

The chart below outlines how individual signatures relate to the overarching Duke Medicine brand.



Academic and Research Brands

Duke University Medical Center

Duke University School of Medicine

Duke University School of Nursing

Duke University School of Medicine

Duke University School of Nursing

Alternate Treatments for Academic Brands*

DUKE UNIVERSITY SCHOOL OF MEDICINE

DUKE UNIVERSITY SCHOOL OF NURSING



*Note that the Times New Roman font is permissible in this legacy configuration.

Clinical Care-Delivery Brands

Duke University Health System

Hospital Brands

Duke University Hospital
DUKE UNIVERSITY HEALTH SYSTEM

Duke Raleigh Hospital
DUKE UNIVERSITY HEALTH SYSTEM

Durham Regional Hospital
DUKE UNIVERSITY HEALTH SYSTEM



*Note that the Duke Children's brand is the only service brand allowed to use a logo other than the shield.

Duke Facility Signage & Naming



Building or Facility Naming

- Duke Medical Plaza
- Duke Health Center
- Duke Primary Care

Duke Service Line Brands

Duke Eye Center

Duke Cancer Center

Duke Heart Center

Duke Sports Medicine

Duke Diet & Fitness Center

Duke HomeCare & Hospice

Duke Integrative Medicine

Visit branding.dukemedicine.org for a comprehensive service-line list.

Duke Primary Care Brands*

Duke Primary Care

Triangle Family Practice

Harps Mill Internal Medicine

Duke Urgent Care

Duke Affiliate Relationships

DukeMedicine AFFILIATE

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For specific examples review pages 90-95.