



# Brand Basics

This guide describes the basics of the Purdue Extension brand. These branding guidelines replace any previous guidelines. For more information please contact Purdue Agricultural Communication:

(765) 494-8403

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[ag.purdue.edu/agcomm](http://ag.purdue.edu/agcomm)

## Introduction

Purdue Extension is part of a world-class, land-grant institution and embodies the spirit and characteristics of the larger Purdue University. Branding helps people understand what Purdue Extension stands for and helps show our relationship to the University.

A brand is the expectation that people have when they use a company or organization's product or service. While brands are often associated with logos, a true brand is much more emotional. The Purdue Extension brand isn't a logo or tagline, it is what our clients expect from us when they attend our programs, visit our offices, or use our educational materials. To better convey what Purdue Extension stands for, we strive to communicate our brand in all that we do and say.

Purdue Extension takes pride in establishing local connections to campus with an office in every county. Although we're local, our affiliation with the national land-grant university network provides Hoosiers with countless learning opportunities. The significance of this role is a part of the brand we would like our stakeholders, partners, and volunteers to appreciate and value.

This document assembles visual elements and guidelines that help define the Purdue Extension brand. Our goal is that people will better understand, and value, what Purdue Extension offers when they use our publications and other communications.

## **What Makes Our Brand?**

- Exemplary science
- Engagement
- Caring culture
- World-class reputation
- Down-to-earth focus
- Growth and leadership

## **Why Promote The Brand?**

Purdue Extension benefits when people recognize and appreciate our brand, and feel:

- Respect
- Loyalty
- Value
- Appreciation
- Understanding

## **Voice**

Use active verbs and a tone that feels:

- Friendly
- Simple
- Practical
- Inspirational
- Conversational
- Smart
- Sophisticated
- Energetic

## Purdue Extension Co-brand

This is the official logo for Purdue Extension. An official co-brand must appear on all Extension pieces.

For more information on brand standards visit [purdue.edu/brand](http://purdue.edu/brand).



Extension

*Color*



Extension

*Black Only*

*For use on black and white printing*



Extension

*Color Reverse*



Extension

*White Only*

*For use on black and white printing*

## Purdue Extension and County Name Co-brands

This is an example of the official logo for Purdue Extension county offices. **The Extension co-brand (with or without the county name) must be on all Extension materials.**



Extension  
BARTHOLOMEW COUNTY

*Color*



Extension  
BARTHOLOMEW COUNTY

*Black Only*

*For use on black and white printing*



Extension  
BARTHOLOMEW COUNTY

*Color Reverse*



Extension  
BARTHOLOMEW COUNTY

*White Only*

*For use on black and white printing*

## Apparel (Embroidery) Only

This graphic is for use on Extension apparel only. Please note the graphic is not a replacement for the Purdue Co-brand logo. The official logo must be used somewhere on the piece, the graphic is optional. When in doubt use the official co-brand, or contact Purdue Agricultural Communication for guidance.



**PURDUE  
EXTENSION**

*Color*

*Use on white or khaki shirts*



**PURDUE  
EXTENSION**

*Black*

*Use on white shirts*



**PURDUE  
EXTENSION**

*Color Reverse*

*Use on black shirts*

## Clarification

Apparel graphic and county lockups are available for **embroidery only**. To use a graphic lockup for apparel your Purdue approved vendor must request the graphic directly from Purdue Agricultural Communication.

*Embroidery ONLY*

**PURDUE  
EXTENSION**

WHITLEY COUNTY

### PLEASE NOTE:

Gold should be brand compliant (or as close as possible) to Pantone 110C, Madeira 1359, Polyneon 1724. Please ensure there is enough contrast between the fabric color and the gold thread, otherwise use all white or all black. The TM symbol should be present in any logo used for embroidery. Any questions can be directed to Purdue Agricultural Communication.

## Application example – polo shirts

Showing apparel graphic with county name. Recommended placement of co-brand logo is on the 1) sleeve or 2) back.



## Clarification

Other logos cannot be used in conjunction with the official logo. Please contact Purdue Agricultural Communication if you need an alternative.

*General use*



*Apparel only*



*Do not place 4-H clover with the Purdue University logo*

## **Brand Resources**

Logo files and templates can be found on the Extension intranet.

Purdue Agricultural Communication will supply apparel file directly to approved vendors at your request.