

# PURPLE & GOLD POINTS MARKETING GUIDE

Events that qualify for Purple & Gold Points are targeted towards undergraduate and graduate students hosted by student organizations and departments at WIU.

## REQUIREMENTS

For any event offering Purple & Gold Points, the Purple & Gold logo is required to be on any marketing released.



There are five color variations. The logo must be visible and easily seen on the marketing. The logos cannot be changed or manipulated in any way, shape or form. This includes changing the color and reducing the transparency.

When referring to Purple & Gold Points, do not use any abbreviations (such as P&G). It must be spelled out fully.

## RECOMMENDATIONS

While not required, we **highly recommend** including the point total of each event on the marketing to encourage students to attend.

25 Point Events - Social Programs & Campus Traditions  
50 Point Events - Athletic, Service, Health & Wellness  
100 Point Events - Academic, Educational & Fine Arts

There are two fonts used by WIU, which we recommend using for your marketing.

Open Sans  
Lora

WIU has a color palette that we are following in our logos and we recommend that you use for your Purple & Gold Points marketing.

#663399

#FFCC00

#2C2C2C

#F2F2F2

#FFFFFF

Refusal to follow the Purple & Gold Points requirements will lead to your event losing qualification for Purple and Gold Points.