



DukeMedicine

embrace

create

adopt

protect

guide

A guide to communicating the Duke Medicine brand



## How to Use This Book

The book you are holding is packed with useful information. It exists for many reasons:

- to help you in your work by providing easy-to-follow guidelines for the proper use of Duke Medicine brand elements;
- to help ensure consistency in communication of the brand;
- to provide a statement that declares, protects, and strengthens the brand.

Designers and other communicators are encouraged to take a look at the entire book before diving into the designer's toolkit. Digital assets are explained here and can be downloaded from [branding.dukemedicine.org](http://branding.dukemedicine.org).

Managers and others charged with communicating the Duke Medicine brand may want to begin with the list of frequently asked questions and the overview. These are good starting points for learning about the Duke Medicine brand. Also, look for the glossary in the back of the book, with definitions of technical terms you may encounter.

### Keep in Touch

Help and explanation is always just a phone call or click away: [branding.dukemedicine.org/contact](http://branding.dukemedicine.org/contact), or 919-419-3270.



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## Frequently Asked Questions

### **How can I download the Duke Medicine logo?**

Go to the Logos page at [branding.dukemedicine.org](https://branding.dukemedicine.org).

### **Whom should I contact to get help with a project that involves the Duke Medicine brand ... such as a trade show banner, promotional item, or a brochure?**

Call your marketing or communications director, if there is one. Or, contact Marketing and Creative Services at 919-419-3270 or [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact).

### **How do I order Duke Medicine supplies (stationery, lab coats, scrubs) for my department or practice?**

Visit [branding.dukemedicine.org](https://branding.dukemedicine.org).

### **Should I discard my current stationery if it does not reflect the new Duke Medicine brand?**

Duke Medicine is committed to environmental sustainability. For this reason you are encouraged to use up existing supplies before ordering new letterhead, envelopes, and business cards.

### **What fonts are used as part of the Duke Medicine brand?**

The typefaces used in Duke Medicine communications are Sabon and Frutiger. Both fonts can be purchased at Adobe.com and fonts.com. Free alternative fonts are Times New Roman and Arial.

### **Do I need permission to use the Duke Medicine brand elements?**

In general, it is not a good idea to use the Duke name, brand, or trademarks without permission. Please contact Marketing and Creative Services first.

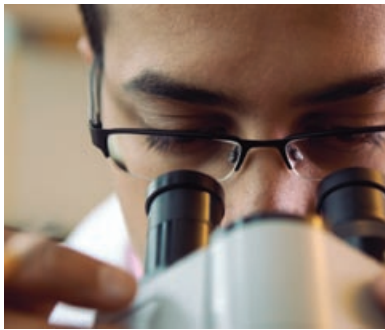
### **Whom should I contact with questions?**

Please send inquiries to [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

## This Is Duke Medicine

Duke Medicine conceptually integrates the Duke University Health System, the Duke University School of Medicine, and the Duke University School of Nursing. It is the combination of research, clinical care, and education that takes place through the efforts of our faculty, staff, students, and trainees at many different sites throughout our region and worldwide.

Duke Medicine is also a brand, a way of expressing our identity. It communicates the essence of Duke Medicine to everyone it touches. Using this brand consistently will strengthen it.



Overview

## Our Mission

As a world-class academic and health care system, Duke Medicine strives to transform medicine and health locally and globally by conducting innovative scientific research, rapidly translating breakthrough discoveries into clinical practice, educating future clinical and scientific leaders, advocating and practicing evidence-based medicine to improve community health, and leading efforts to eliminate health inequalities.



## Protecting the Duke Name

Duke University has a longstanding policy of protecting the symbols that are associated with its name and its reputation as one of the finest universities in the country. Duke owns and controls its name(s) and other marks, logos, insignias, seal, designs, and symbols that have become associated with the institution.

In addition, in order to comply with and assure protection under federal, state, and international trademark laws, Duke University is required to monitor and control all uses of its trademarks. Unauthorized use of Duke trademarks is subject to civil and criminal penalties. Duke reserves the right to take appropriate action when confronted with unauthorized use of its trademarks. Such actions may include confiscation of goods, financial penalties, and legal action.

The above is an excerpt from the Duke Trademark Licensing Policy. Find the complete policy at [trademarklicensing.duke.edu](https://trademarklicensing.duke.edu). For further information or assistance, contact Duke's Office of Trademark Licensing at 919-684-2065.

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### DUKE MEDICINE SYMBOL



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### ACADEMIC EMBLEMS, SYMBOLS, WORDMARKS



Duke University

Duke  
UNIVERSITY

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### OFFICIAL USE ONLY

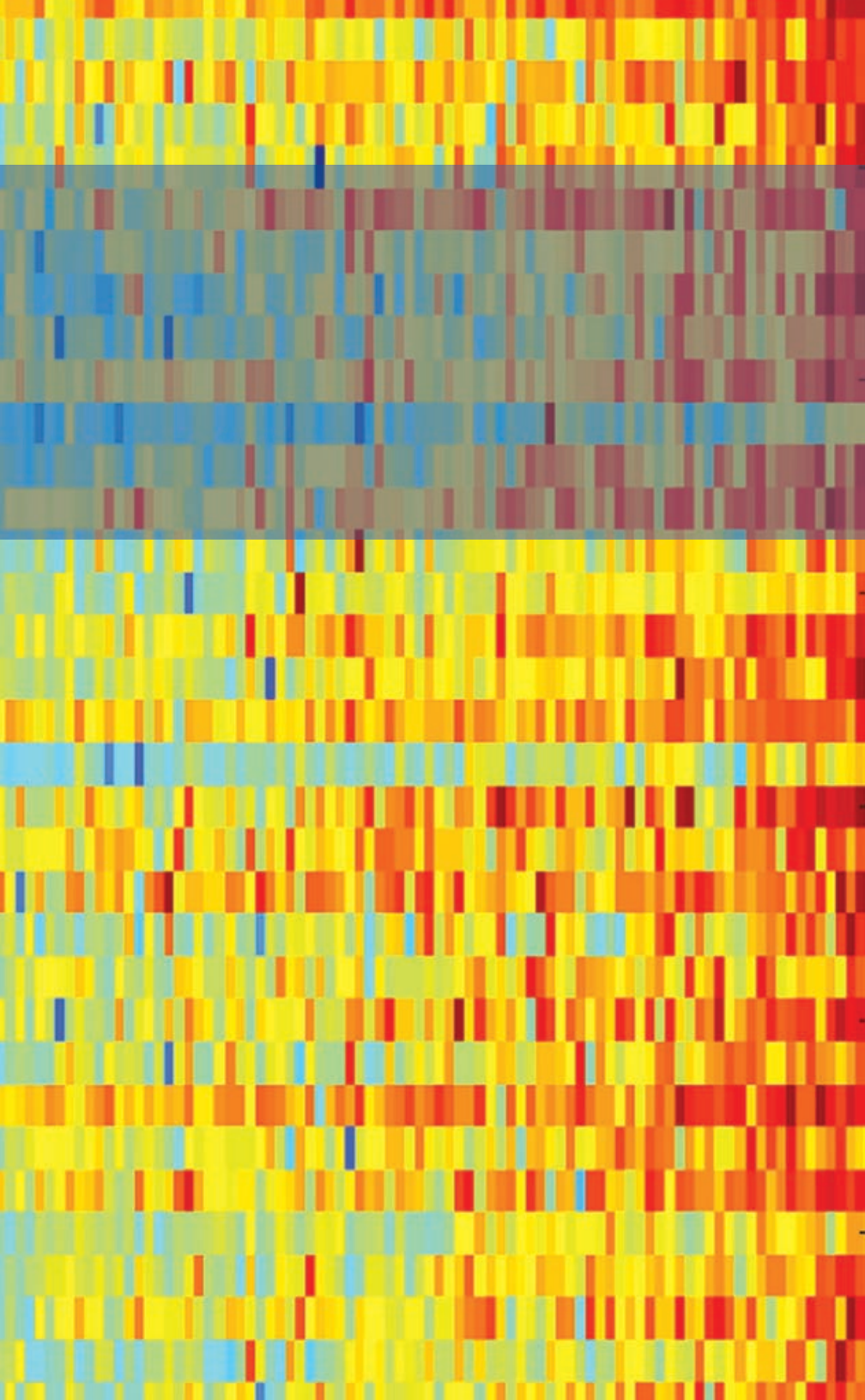






# Embracing the spirit of innovation: The Duke Medicine brand

A guide to communicating the Duke Medicine brand



Embracing the spirit  
of innovation:  
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## Our Identity

The Duke Medicine symbol evokes the image of Duke's Gothic architecture, conveying a sense of tradition.

The open-ended right side of the arch depicts movement toward the future. The symbol reflects the extension of a longstanding campus entity into a comprehensive network with many points of access.

No alterations should be made to the symbol, logo, wordmark or signature. Always use approved digital artwork for all communications, including print, Web, signage, and promotional items.

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### The Master Symbol

This symbol is the visual icon for Duke Medicine.



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### The Master Logo

The logo encases the symbol in reverse. The master logo, presented within a box or boxed outline, can be used only with the Duke Medicine wordmark.



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### The Master Wordmark

The wordmark is the stylized treatment of Duke Medicine and serves the same functional purpose as a symbol.

**DukeMedicine**

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### The Master Signature

The master signature consists of the master logo and wordmark in balanced relationship with each other.



## Master Signature

No alterations should be made to the symbol, logo, wordmark or signature.

Visit [branding.dukemedicine.org](https://branding.dukemedicine.org) for approved digital artwork for all usage, including print, Web sites, signage, and billboards.



**Duke**Medicine

## Color

The two primary colors used in the Duke Medicine brand are Duke blue (PANTONE® 287) and black.



Each color has been translated to four-color, RGB values, and black for diverse environments.

	PANTONE®	CMYK	RGB
<b>PRINT</b>			
Duke Blue	PMS 287	100C, 68M, 0Y, 12K	—
Duke Black	—	100K	—
<b>MONITOR SCREEN</b>			
Duke Blue	—	—	0R, 54G, 152B
Duke Black	—	—	0R, 0G, 0B

Horizontal is the preferred signature orientation.

The optional vertical signatures can be used when necessary.

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#### Preferred Horizontal Signature



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Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

The optional horizontal wordmark should be used only when space constraints prohibit inclusion of the symbol. See pages 32-37 for clarification.

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#### Optional Vertical Signature

For use in space-limited environments



**DukeMedicine**



**DukeMedicine**

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#### Optional Horizontal Wordmark

See pages 32-37 for clarification.

**DukeMedicine**

**DukeMedicine**

---

These signatures are to be used for environments with dark or black backgrounds.

The horizontal signature is the preferred signature orientation. The optional signatures can be used for space-limited environments.

Preferred Horizontal Signature



Optional vertical signature for use in space-limited environments.



Optional horizontal wordmark for use in space-limited environments.

Use only if space constraints prohibit proper sizing of the signature. See pages 32-37 for clarification.



Proper spacing around the signature elements allows for optimal recognition.

### Preferred Horizontal Signature



X is a unit of measure to guide the optimal space requirements.

### Options for Space-Limited Environments



### Clearspace for Signage

For use in space-limited environments

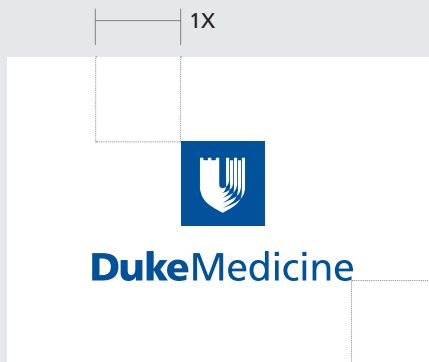


Clearspace allows for optimal recognition.

Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

### Optional Vertical Signature

Space-Limited Environments



X is a unit of measure to guide the optimal space requirements.

### Optional Horizontal Wordmark

Use only if space constraints prohibit proper sizing of the signature. See pages 32-37 for clarification.



The D represents a unit of measure to guide the optimal space requirements.

The optimal reproduction size for the Duke Medicine signature on most printed materials is 0.4375". The recommended minimal reproduction size is 0.325".

### Preferred Size



The Duke Medicine wordmark can be reproduced at smaller scales as needed for promotional materials.

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### Minimum Size



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### Wordmark

Use only if space constraints prohibit proper sizing of the signature. If the logo or wordmark must be reproduced in ways other than those specified here, permission must first be granted by the brand manager. Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270.



## Unacceptable Treatments of the Signature

Maintaining the integrity of the signature is necessary to a consistent identity. The signature should not be manipulated or altered in any way. These are examples of unacceptable treatments.

# UNAUTHORIZED

Do not manipulate or alter the signature color or shape



Do not present the Duke Medicine signature with a service line signature



Avoid high-contrast backgrounds that render the brand illegible

