



Brand Guidelines

[Medschool.duke.edu/brand-guidelines](https://medschool.duke.edu/brand-guidelines)



Brand Guidelines

These guidelines cover the basics of how to visually communicate the Duke University School of Medicine brand accurately.

More detailed information about the Duke Medicine and Duke University brands can be found at:

*branding.dukemedicine.org and
styleguide.duke.edu*

By definition, we can think of our brand as the perception others have of us. Duke University School of Medicine's brand is a premier medical education and research institution recognized for its entrepreneurial spirit, outstanding faculty, innovative research, unique educational curriculum, and alignment with a world-class medical center.

A brand is strengthened by consistent messaging, tone, and graphical approach in all communications. These brand and web guidelines for the School of Medicine were developed with the goal of facilitating a shared approach to establishing a strong, distinctive identity for the school among its many departments, centers, institutes, offices, and units. Effective brand management protects the integrity of the School's academic, research, and outreach missions.

Duke University School of Medicine is one of 12 schools within Duke University and is also part of the academic medical center known as Duke Medicine. Duke Medicine comprises the School of Medicine as well as the School of Nursing and Health System. As such, the School of Medicine branding guidelines have been developed to align and compliment the branding guidelines for both Duke University and Duke Medicine.

Logos

[Medschool.duke.edu/logos](https://medschool.duke.edu/logos)

The Duke University School of Medicine logo should be used to align a department, group, and unit with the School and/or identify the School's association with messages, events, etc.



Primary Logo



Alternate Logo

The Duke Medicine logo should be used for clinical or patient care purposes and when an event or program is associated with all three entities: Duke University Health System, the Duke University School of Medicine, and the Duke University School of Nursing and/or comprises all three missions: research, clinical care, and education.



Duke Medicine Master Signature



Duke University Vertical Wordmark

Duke University is a global, interdisciplinary university whose schools and units work together for a common mission. Duke University has developed a set of identity graphics and standards to unify its print and online communications. This system represents the identity of the University and should be used when specific alignment with the University is needed.

Departmental Logos

[Medschool.duke.edu/dept-logos](https://medschool.duke.edu/dept-logos)

It is important for departmental logos to follow a uniform visual approach that clearly identifies them as part of the Duke University School of Medicine.

Departmental logos use type treatments and adhere to the same rules and restrictions as the Duke University School of Medicine logo found within this brand guidelines document.

Logos for all clinical and basic departments are available on the School of Medicine website (medschool.duke.edu) for download in vector/PDF or jpeg formats.

Because some clinical departments use an abbreviated version of the logo for consumer/patient-targeted communications, a second logo is available for all clinical departments except the Department of Medicine.



Clinical Department Examples



Basic Science Department Example

Logo Colors

The primary logo color for Duke University School of Medicine is Duke Medicine blue. Black can be used when there are competing colors or when greater contrast is needed. White can be used for dark backgrounds.

No other colors should be applied.



Duke Medicine Blue CMYK 100-68-0-12 | PMS 287 | RGB 0-83-155 | HEX #00569D



Black HEX #000000



White HEX #FFFFFF

Logo Spacing

Giving proper space to the Duke University School of Medicine and departmental logos is essential for optimal brand recognition.

When possible use 1X minimum spacing as shown in the examples. 65%X spacing can be used in limited space environments.

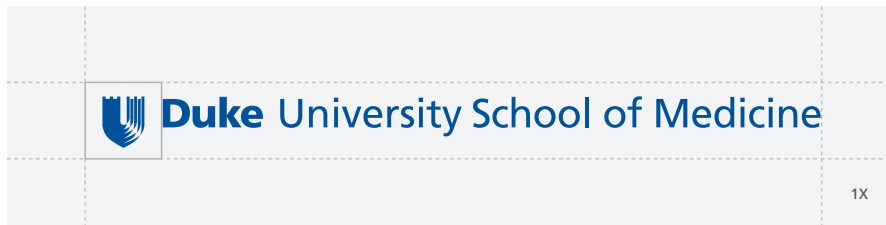
1X



65%X



65%X



65%X



65%X



= 1X

Logo use with program or unit name

Programs or administrative units in the School can use their name co-branded with the School of Medicine logo using the Logo spacing requirements and other branding guidelines (approved fonts, colors and spacing).



Your Program Name Here



YOUR PROGRAM NAME HERE

Word Marks

If an Academic/research center, unit or administrative office or program of the School of Medicine wishes to enhance their identity further they are encouraged to create a Word Mark. A Word Mark is a stylized grouping of the letters making up a program's name that minimizes visual competition with the department, center or School logo. A distinguishing Word Mark can be made using fonts that vary in weight or styling and subtle graphic elements such as rules and colors from approved colors pallets. All Word Marks must be approved by the parent unit and are to be used in conjunction with the parent unit's approved logo. Whenever possible, a Word Mark should be displayed in visual proximity to the approved unit logo, such as on the same print or web page.



Icons or Logos for Duke Health Entities

Icons, Logos or distinguishing graphic marks for Duke Health entities that are consumer/patient-focused must be vetted and approved by Duke Health Marketing and Communications, and should take into account any Duke Health branding guidelines

Dual Branding

Centers, institutes, programs, offices, and units within the School of Medicine that have and use their own graphical representation/icon should always use the School of Medicine logo in combination with their own icon. The School of Medicine is the primary brand and its logo should be weighted, at minimum, equal to the center, institute, program, office or unit icon.

On business cards, the preferred format has the School of Medicine logo on the front of the card and the center's logo on the back of the card.



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Business Card Front Example



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Business Card Back Example

Typography

Open Sans is the primary font for all Duke University School of Medicine communications. Multiple weights are available depending on application.

It is available for free download via Google Fonts:

www.google.com/fonts#UsePlace:use/Collection:Open+Sans

Roboto Slab can be used as an alternate headline font to add variety. It should only be used for headlines, not for body copy or any other application.

It is available for free download via Google Fonts:

www.google.com/fonts#UsePlace:use/Collection:Roboto+Slab

Arial is to be used only for inter-office communications and/or when OpenSans is unavailable.

For information on using on web pages visit:

developers.google.com/fonts/docs/getting_started

Open Sans

Primary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

Open Sans / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

Open Sans / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

Open Sans / Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

Open Sans / Bold

Roboto Slab

Alternate Headline Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

Roboto Slab / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

Roboto Slab / Bold

Arial

Tertiary/Inter-office Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&@*(.,#!?)

Arial / Regular

Colors

The Duke University School of Medicine color palette is designed to work in harmony with the Duke University and Duke Medicine brands while allowing additional flexibility for departments to represent themselves with a certain amount of individuality.

More variation can be achieved through shade and tint adjustments (see Tertiary Colors), rather than the addition of completely new hues. This will reduce color incompatibilities and keep the palette from drifting too far from the Duke Medicine and Duke University brands.



Duke Medicine Blue
CMYK 100-68-0-12
PMS 287
RGB 0-83-155
HEX #00569D



Duke Blue
CMYK 100-75-6-24
PMS 288
RGB 0-26-87
HEX #001A57



Duke Gray
CMYK 0-0-0-80
PMS Cool Gray 10
RGB 88-88-91
HEX #58595B

Primary Colors



Duke Green
CMYK 27-8-81-10
PMS 2300
RGB 177-185-81
HEX #B1B951



Duke Yellow
CMYK 3-21-70-0
PMS 141
RGB 245-200-103
HEX #F6C867



Duke Orange
CMYK 1-58-100-0
PMS 715
RGB 242-133-33
HEX #F28521



Duke Dark Green
CMYK 55-9-95-45
PMS 575
RGB 78-115-42
HEX #4E732A



Duke Sky Blue
CMYK 100-28-0-0
PMS 3005
RGB 6-128-205
HEX #0680CD



Duke Purple
CMYK 66-88-27-11
PMS 520
RGB 105-62-113
HEX #693E71



Duke Red
CMYK 0-84-81-9
PMS 7625
RGB 220-74-56
HEX #DC4A38

Secondary Colors



HEX #4E732A



HEX #D7E07D



HEX #AE3E37



HEX #FD6F65



HEX #E6AB2E



HEX #FEE5AA



HEX #6AB3E1



HEX #B4D9F0



HEX #CC6628



HEX #FDBB7F



HEX #967A9A



HEX #C1B2C4



HEX #6476A4



HEX #A5ADCA



HEX #808285



HEX #BCBEC0

Tertiary Colors

Geometric Background Pattern

[Medschool.duke.edu/geometry](https://medschool.duke.edu/geometry)

The background pattern has been created as an additional unifying element of the Duke University School of Medicine brand.

New rankings place Duke School of Medicine in top 10 again

New rankings by U.S. News & World Report again place Duke University School of Medicine among the top 10 medical schools in the nation.

[Read More](#)

Website Graphic Application Example

These 6 colors meet the Americans with disability (ADA) contrast requirements when used online behind white text.

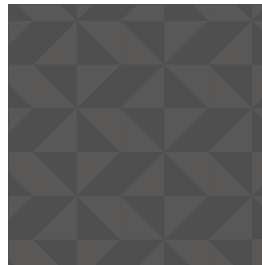
Primary Colors (ADA Compliant)



Blue



Dark Blue

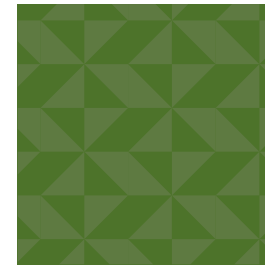


Grey

Secondary Colors (ADA Compliant)



Purple



Dark Green



Red

Additional Secondary Colors for use as graphic design elements (not ADA compliant for use with white text).



Yellow



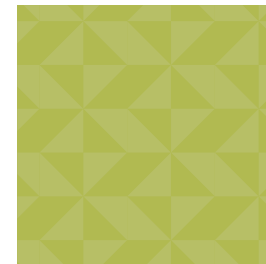
Orange



Sky Blue



White



Green

Domain Names

Domain names require approval from the Duke University Office of Public Affairs.

As a general rule, try to avoid long, cumbersome spellings or ambiguous acronyms.

For third level domain requests visit:

oit.duke.edu/net-security/network/domain.php

Use fourth level domains if possible to show associations between units and schools.

medicine.duke.edu

research.duke.edu

alumni.duke.edu

Third Level Domain Examples

cancer.medicine.duke.edu

info.research.duke.edu

global.alumni.duke.edu

Fourth Level Domain Examples