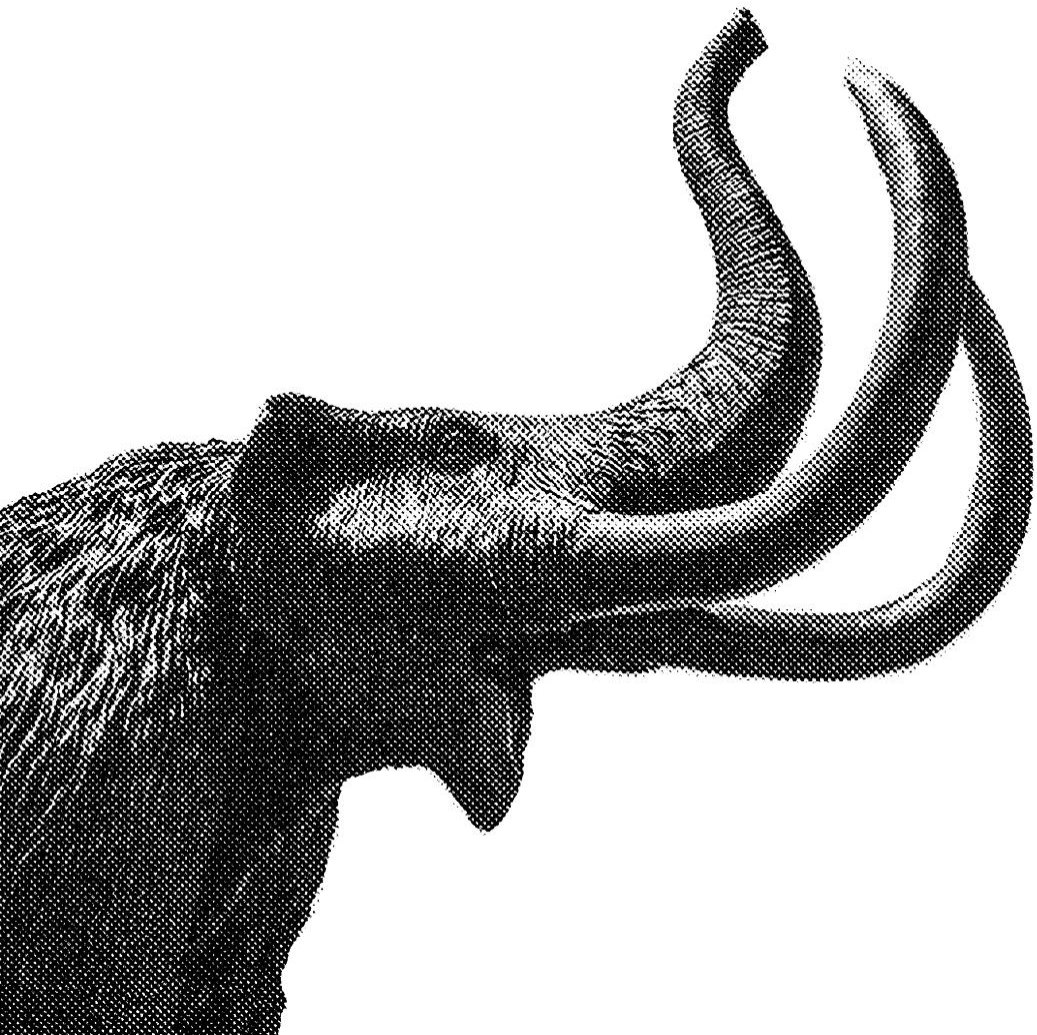
No.

There's no mandate to replace everything at once.

Update business cards, letterhead, and other materials when you run out of current supplies.

Additional questions?

marketing@pfw.edu



PURDUE UNIVERSITY.
FORT WAYNE

—
**THANK
YOU**