



Adopting standards: A manager's brand guide

A guide to communicating the Duke Medicine brand





Support materials can be found online at branding.dukemedicine.org

Adopting standards: A manager's brand guide

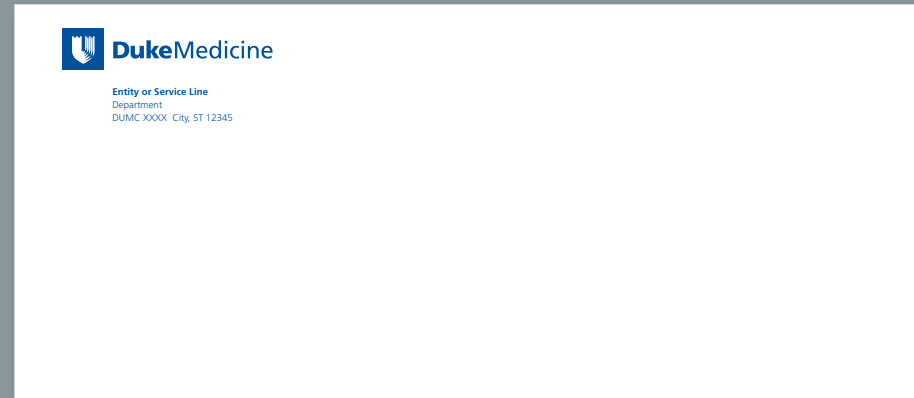
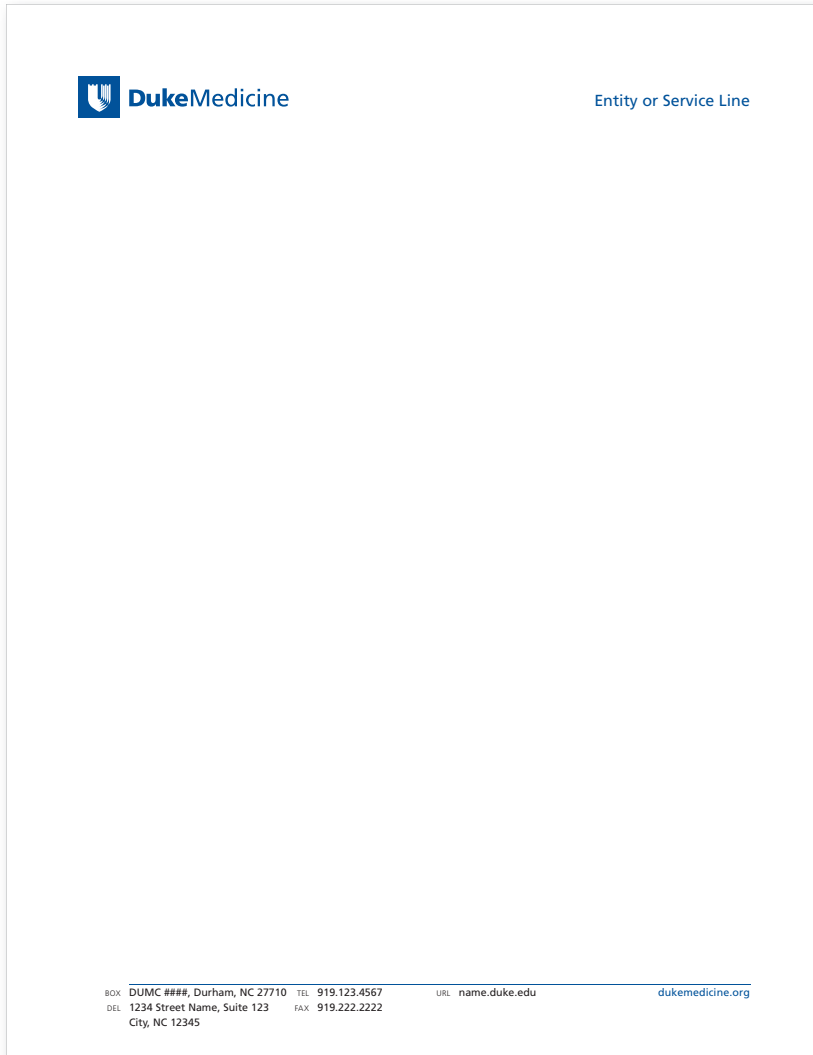
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Duke Medicine

Letterhead

Business Envelope

Business Card

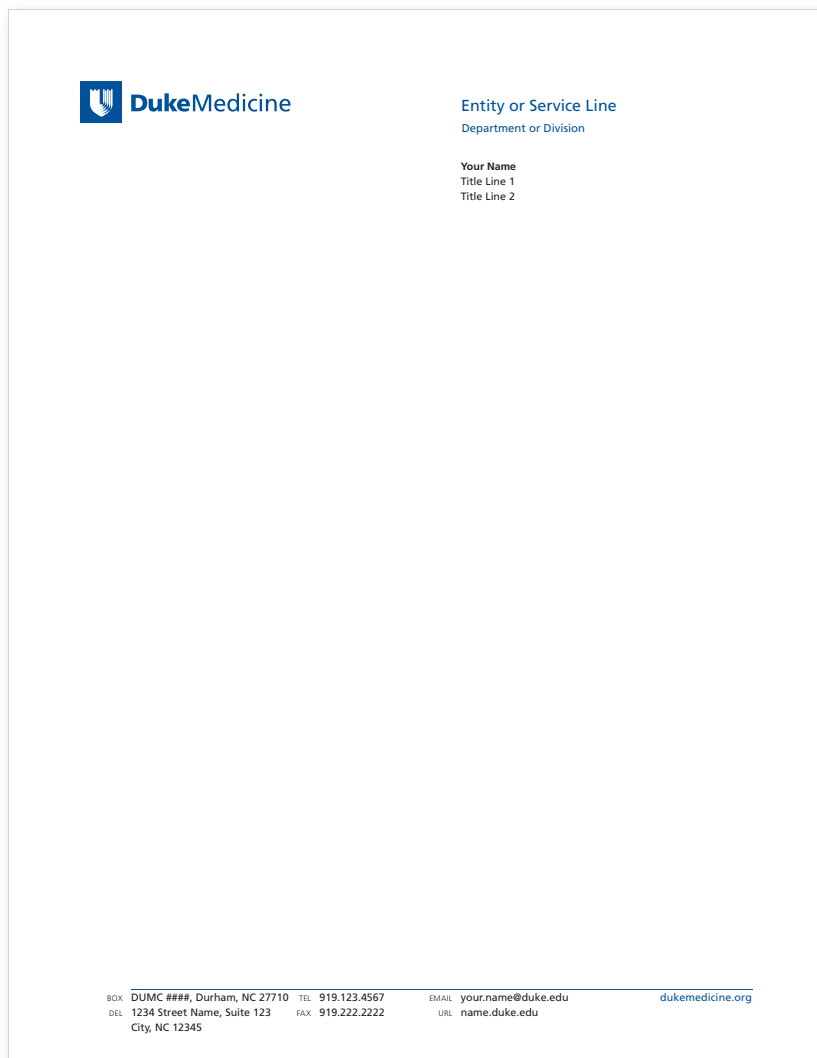


The paper stock for Duke Medicine stationery is Neenah Environment Ultra Bright White. It is a Forest Stewardship Council-certified mixed-fibers product. The paper contains materials from well-managed forests and post-consumer fiber (80%) and is manufactured chlorine-free.

To order business stationery, letterhead, business cards, and #10 envelopes, go to the Duke Medicine stationery page at Universal Printing.

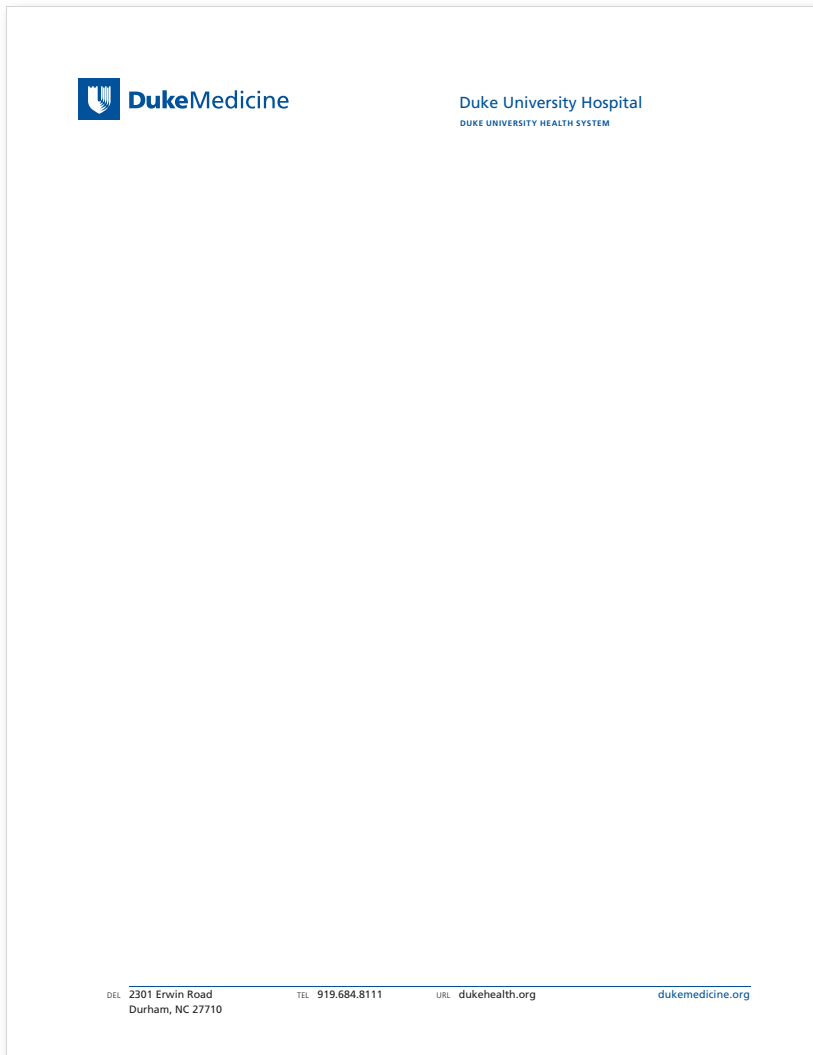
<https://eprint.universalprinting.com/DukeHS>

Duke Medicine Letterhead
Personalized Letterhead
Multiple-Name Listing



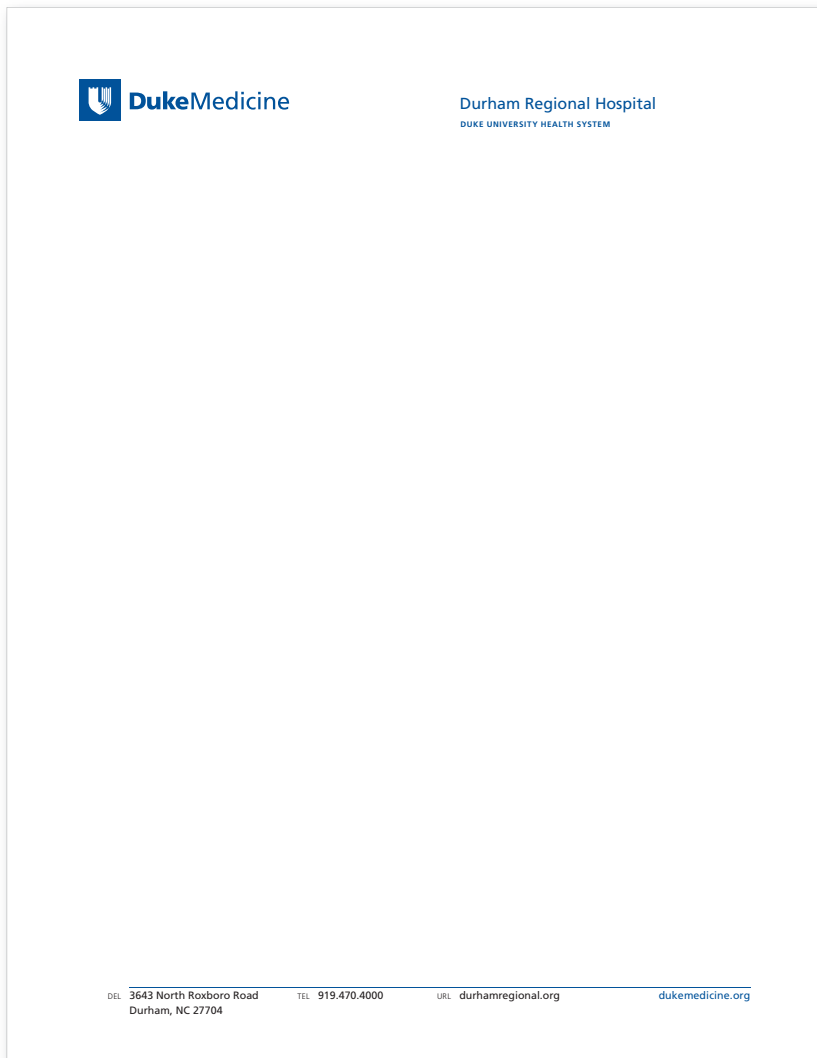
Hospital Letterhead

Duke University Hospital
Duke Raleigh Hospital



Hospital Letterhead

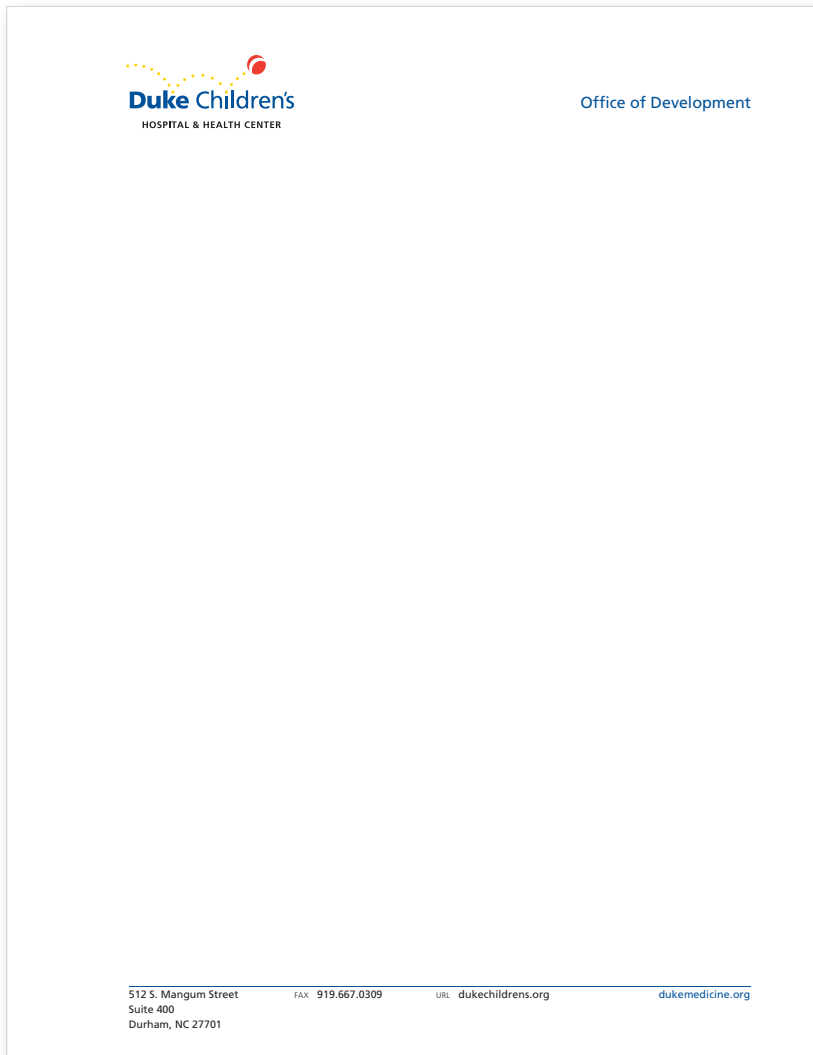
Durham Regional Hospital
Duke Children's Hospital



Duke Children's Hospital Letterhead

Generic (left)

Endorsement (right)



Service-Line Letterhead

Duke Comprehensive Cancer Center

Duke Eye Center



Duke Comprehensive Cancer Center
A National Cancer Institute-designated Comprehensive Cancer Center

BOX DUMC 2714, Durham, NC 27710 TEL 919.684.3377 URL www.cancer.duke.edu dukemedicine.org
DEL 2424 Erwin Road FAX 919.684.5653
Hock Plaza, Suite 601
Durham, NC 27705



Duke Eye Center

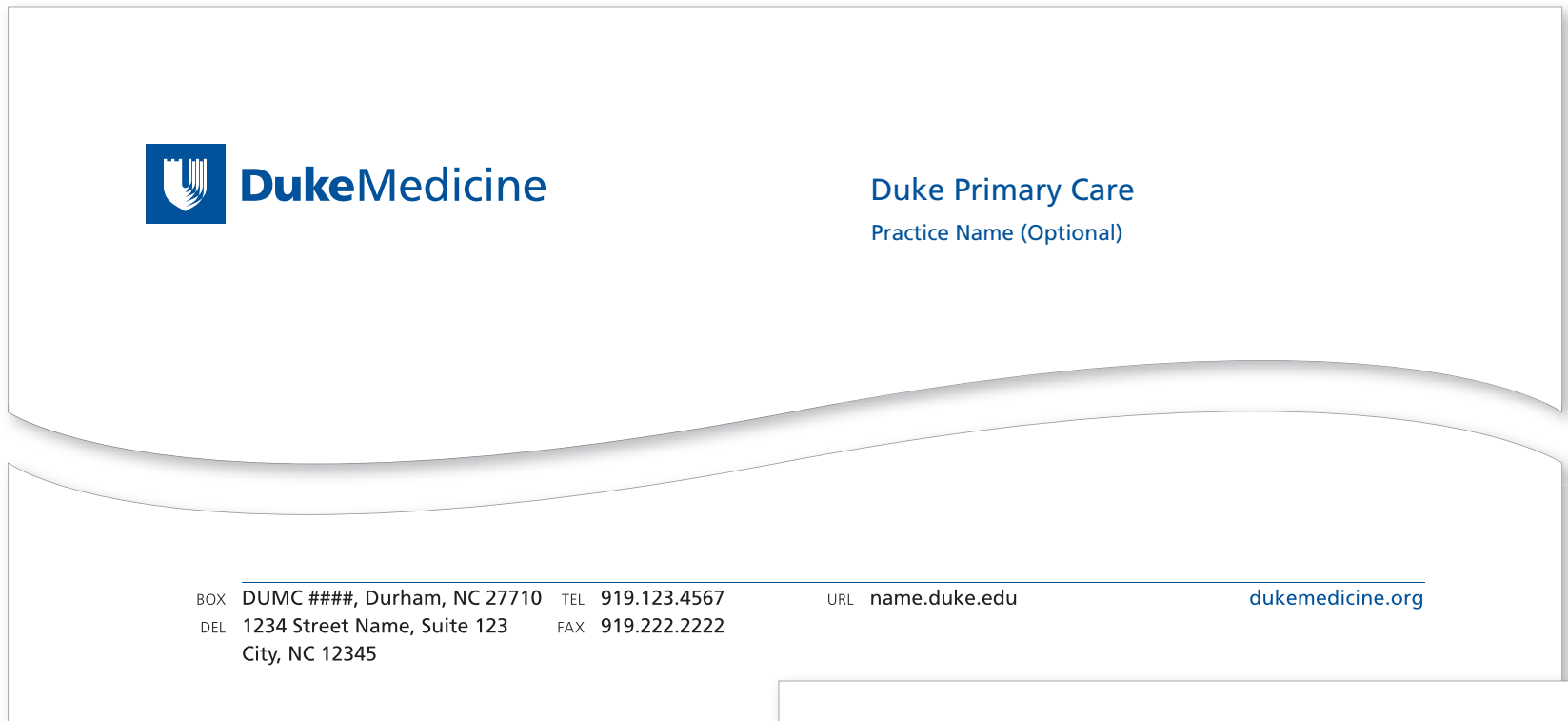
BOX DUMC 3802, Durham, NC 27710 TEL 800.422.1575 URL dukeeye.org dukemedicine.org
DEL 2351 Erwin Rd 919.684.6611
Durham, NC 27710 APP 919-681-3937

Primary Care Communications

Duke Primary Care communications will use the Duke Medicine brand logo as illustrated here and can be ordered online at eprint.universalprinting.com/DukeHS.

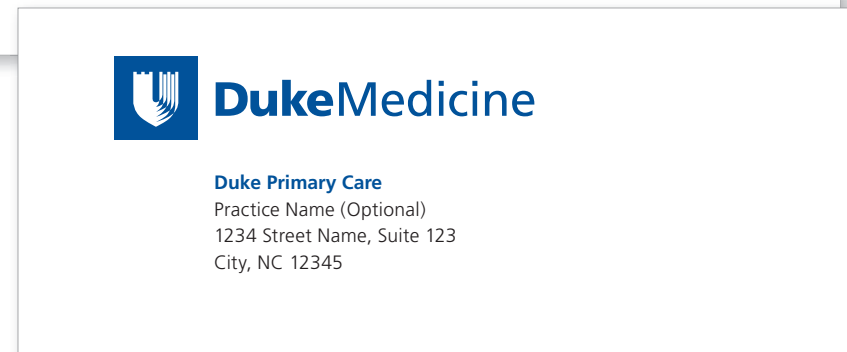


Business card



Letterhead
(ABOVE)
Top and bottom
Cross section shown

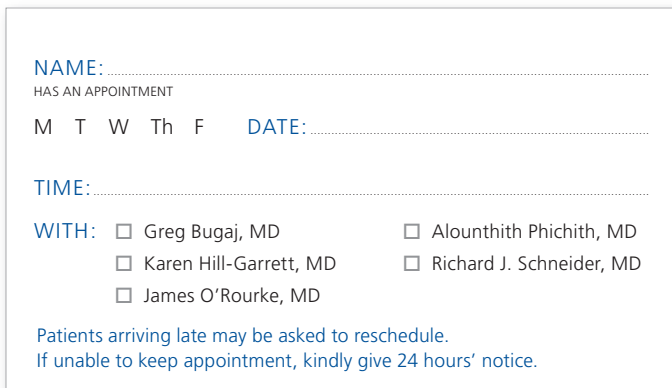
No.10 Envelope
(RIGHT)
Top corner shown



Secondary Communications
Appointment Card



Front



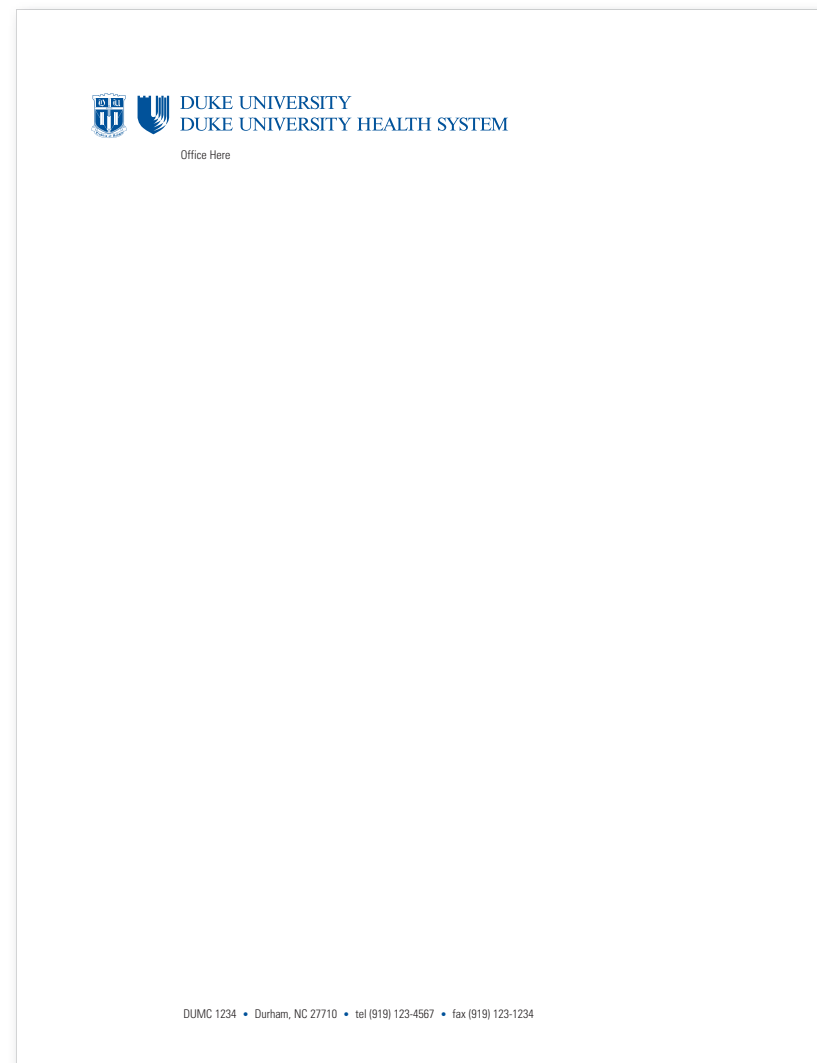
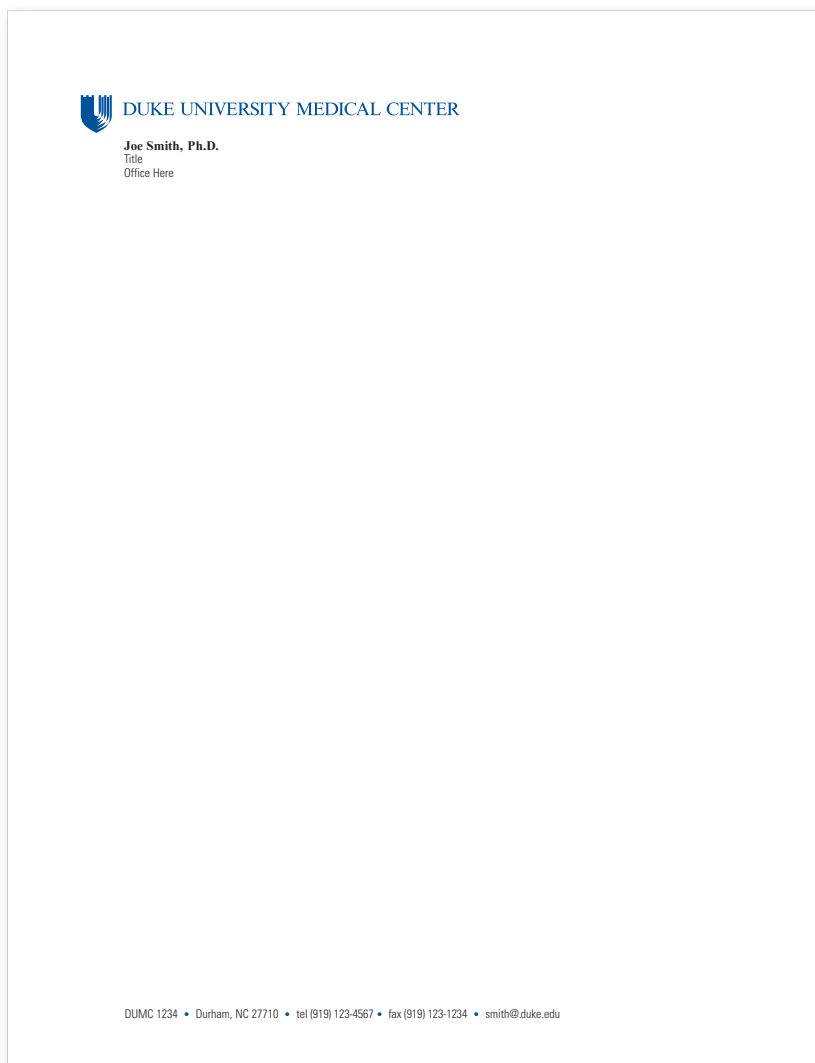
Back

Legacy Letterhead

Medical Center and Health System
University and Health System

The legacy signature may be used on more formal types of communications.

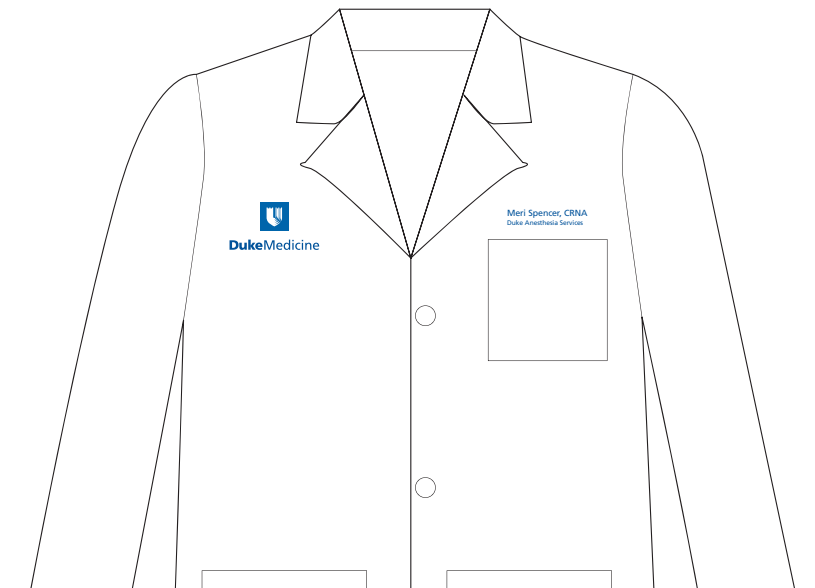
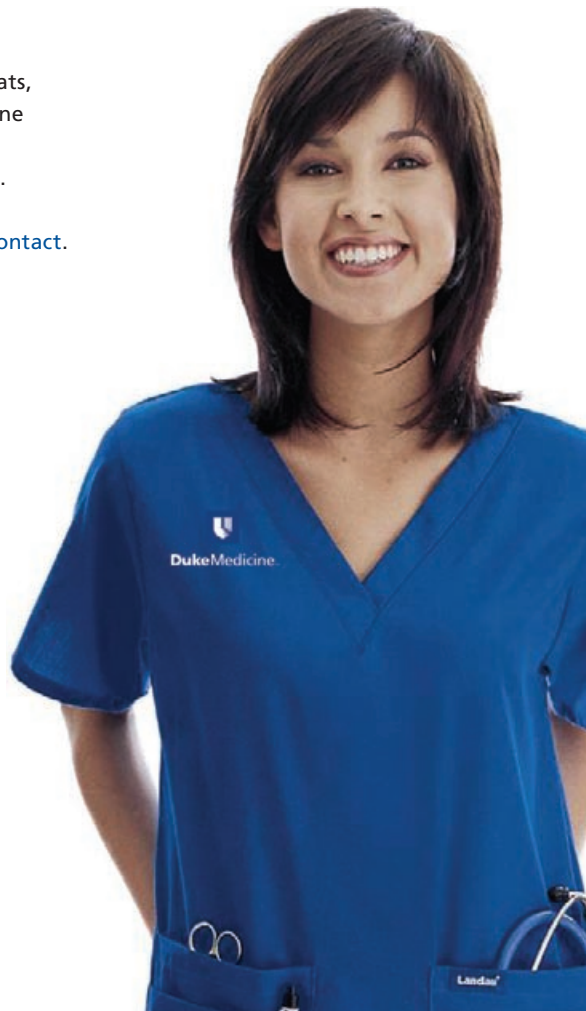
The co-branded legacy signature may be used on more formal types of communications. Please consult with brand management for usage questions. Visit branding.dukemedicine.org/contact



Supplies

Nursing Scrubs
Lab Coats
Pens
Other branded items

Supplies such as scrubs, lab coats, and pens use the Duke Medicine signature in horizontal or vertical orientation as needed. For ordering information visit branding.dukemedicine.org/contact.



Questions

Please call 919-419-3270 or branding@dukemedicine.org/contact.

