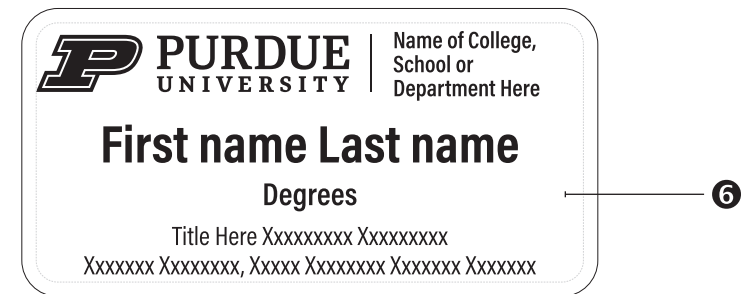


NAME BADGE GUIDELINES

FEBRUARY 2020

These guidelines may not work for all instances, but in standard-case scenarios, please use this guide.

- ❶ Padding around entire, inside of badge — .075 inches
- ❷ Purdue Signature Logo — 1.6325 inches wide
- ❸ Co-Brand text — 9 pt. Acumin Pro Condensed Semibold, left aligned
- ❹ Name — 20 pt. Acumin Pro Condensed Bold, centered
- ❺ Title — 10 pt. Acumin Pro Condensed Regular, centered
- ❻ Degrees — 12 pt. Acumin Pro Condensed Semibold, centered



EXAMPLES:

