

## EDUCATIONAL ALLIANCE AGREEMENT

This Educational Alliance Agreement (this "Agreement" or "Educational Alliance") is made and entered into as of January 31, 2019 (the "Effective Date"), by and between **Purdue University Global, Inc.**, d/b/a Purdue Global, an Indiana nonprofit, public benefit corporation and postsecondary SEI Affiliated Educational Institution, as defined in Indiana Code § 21-27-10 ("Purdue Global"), with its main office located at 9000 Keystone Crossing, Suite 800, Indianapolis, Indiana 46240, **Iowa College Acquisition, LLC d/b/a Kaplan Higher Education**, a Delaware limited liability company, with an office located at 1515 W. Cypress Creek Rd., Fort Lauderdale, Florida 33309 ("Kaplan") and **Hagerstown Community College**, ("Participant") with a principal place of business at 11400 Robinwood Drive, Hagerstown, MD 21742 (each a "Party" and collectively the "Parties").

### **RECITALS**

The Parties desire to enhance the experience and benefits available Participant's Eligible Employees, Students, Alumni, and Families of Employees (as defined below) by offering a tuition reduction to help Participant meet learning goals that will enhance the capabilities of its designated staff and graduates electing to enroll in Purdue University Global's online and ground programs; and

Participant and Purdue Global wish to accomplish these desired goals by teaming together to mutually benefit from this alliance, subject to the terms and conditions set forth in this Agreement; and

Kaplan provides certain essential support functions ("Support Services") to Purdue Global, as an agent acting on behalf of Purdue Global, including marketing and advertising, relationship management, front-end student advising, admission support, communications and project management services, and joins as a party to this Agreement for purposes of facilitating direct interactions between Kaplan and Participant to carry out the Support Services it provides to Purdue Global; and

The Parties wish to accomplish these desired goals by teaming together to mutually benefit from this alliance, subject to the terms and conditions set forth in this Agreement.

**NOW, THEREFORE**, it is understood and agreed by the Parties hereto that as of the Effective Date the following terms and conditions shall apply:

### **TERMS AND CONDITIONS:**

**SECTION 1 - DEFINITIONS.** The capitalized terms included in this Agreement will have the meanings set forth in Exhibit "A" – Definitions.

**SECTION 2 – PURDUE GLOBAL OBLIGATIONS.** During the Term of this Agreement, Kaplan agrees to provide the following PURDUE GLOBAL tuition reduction and services to Participant's Eligible Individuals, as approved by PURDUE GLOBAL:

#### 2.1 Tuition Reduction ("Reduction").

2.1.1 Indiana Residents. All Eligible Employees and Eligible Individuals that are Indiana residents will receive Indiana in-state tuition for undergraduate programs and certificates. For graduate programs and certificates, Indiana residents can receive 10% off published Indiana in-state tuition rates.

2.1.2 Non-Residents of Indiana. Eligible Employees and Eligible Individuals of the Participant, and Participant graduates who have completed their Associates degree (not awarded via reverse transfer) will receive a tuition reduction on PURDUE GLOBAL online and ground college programs as of the Effective Date as follows: 18% off published tuition rates for all undergraduate programs and certificates, and 14% off published tuition rates for all graduate programs and

certificates. Participant students who have not completed an Associates degree will receive a 10% tuition reduction for any undergraduate and graduate program and certificate.

**2.2 Application of Tuition Reduction.** The Reduction stated above only applies to tuition for courses once Eligible Individuals are fully enrolled in a PURDUE GLOBAL program. This Reduction cannot be combined with any other reduction or special pricing. Eligible Individuals shall be verified by Participant. PURDUE GLOBAL may change its tuition rates at any time in its sole discretion and the Reduction will be calculated on the current tuition in effect for the applicable academic term for the enrolled program. The offering, substitution, or cancellation of any program will be at PURDUE GLOBAL or its Affiliates' sole discretion. If an Eligible Individual was previously eligible and is seeking retroactive application of such Reduction, such Reduction is available only for the current academic term and PURDUE GLOBAL's academic term immediately preceding the current academic term.

**SECTION 3 - KAPLAN OBLIGATIONS.** During the Term of this Agreement, Kaplan, acting as agent on behalf of Purdue Global, agrees to implement and undertake the following Support Services related to this Agreement with Participant:

**3.1 Alliance Planning & Development.** Kaplan will designate an alliance director who will assist Participant with publicity and day-to-day relationship management regarding the Education Alliance program. The alliance director will coordinate with Participant and create a strategic planning document to be presented on a quarterly basis to Participant.

**3.2 Front-End Student Advising.** Assistance designing specific course offerings, certificate or degree programs to meet the specific needs of Participant's Eligible Individuals.

**3.3 Marketing Campaign Proposals.** From time to time, Kaplan may propose communication materials based on the strategic planning documents that are to be used in connection with this Agreement, including providing suggestions for the link on Participant's Intranet site and/or learning portal and any applicable press releases.

**3.4 Other As Needed Support Services.** Kaplan may provide other Support Services as needed, as directed by Purdue Global, and as agreed upon by the Parties.

**SECTION 4 - PARTICIPANT OBLIGATIONS.** During the Term of this Agreement, Participant agrees to implement and undertake efforts that will include but not be limited to the following:

**4.1 Higher Education Solutions Placement.** Participant will identify and recognize PURDUE GLOBAL as an online university provider and will provide a link to PURDUE GLOBAL's micro website on Participant's intranet website, training, talent development and/or employee benefits page(s).

**4.2 Marketing Implementation.** Participant will review the strategic planning document created by Kaplan each quarter upon receipt and will work with the alliance director to collaborate and communicate the benefits and programs offered by PURDUE GLOBAL to Eligible Individuals utilizing the following methods of communication:

4.2.1 Electronic Messaging,

4.2.2 Direct Mail,

4.2.3 Social Media (including, but not limited to webinars hosted by Kaplan; and the use of social sites such as Facebook™ and Linked-in®), and

4.2.4 Events (including, but not limited to lunch and learn conferences; on-site employee events at Participant);

4.2.5 And other methods, communication channels and/or media agreed to by the Parties.

- 4.3 Communication Materials Collaboration. Participant will provide Kaplan with an opportunity to review and approve all communication materials that are to be used in connection with this Agreement and that contain the name, logo or other applicable intellectual property of PURDUE GLOBAL, including the link on Participant's Intranet site and/or learning portal and any applicable press releases, in advance of any use or publication of such materials.
- 4.4 Participant Affiliates. Participant will make reasonable efforts to provide an updated list of its Affiliates to Kaplan from time to time. If Kaplan is unaware of the relationship of an entity as an Affiliate, it shall not be liable for failure to grant an Eligible Individual with respect to such Affiliate the Reduction provided hereunder.

## SECTION 5 – TERM AND TERMINATION:

- 5.1 Term. This University Alliance shall continue in force for two (2) years, from the Effective Date, and the Agreement shall renew automatically thereafter.
- 5.2 Termination. Either Party shall have the right to terminate this Agreement after providing thirty (30) days written notice of its intent to terminate. Notwithstanding the foregoing, either Party may terminate the Agreement immediately in the event that participation under the Agreement may give rise to a violation of any requirement of federal or state law or regulation or the requirements of any accrediting agency having jurisdiction.
- 5.3 Effect of Termination. Upon termination or expiration of this Agreement, each Party shall immediately cease and remove all use of any advertising materials related to this alliance and the Reduction. Enrollees who have commenced their program of study or Eligible Individuals in the process of enrolling prior to the effective date of any without cause termination will be grandfathered in to continue receiving the Reduction offered in this Agreement until such time the Enrollees complete or otherwise become discontinued from their program of continuous enrollment.

## SECTION 6 – CONFIDENTIALITY.

6.1 Generally. None of the Parties will use or disclose to third parties any other Party's Confidential Information unless permitted by this section. The Party disclosing confidential information is the "discloser" and the Party receiving confidential information is the "recipient." "Confidential Information" is non-public information, know-how, trade secrets and other information and data in any form that are designated as "confidential"; or a reasonable person knows or reasonably should understand to be confidential. Restricted Data (as defined in Section 6.2 below) is expressly included in the definition of Confidential Information. Confidential Information is provided to the recipient "as is" without any warranties of any kind. The recipient agrees it will: (i) not disclose the discloser's Confidential Information to third parties; (ii) use and disclose the other's Confidential Information to individuals as set forth herein only for purposes of the business relationship between the Parties; and (iii) not reverse engineer, decompile or disassemble the discloser's Confidential Information, except and only to the extent that applicable law expressly permits, despite this limitation. The recipient agrees: (i) to take reasonable steps to protect the discloser's Confidential Information, and these steps must be at least as protective as those the recipient takes to protect its own Confidential Information; (ii) to notify the discloser promptly upon discovery of any unauthorized use or disclosure of Confidential Information; and (iii) to cooperate with the discloser to help regain control of the Confidential Information and prevent further unauthorized use or disclosure of it. The recipient may disclose the discloser's Confidential Information to representatives and affiliates only if they have a need to know about it for purposes of the business relationship between the Parties. Before doing so, the recipient must: (i) ensure that affiliates and representatives are required to protect the Confidential Information on terms consistent with this Agreement; and (ii) accept responsibility for each representative's use of Confidential Information. Upon request by Purdue Global, Participant agrees to return or destroy Confidential Information in Participant's (or its affiliates or representative's) possession. If requested, an authorized executive of the recipient will certify to the destruction.

**6.2 Restricted Data.** For purposes of this Agreement, the term "Restricted Data" shall include, without limitation: (i) confidential or proprietary information; (ii) any Social Security Numbers; (iii) any Protected Health Information, as that term is defined in 45 C.F.R. §160.103, as amended, of the Health Insurance Portability and Accountability Act (HIPAA) regulations; (iv) any Customer Information, as that term is defined in 16 C.F.R. § 314, as amended, of the Gramm Leach Bliley Safeguards Rule; (v) any information contained in any Education Records, as that term is defined in 34 C.F.R. §99.3, as amended, of the Family Educational Rights and Privacy Act (FERPA) regulations; and (vi) any information protected by any other applicable state or federal law imposing similar privacy or security obligations. Although Restricted Data is not contemplated to be exchanged under this Agreement, Participant represents, warrants and covenants that it will comply, and will require all of its subcontractors and agents to comply, with all state and federal laws for the safeguarding of Restricted Data. Furthermore, in the event that at any point during the alliance it becomes necessary to exchange such information, the Parties shall enter into a mutually acceptable agreement to address specific matters related to appropriate security programs and limitation of access to such information.

**6.3 Exclusions.** The following types of information, however marked, are not Confidential Information: Information that: (i) is, or becomes, publicly available without a breach of this Agreement; (ii) was lawfully known to the recipient of the information without an obligation to keep it confidential; (iii) is received from another source who can disclose it lawfully and without an obligation to keep it confidential; or (iv) is independently developed.

**6.4 Return of Confidential Information.** At the completion of this Agreement, Participant will physically or electronically destroy beyond all ability to recover any and all Confidential information provided to them. This includes any and all copies of the data such as backup copies created at any Participant Site.

**6.5 Disclosures Required by Law.** The recipient may disclose the discloser's Confidential Information if required to comply with a court order, subpoena or other government demand that has the force of law. Before doing so, the recipient must seek the highest level of protection available and give the discloser enough prior notice to provide a reasonable chance to seek a protective order.

**6.6 FERPA.** Purdue Global shall provide to Participant, upon its request, aggregate information/data regarding enrollment of Participant Eligible Employees or Persons. The information/ data to be provided may include the following: anonymous/aggregate enrollment statistics, aggregate annual tuition savings, and aggregate number of degrees awarded by degree level and program. In addition, as long as an Enrollee has not submitted Directory Information Withholding Request Form from the Office of Student Support, Purdue Global can make available certain categories of specific Enrollee information and data ("Directory Information"). Directory Information is defined as listed at <https://catalog.purdueglobal.edu/policy-information/student-information-services/directory-public-notice/>. Beyond the Directory Information, individual and/or personal identifiable Enrollee information or data will not be provided or shared by Purdue Global. Participant, however, may make direct contact with Enrollees who may then provide, individual and/or personal identifiable Enrollee information or data directly to Participant.

**6.7 Remedies.** Each Party acknowledges that money damages may not be sufficient compensation for a breach of this section. Each Party agrees that the other may seek court orders, including injunctive, preliminary or other equitable relief to stop Confidential Information from becoming public in breach of this section. This remedy shall not be exclusive of any other remedies provided at law or in equity.

**6.8 Public Announcements.** To enable the successful joint marketing of the alliance and Purdue Global programs, all Parties agree as follows:

**6.8.1 Press Releases.** Notwithstanding Section 6.1 above, Purdue Global reserves the right to issue a press release announcing the existence of this Agreement and related outcomes, a draft press release of which is subject to Participant's prior written approval, which shall not be unreasonably withheld, conditioned or delayed, and use Participant's name and logo on a Purdue Global customer list, which

will be subject to Participant's prior written consent in regards to the manner in which Participant's name and logo will be used, such consent not to be unreasonably withheld, conditioned or delayed.

6.8.2 Other Announcements. Except as provided above, none of the Parties may make any public announcement or press release about any of the other terms or conditions of the Agreement without the other party's prior written approval and consent.

**SECTION 7 – MUTUAL REPRESENTATIONS AND WARRANTIES.** Each Party hereto represents and warrants that it has the legal right to enter into this Agreement and perform all of its obligations hereunder. No rights have been or will be granted, assigned, or pledged, and no agreement has been or will be entered into with any person or entity by either party that would or might conflict with the rights granted to the other parties under this Agreement.

**SECTION 8 – LIMITATION OF LIABILITY.** Excluding intellectual property matters or breach of confidentiality, the Parties agree that their sole liability (whether in contract, tort, by statute or otherwise) for any claim in any manner related to this Agreement, shall be the payment of direct damages. In no event shall either Party be liable for any consequential, incidental, indirect, special or punitive damages, loss or expenses (including but not limited to business interruption) even if it has been advised of their possible existence. Excluding trademark, copyright or other intellectual property infringement, and excluding the violation of any state or federal laws regarding the disclosure of Restricted Data (as defined in Section 6.2), the liability of Purdue Global under this Agreement shall be limited to the amount of revenue directly attributable to enrollment of Enrollees in Purdue Global programs.

**SECTION 9 – INTELLECTUAL PROPERTY & OWNERSHIP.**

9.1 Licensing of Trademarks and Logos. The Parties grant to each other a non-exclusive, non-transferable license to use each other's marks and/or trademarks in furtherance of the alliance detailed herein or in a manner solely for the purpose of identifying and communicating the existence of the relationship to Participant's employees. The license with respect to Purdue Global's marks shall be limited to the Purdue Global name and logo. The Parties shall discontinue the use of the licensed marks and return any and all files and materials containing the licensed marks supplied by the owner at termination or expiration of the Agreement. Use of the names and logos will be in accordance with any use guidelines provided by each party to the other. Each Party shall provide the other with examples of any materials using such other Party's name or logo prior to releasing such other party's name or logo of whatever form or format before it is distributed, and will obtain written approval for such use. All use of Purdue Global marks shall be in accordance with the Purdue Global Brand Guidelines outlined on Exhibit B attached hereto and incorporated by reference herein. None of the Parties grants to the other any interest in any other Party's trademarks. Each Party agrees that the other's use of the mark(s) must be approved by such Party and used in accordance with the terms of this Agreement, applicable law, and any trademark usage guidelines as may be provided by any party to the other. None of the Parties will, at any time, contest or aid in contesting the validity or ownership of any other Party's marks or take any action in derogation of the owner's rights therein, including, without limitation, applying to register any trademark, trade name or other designation that is confusingly similar to the marks.

9.2 Ownership of Interests. Participant acknowledges, on behalf of itself and its Affiliates, it and its Affiliates have no ownership interest in the computer programs, Internet web pages, course materials, data, analyses, screens, manuals and other information of any kind that are used in PURDUE GLOBAL's courses, as well as all updates and enhancements.

**SECTION 10 – NO EXCLUSIVITY.** Nothing in this Agreement shall limit Purdue Global at any time from entering into similar agreements or arrangements to create or offer similar programs to other companies, including other Participant companies, divisions or facilities.

**SECTION 11 - GENERAL PROVISIONS.**

11.1 Notices. All official notices and other formal written communications required hereunder by either Party to the other shall be in writing, delivered personally, by certified or registered mail, return receipt requested, by overnight courier, or by electronic mail and shall be deemed to have been duly given when delivered personally or received when using overnight courier or three (3) Business Days after being deposited in the United States Mail, postage prepaid, addressed as follows or to such other persons or places as either Party may from time to time designate by written notice to the other:

If to Purdue Global:

Purdue University Global, Inc.  
550 W. Van Buren, Suite 700  
Chicago, IL 60607  
Attention: Dr. David Starnes  
Email: dstarnes@purdueglobal.edu

With a copy to:

Purdue University Office of Legal Counsel  
Hovde Hall, Room 230  
610 Purdue Mall  
West Lafayette, Indiana 47907  
Attn: Purdue Global Contracts  
Email: legalcounsel@purdue.edu

If to Kaplan:

Kaplan Higher Education, LLC  
18618 Crestwood Drive  
Hagerstown, MD 21742  
Attn: W. Christopher Motz, Regional Vice President, Partnerships & Strategy  
E-mail: wmotz@kaplan.edu

With a copy to (which copy shall not constitute effective notice):

Kaplan Higher Education, LLC  
1515 W. Cypress Creek Rd.  
Fort Lauderdale, FL 33309  
Attn: Legal Department  
E-mail: khpe.contracts@kaplan.com

If to Hagerstown Community College:

Hagerstown Community College  
11400 Robinwood Drive  
Hagerstown, MD 21742  
ATTN: James Klauber  
Email: jklauber@hagerstowncc.edu

With a copy that shall not constitute effective notice to:

11.2 Relationship of the Parties. The Parties hereto will have the relationship of independent contractors for all purposes. Each will have complete control over its own performance and the details of accomplishing its own obligations under this Agreement. In no event will the agents, representatives or employees of one Party be deemed to be agents, representatives or employees of the other. Each will be fully responsible for the payment

of its own employees and compliance with all requirements and obligations relating to such employees under federal, state and local law (or foreign law, if applicable), including laws regarding minimum wages, social security, unemployment insurance, federal and state income taxes and workers' compensation insurance.

**11.3 Third Party Beneficiaries.** Except as expressly provided, the Agreement is entered into solely between, and may be enforced only by, the Parties. The Agreement will not be deemed to create any rights or causes of action in or on behalf of any third parties, including employees, vendors and customers of a Party, or to create any obligations of a Party to any such third parties, except as expressly provided otherwise.

**11.4 Further Assurances.** Each Party, subsequent to the execution and delivery of the Agreement and without any additional consideration, will execute and deliver any further legal instruments and perform any acts that are or may become necessary to effectuate the purposes of the Agreement.

**11.5 Severability.** If any provision or part of a provision in the Agreement or these Terms is held to be illegal, invalid, or unenforceable by a court or other decision-making authority of competent jurisdiction, then the remainder of the provision will be enforced so as to affect the intention of the parties, and the validity and enforceability of all other provisions in the Agreement will not be affected or impaired.

**11.6 No General Waiver.** Waiver of any one default will not waive subsequent defaults of the same or different kind, and no failure or delay of either party to exercise or enforce any of its rights under the Agreement will act as a waiver of those rights.

**11.7 Entire Agreement.** This Agreement and its Exhibits are the complete and exclusive agreement between the parties with respect to the subject matter contemplated by this Agreement, superseding and replacing any and all prior or contemporaneous agreements, communications, and understandings, both oral and written, regarding that subject matter.

**11.8 No Amendments.** Purdue Global, Kaplan and Participant agree to coordinate their efforts to facilitate a collegial relationship that is beneficial to all Parties. This Agreement may not be changed, modified, altered, or amended in any respect without the mutual written consent of all Parties.

**11.9 No Assignment.** No Party may assign its rights or delegate its obligations under this Agreement without the the other Party's prior written consent. Notwithstanding the foregoing, as Purdue Global is the primary party responsible to Participant under this Agreement, Purdue Global may perform or assign the rights and obligations of Kaplan without Participant's consent upon reasonable written notice to Participant. In addition, no consent is required to the assignment to the surviving entity in a merger, contribution or consolidation in which it participates or to a purchaser of all or substantially all of its assets, provided that reasonable prior written notice is given to the other Parties. If requested, such surviving entity or purchaser shall expressly assume in writing the performance of all of the terms of this Agreement.

**11.10 Governing Law.** This Agreement shall be governed by and construed in accordance with the Laws of the State of Indiana applicable to contracts executed and to be performed wholly within such State and without reference to the choice-of-law principles that would result in the application of the Laws of a different jurisdiction.

**11.11 Survival.** Sections 5, 6, 7, 8 and 9 (including the confidentiality provisions thereof), as well as any other provision of the Agreement which contemplates performance or observance subsequent to any termination or expiration of the Agreement or is required to survive to give the Parties the benefits of this bargain, will survive any termination or expiration of the Agreement and continue in full force and effect.

**11.12 Recitals.** The Recitals are incorporated into this Agreement as if set forth in the body of the Agreement.

**11.13 Counterparts.** This Agreement may be executed in any number of counterparts and each counterpart shall be deemed to be executed as part of one original. To facilitate execution, the documents that comprise this Agreement may be executed by a Party in the form of an "Electronic Record" (as such term is defined in the

Electronic Signatures in Global and National Commerce Act at 15 U.S.C. §7001 et seq. ("ESIGN Act")). An "Electronic Signature" (as defined in the ESIGN Act) that can be authenticated will constitute an original and binding signature of a Party. The fact that a document is in the form of an Electronic Record or is signed using an Electronic Signature will not, in and of itself, be grounds for invalidating such document.

11.14 Interpretation of the Agreement and these Terms. The Parties desire that the Agreement be construed fairly, according to their terms, in plain English, without constructive presumptions against the drafting party, and without reference to the section headings, which are for reference only.

The parties hereby duly execute this Agreement by having their respective authorized representative sign below:

**PURDUE UNIVERSITY GLOBAL, INC**

By: BV-L Good

Name: Dr. Betty Vanderbosch

Title: Chancellor

Date: 2-7-2019

**HAGERSTOWN COMMUNITY COLLEGE**

By: J. B. Klauber

Name: Dr. James Klauber

Title: President

Date: 2-6-2019

**KAPLAN HIGHER EDUCATION, LLC**

By: W. C. Motz

Name: W. Christopher Motz

Title: Regional Vice President

Date: 2/7/2019



## EXHIBIT A – DEFINITIONS

**Affiliate** means any person or entity that directly or indirectly owns, is owned by, or is under common Ownership with that entity.

**Agreement** has the meaning in the preamble (the "Agreement").

**Effective Date** has the meaning in the preamble (the "Effective Date").

**Eligible Employees** means: Participant employees or anyone whom may be designated by an authorized representative of Participant, (the "Eligible Employees").

**Eligible Individuals** means: Eligible Employees' immediate family members, defined as spouses, domestic partners, parents, siblings and children, (the "Eligible Individuals")

**Enrollees** means either Eligible Employees or Individuals who are enrolled or matriculated at Purdue Global.

**Ownership** means ownership or control of more than a 50% interest in an entity.

**Parties** means Purdue Global, Kaplan and Participant, collectively (the "Parties").

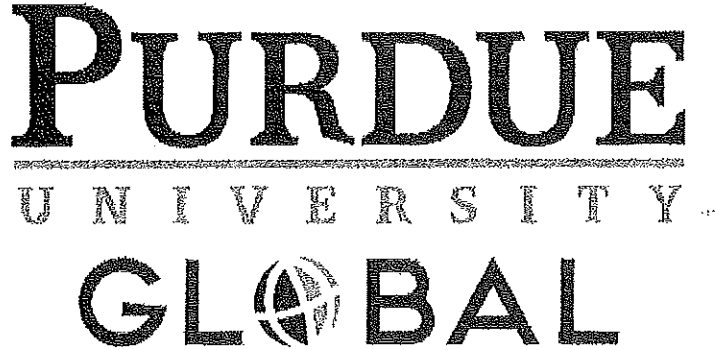
**Party** means either Purdue Global, Kaplan or Participant ("Party").

**Reduction** means the percentage amount being reduced from the full price of tuition for specific programs as defined in Section 2.1.

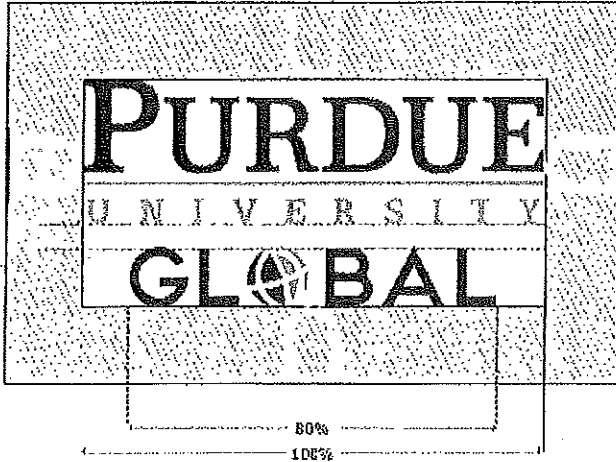
**Term** means the duration of the Agreement, starting on the Effective Date (the "Term").

EXHIBIT B

PURDUE GLOBAL BRAND GUIDELINES



The Purdue Global logo, also referred to as our signature, is our identity mark. It represents the strong academic tradition that has been the force behind Purdue University, and the worldwide accessibility of Purdue Global. The logo is to be used by ALL administrative and academic entities of Purdue Global. No secondary graphic elements or word marks should be used in lieu of this logo. At no time should any of the marks be modified, stretched or distorted. The font used in the signature logo cannot be directly used or mimicked on any communications outside of the approved signature logo configuration. Also, no element of the logo can be "sliced and diced" to create a new identity mark. The marks cannot be used in any other color combinations other than those specifically called out under Logo Color Variations.

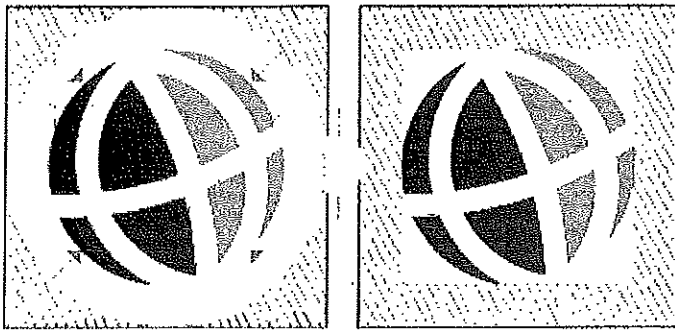


### LOGO CLEAR SPACE

The placement of surrounding elements (text, photos and other graphic elements) should respect the clear space guideline shown above. This also applies to the minimum distance from the edge of the page.

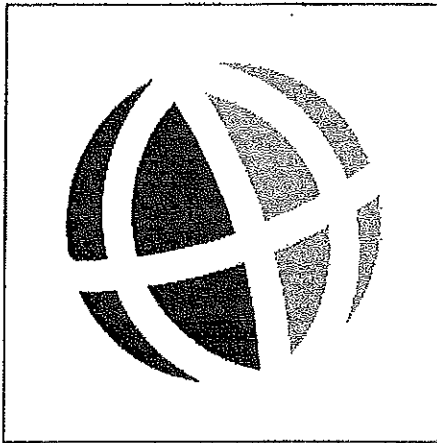
### Notes and Measures:

- The word "GLOBAL" is 80% of the width of "PURDUE" in the stacked logo.
- In the horizontal logo, the word "GLOBAL" is 86% of the width of "PURDUE" and is aligned to the bottom of the gold rule.
- The base font for GLOBAL is Frontage type.
- All letters in GLOBAL have been modified to make the logo unique and difficult to replicate.



#### Clear space

The icon must be shrunk to 75% of the shortest of height or width of the image container.



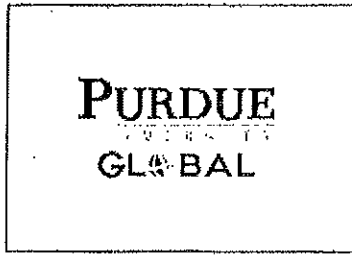
#### ICON

Our Globe icon, without the wordmark, is the primary expression of the Purdue Global brand. It is the symbol that represents our university and its mission to provide greater access to affordable, high-quality education. It exemplifies our commitment to delivering a respected, inclusive and progressive education that's available worldwide.

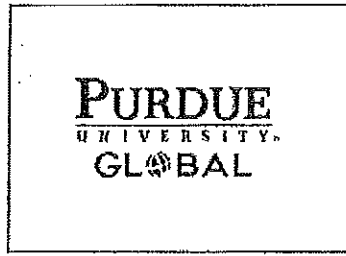
#### How to use the Globe icon:

- Profile picture or brand symbol in social media
- Navigational tool on Purdue Global websites
- Graphic element in marketing materials

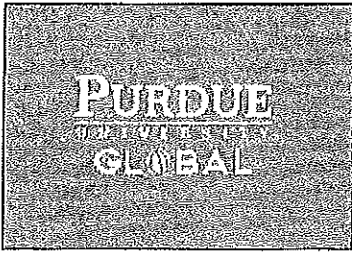
At no time should the Globe icon be modified, stretched or distorted. No element of the icon can be "sliced and diced" to create a new identity mark. The icon cannot be used in any color combinations other than those specifically called out in our Logo Color Variations.



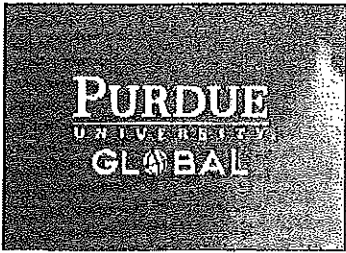
A.



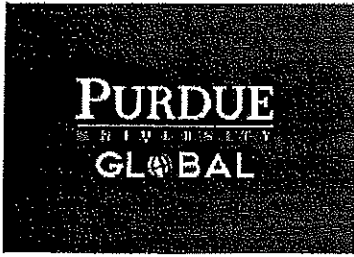
B.



C.



D.



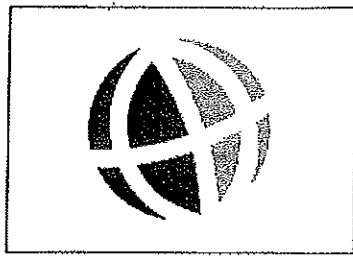
E.

### LOGO COLOR VARIATIONS

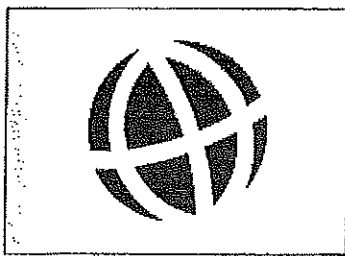
Four options are available, depending on the background color or the number of colors available for printing.

#### How to use:

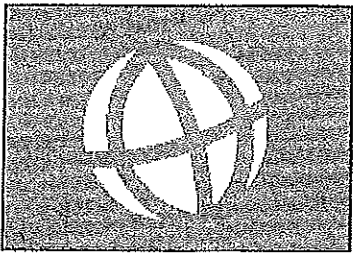
- A. Use the gold and black logo over white backgrounds.
- B. Use the black logo over light photos or colors.
- C. Use the white logo over Campus Gold backgrounds.
- D. Use the white logo over dark photos.
- E. Use the gold and white logo over black backgrounds.



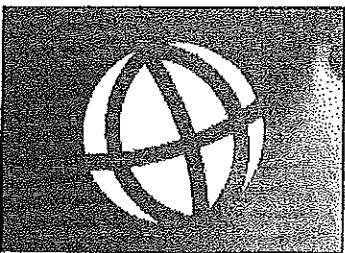
A.



B.



C.



D.



E.

### ICON COLOR VARIATIONS

Four options are available, depending on the background color or the number of colors available for printing.

#### How to use:

- A. Use the gold and black icon over white backgrounds.
- B. Use the black icon over light photos or colors.
- C. Use the white icon over Campus Gold backgrounds.
- D. Use the white icon over dark photos.
- E. Use the gold and white icon over black backgrounds.