

OUR BRAND STEP BY THUNDERING STEP

BRAND + IDENTITY ACTIVATION

PURDUE UNIVERSITY
FORT WAYNE

WELCOME

OPENING
REMARKS

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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



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.



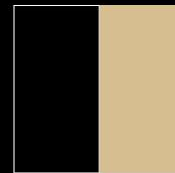
EVOLVED IDENTITY

P PURDUE
UNIVERSITY

PREVIOUS VISUAL EXPRESSION



EVOLVED VISUAL EXPRESSION



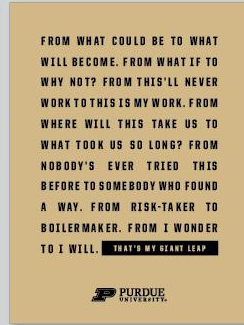
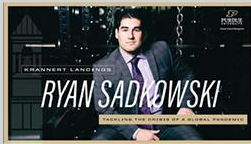
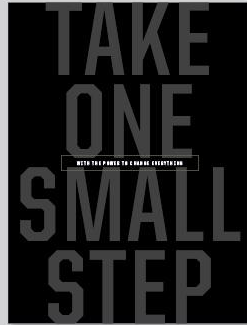
Aa
ACUMIN PRO

Aa
UNITED SANS

Aa
SOURCE SERIF PRO



Bringing it all together.



SECTION

3

OUR WORK AND HOW

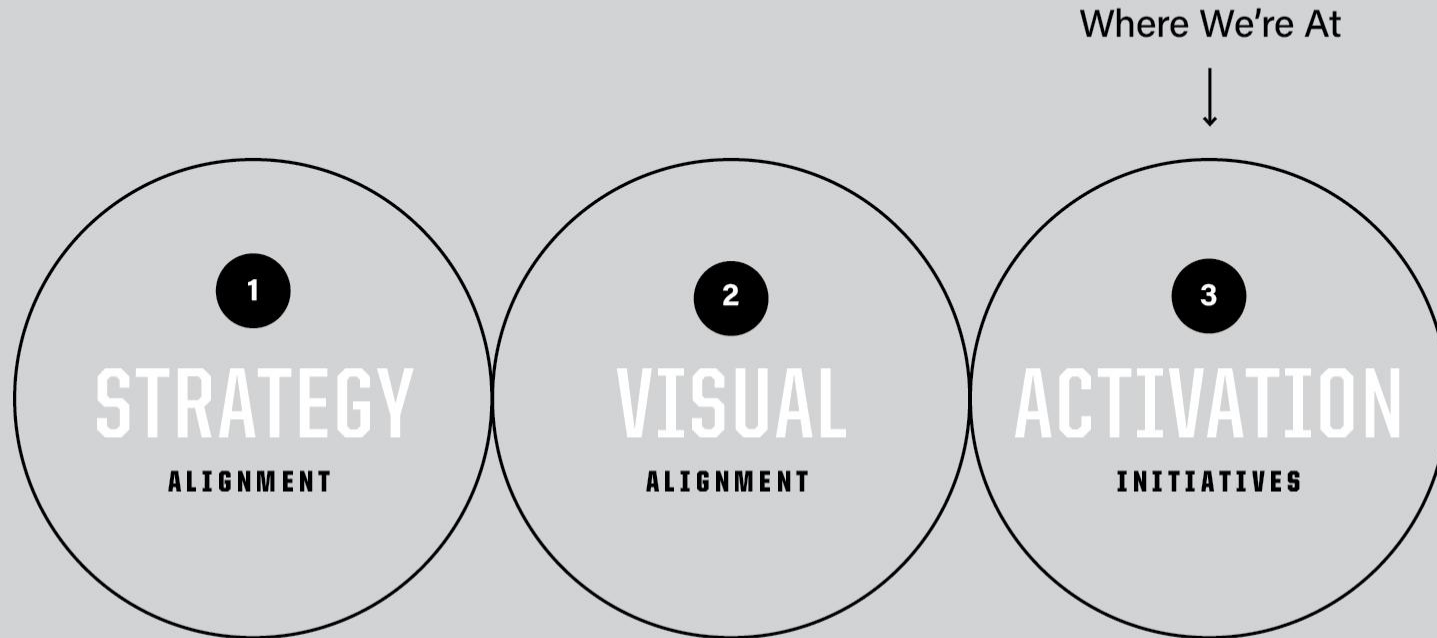
IT ALL CONNECTS

/ 2020

PFW



There are multiple aspects of this alignment with Purdue.





1
STRATEGY
ALIGNMENT

Approach

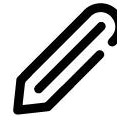
Before defining your enrollment brand story, we needed to first develop a deep understanding of Purdue University Fort Wayne.



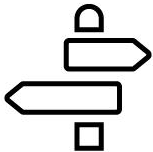
STAKEHOLDER INTERVIEWS:
All deans, students, faculty and staff, senior administrators



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



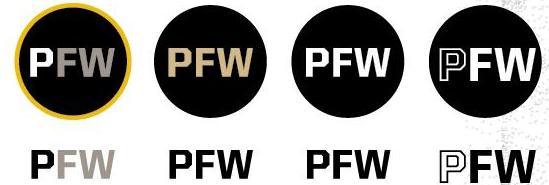
Horizontal

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

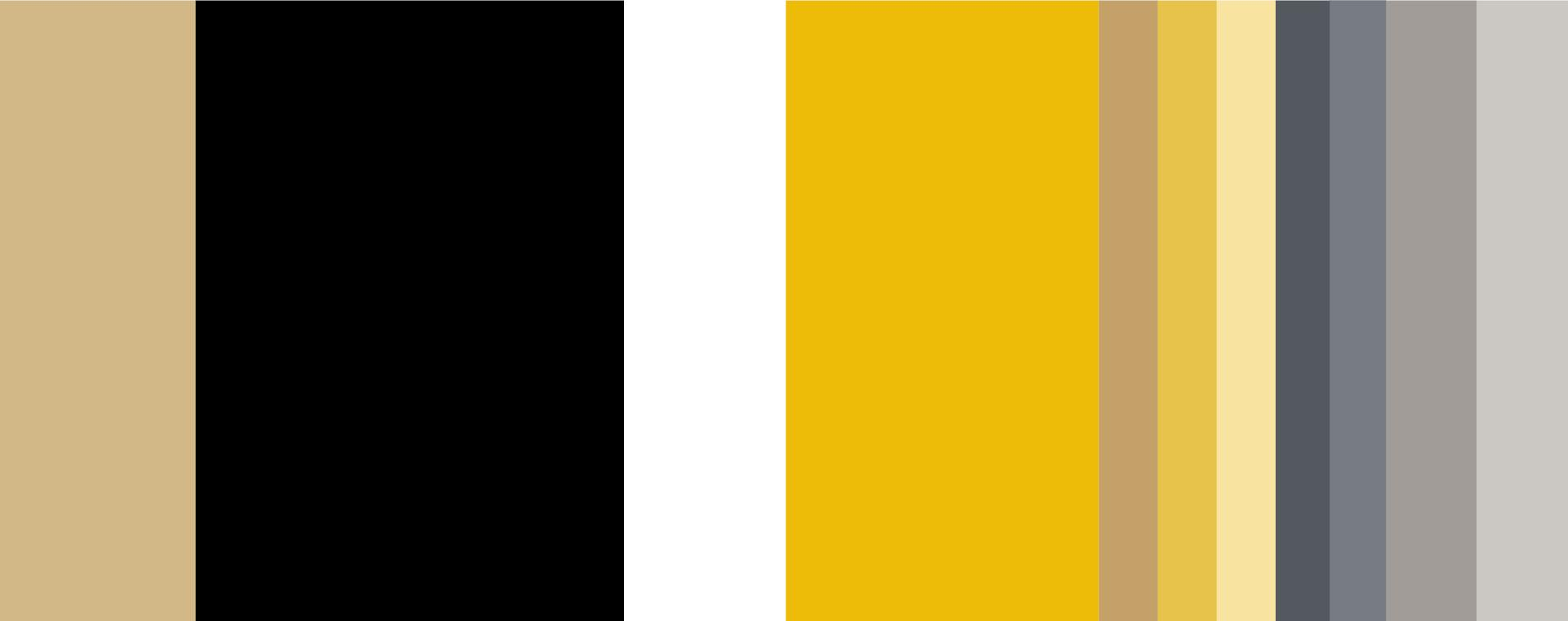


Monogram

- 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



Visual Evolution:

PHOTOGRAPHY

- Establish a **clearer articulation of photo styles**, which allows for visual expansion and expression with consistency

- **More representative and inclusive of all of our stories** from locations to individuals to topics, how can everyone see themselves in our imagery

- **More of a build-up than a re-build.** Luckily, our photo library was already strong, so let's embrace what is really working rather than starting over

ONE

THE POWER OF THE HERD



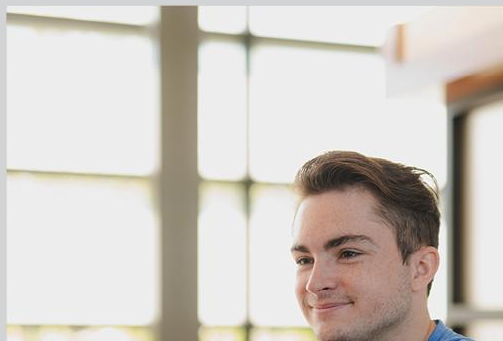
TWO

MASTODON PORTRAITS



THREE

MOMENTS



FOUR

LOCATIONS



Visual Evolution:

COMPOSITIONS

- A **flexible toolkit** of graphic elements, typography and photography allow us to construct various hierarchies which reflect different tones

- With more elements, **comes more responsibility**

- A **synthesis** of strategy + voice

ONE

TYPE-DRIVEN



TWO

PHOTO-DRIVEN



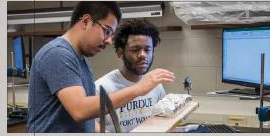
BOON PROBIN

Take your education seriously and it'll take you everywhere. The reason Probin works for you is that he works with students who want to learn. He's not just a teacher; he's a mentor. He's the one who will help you find your way. He's the one who will help you find your way. He's the one who will help you find your way.



Make something happen by getting deep into one of hundreds of academic programs in our eight colleges and schools.

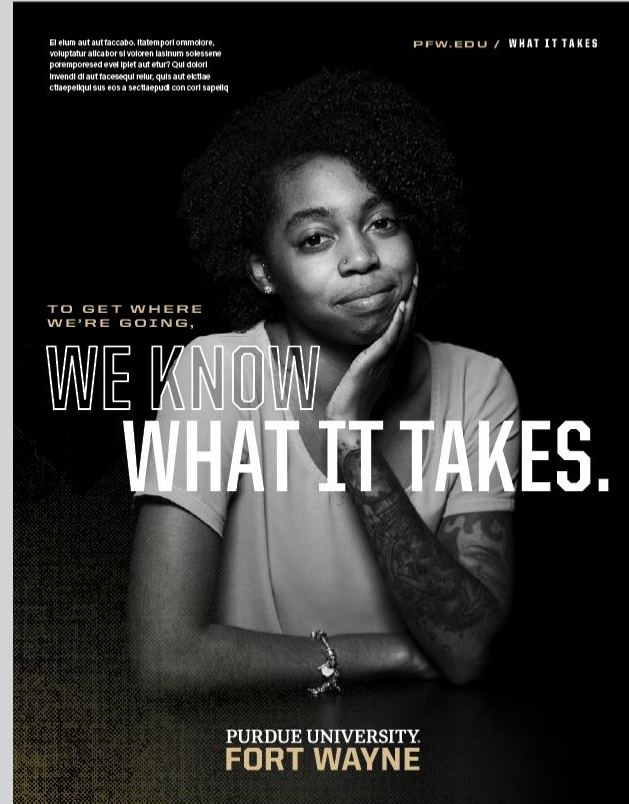
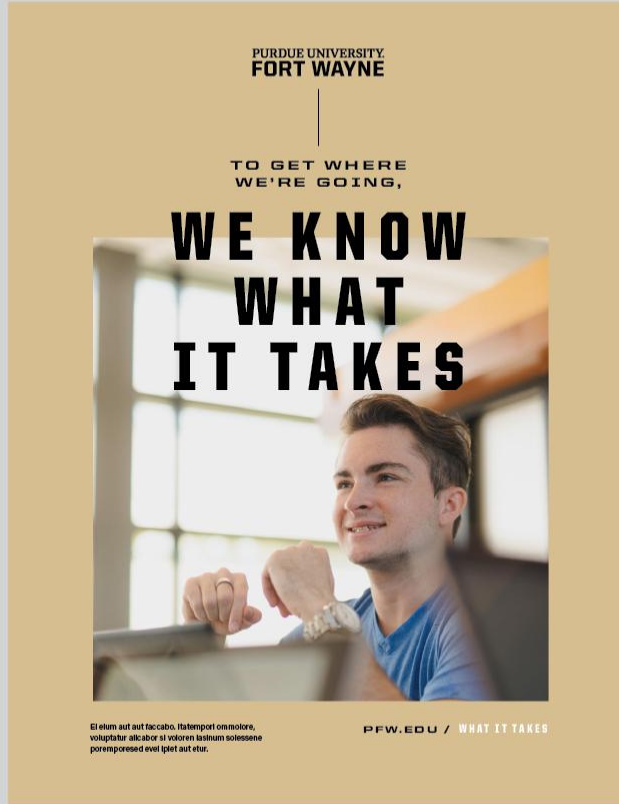
This is where you'll become the next big discovery. You'll be the one who will change the world. You'll be the one who will change the world. You'll be the one who will change the world.



Find new connections with the people on campus who know this stuff best. It's all about the people. It's all about the people. It's all about the people.

THREE

HYBRID



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: 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



WRITING
ELEMENTS

Emotional Storytelling: HOW TO INSPIRE OUR AUDIENCES

1

Show them we stand for something bigger.

Purdue Fort Wayne is about more than education. By connecting our message to the big, life-changing stories of our students' success, our reputation and our identity will grow in power and meaning.

2

Connect with their values.

Demonstrate that Purdue Fort Wayne aligns with the sorts of things that our audiences believe in and feel passionately about. Show that our work is relevant to their lives.

3

Motivate them to act.

Always give your reader clear indications of what they should do next, whether it's to seek out more information, gain a fuller understanding of what we do, make a donation, or apply for admission.

Emotional Storytelling: HOW TO INSPIRE OUR AUDIENCES

4

Make it real for them.

Connect our brand story to actual stories of the work that students, faculty, staff, and alumni are doing.

5

Surprise them.

There's a lot about Purdue Fort Wayne that our audiences don't know. By revealing surprising information, facts, or stories about our work, we can support our messaging, values, and mission.

Let's break down

“IT TAKES A MASTODON”.

to write for any scenario.

1

PERSON

WHAT IT TAKES

2

PLACE

THE POWER OF
THE HERD

3

PROCESS

EVERY STEP
FORWARD

1

PERSON

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 tireless work ethic, and the ceaseless commitment that each 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].

1

PERSON

WHAT IT TAKES

To get where we're going, we know what it takes.

Whatever it takes, we take that path.

We have what it takes to be bigger. To reach further.
To move forward.

It takes a certain person to make a powerful impact.

To make progress, it takes persistence.

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

To create a better tomorrow, it takes imagination.

To build better communities, it takes determination.

You have what it takes.

2

PLACE

THE POWER OF THE HERD

Use this language to speak to the community that exists at Purdue Fort Wayne.

The collective power we accumulate when we stand shoulder to shoulder, in pursuit of a common goal. Describe this community with language that suggests that our thundering Herd represents our spirit.

2

PLACE

THE POWER OF THE HERD

When the Herd stands together, we are unstoppable.

Together, we have the strength it takes to shake the earth.

With the power of the Herd behind you, there's no limit to where you can go.

March with the Herd to make a real difference.

We take thunderous footsteps.

3

PROCESS

EVERY STEP
FORWARD

Use this language to describe the process our students take to get closer to their goals.

No matter where they are in that process, we speak to the time they put in, every single day of their education. So we use language that suggests the positive, unceasing momentum that pushes our students ever forward. Use active, one-foot-in-front-of-the-other words such as step and march and stride and pace and move.

3

PROCESS

EVERY STEP FORWARD

No matter our direction, regardless of hurdles or setbacks,
we march.

Every step forward makes a difference.

Bold strides ahead with every step.

Stepping up to bring data-derived solutions.

Improving lives with every rumbling step forward.

Making strides to better understand the mind.

Standing out to improve public health.

Whatever our communities call for, we step forward.

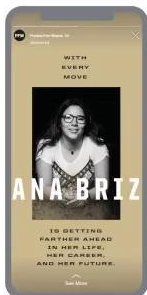
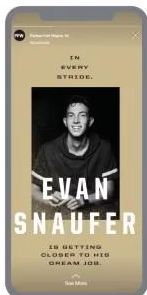
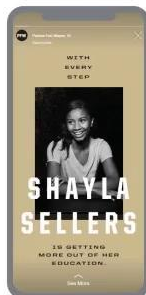
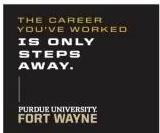
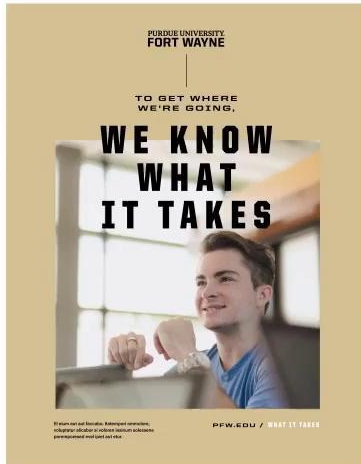
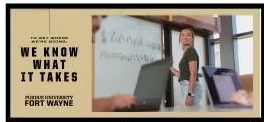
SECTION

4

OVERVIEW OF

OUR BRAND





VIEW 45 PROGRAMS



DON'T SEE WHAT YOU'RE LOOKING FOR?

SEARCH ALL



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 STUDENTS ARE ENROLLED

FINANCIAL AID

MAKE AN INVESTMENT THAT PAYS OFF FOR A LIFETIME.

An affordable education with powerful outcomes.

Understanding your financial aid.

START HERE
Filing your FAFSA.

GETTING A GRANT.

74% OF STUDENTS ON CAMPUS ARE **\$7,400** RECEIVED IN AVERAGE FINANCIAL AID

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 INTERVIEW FORM.**
- PREP FOR NEW STUDENT ORIENTATION**
- MEET US AT NEW STUDENT ORIENTATION**

MAKE YOUR FIRST PAYMENT AND MAKE IT OFFICIAL.



COLLEGE + SCHOOLS

COLLEGE + SCHOOLS

WHERE WILL YOUR PATH TAKE YOU?

Looking for a specific field of study?

Find your program

DEPARTMENT	DEPARTMENT	DEPARTMENT
COLLEGE OF ARTS AND SCIENCES	COLLEGE OF ENGINEERING, TECHNOLOGY, AND COMPUTER SCIENCE	COLLEGE OF PROFESSIONAL STUDIES
COLLEGE OF FINE ARTS	DOERBERG SCHOOL OF BUSINESS	SCHOOL OF EDUCATION
SCHOOL OF MUSIC	SCHOOL OF POLYTECHNIC	SCHOOL OF GRADUATE STUDIES

ACCESSIBILITY HELP

COLLEGE LANDING PAGE

COLLEGE LANDING PAGE

MAKE TAKE THINGS THAT MATTER.

HANDS-ON EXPERIENCE

Practice makes progress.

EXPLORE LEARNING EXPERIENCES

COMBINING EXPERTISE TO MAKE A POWERFUL IMPACT.

LEARN MORE ABOUT THIS RESEARCH

MEET OUR FACULTY

ALUMNI OUTCOMES

A PFW education pays off—and this is proof.

JARED PRIZZ

SEE MORE SUCCESS STORIES

DEPARTMENT DETAIL

DEPARTMENT DETAIL

Making connections that power careers.

Find the program that best suits your future.

SEE ALL UNDERGRADUATE PROGRAMS

LEARN ABOUT THE YEAR 5 B.S./M.S. PROGRAM

SEE ALL GRADUATE PROGRAMS

MEET OUR FACULTY

EXPERIENCE AND INTERPRETATION

Become a force in your field.

LEARN MORE ABOUT RESEARCH

SEE INTERNSHIP AND CO-OP OPPORTUNITIES

CONTACT

First Name

Last Name

Email

Message

PFW



SECTION

5

BRAND

STEWARDSHIP



Brand Guidelines

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 tireless work ethic, and the ceaseless commitment that each 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.

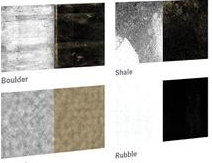
To make progress, it takes persistence.

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

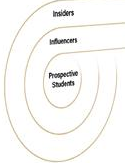
We know what makes our community special. It's up to us to share our story and build even stronger relationships with our audiences. We do that by creating positive, consistent, and meaningful brand interactions.



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.



Spheres of Influence

To authentically present 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. Specific color combinations are shared 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 brand. They provide support and function for the gold colors, making them more legible and vibrant. Without these neutral options, the other colors would be harder to see—which is why they're indispensable to the full palette.



Brand Guidelines: A living, breathing document

- **Our brand guidelines** are meant to be like guardrails, not a comprehensive play book.

- **Our brand is three-dimensional**, living not just in print and on computer screens, but all through our campus—even in our personal interactions.

- While our brand has one foot in the “now” and one foot in the “next,” **it will evolve over time. But it will always feel authentic to who we are.**

SECTION

6

FAQS



QUESTION:

**WHEN WILL WE SEE
THINGS CHANGING?**

WHEN WILL WE SEE THINGS CHANGING?

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 IS OUR
FLEXIBILITY?**

WHAT IS OUR FLEXIBILITY?

The online Brand Guide serves as our road map for the identity and brand. There is flexibility built in. We will discover even more flexibility as we continue to work with it.

QUESTION:

**WHERE CAN I GO FOR
LOGOS, TEMPLATES,
AND SUPPORT?**

WHERE CAN I GO FOR LOGOS, TEMPLATES, AND SUPPORT?

You can download the brand assets at pfw.edu/libris, just log in with your campus credentials. In the Brand 2020 folder, you will find logos, graphic marks, templates and more. United Sans Font Package can be downloaded from the Purdue Fort Wayne Software Center.

QUESTION:

**I HAVE SOME
QUESTIONS.
WHO DO I TALK TO?**

**I HAVE SOME QUESTIONS.
WHO DO I TALK TO?**

**Contact the Office of Communications
and Marketing. We're here to help.**

QUESTION:

**MY FAVORITE
SWEATSHIRT HAS THE
OLD LOGO ON IT.
CAN I STILL WEAR IT?**

**MY FAVORITE SWEATSHIRT HAS THE
OLD LOGO ON IT. CAN I STILL WEAR IT?**

**Congratulations! You now own instant
vintage apparel. Wear it with pride.**

QUESTION:

**DOES EVERYTHING
HAVE TO BE ON
BRAND?**

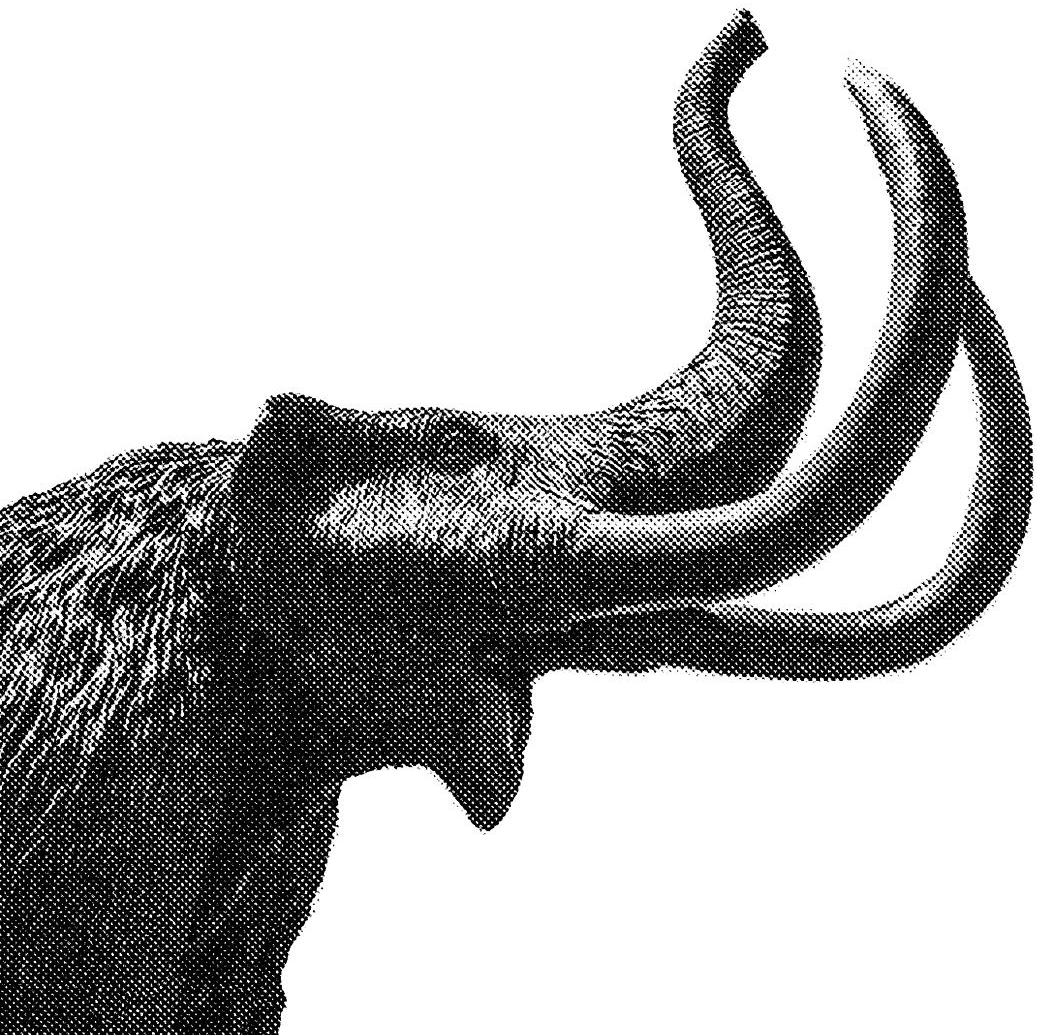
DOES EVERYTHING HAVE TO BE ON BRAND?

Yes. It really does.

But there are many different levels of turning up the brand. Not everything has to be set to a ten out of ten.

Additional questions?

marketing@pfw.edu



PURDUE UNIVERSITY.
FORT WAYNE

—
**THANK
YOU**