



Upcoming Campus and Alumni Digital Ads

As the brand campaign evolves, we are updating visuals to better target current undergraduate students and recent graduates (July 2025). Ads on campus focus on iconic parts of the undergraduate experience and are connected to Purdue's campus visual brand. Ads for alumni and recent graduates shift their focus to the situations, locations and responsibilities present for this demographic, and several photos are of online Purdue students. There are motion and non-motion versions, with non-motion displayed below.

1. Undergraduate Focus (Campus)

A digital advertisement for Purdue University. On the left, a yellow parking citation from Purdue University is shown, detailing a 'No Driver/No Pynt made on arrival' violation with a \$35 fine. The citation includes fields for vehicle information, plate number, make, model, color, and permit number. On the right, a black background features the Purdue University logo at the top. Below the logo, the text 'AVOID PARKING TICKETS!' is written in large, bold, white letters, followed by 'GET YOUR PURDUE DEGREE ONLINE' in a smaller, gold, sans-serif font. Further down, the text 'ONLINE GRADUATE DEGREES AND CERTIFICATES FROM WEST LAFAYETTE'S CAMPUS' is displayed in a smaller, white, sans-serif font. At the bottom right, there is a QR code and the URL 'purdue.edu/online' written vertically.



PURDUE
UNIVERSITY

SKIP THE SNOW
GET YOUR PURDUE DEGREE ONLINE

ONLINE GRADUATE DEGREES
AND CERTIFICATES
FROM WEST LAFAYETTE'S CAMPUS



purdue.edu/online

PURDUE
UNIVERSITY

"PAJAMA CASUAL"
ATTIRE WELCOME

ONLINE GRADUATE DEGREES
AND CERTIFICATES
FROM WEST LAFAYETTE'S CAMPUS



purdue.edu/online

PURDUE
UNIVERSITY

**YOUR TIME,
YOUR TERMS**

*After bedtime, before sunrise, during lunch —
schedule class around your life.*

ONLINE GRADUATE DEGREES
AND CERTIFICATES
FROM WEST LAFAYETTE'S CAMPUS



purdue.edu/online



2. Ads on Meta for Alumni/Young Professionals





— ONLINE —
DEGREES AND CERTIFICATES



— ONLINE —
DEGREES AND CERTIFICATES

YOUR NEXT GIANT LEAP >>>



— ONLINE —
DEGREES AND CERTIFICATES



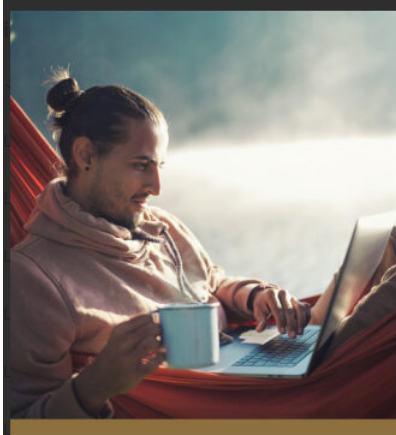
— ONLINE —
DEGREES AND CERTIFICATES



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