Duke School of Medicine Brand Bar
Installation Guide

The Duke School of Medicine brand bar is a unifying graphic element that can be installed by including two lines of code within the HTML of your website. Note, you may have to work with your web developer if you do not have access to, or feel comfortable editing, your site's source files.

Step 1
Place the following code in the <head> area.

```html
<script src="http://medschool.duke.edu/files/branding/som-brandbar-ck.js" type="text/javascript"></script>
```

Step 2
Place the following code at the top of the <body> area.

```html
<div id="som-brandbar" data-tagline="1"></div>
```

The brand bar should now be visible at the top of your website.

Customization

The order of the words on the right side can be changed via the data-tagline value. The code for each variation and corresponding visual representations are as follows:

Option 1 - Education, Research, Patient Care

```html
<div id="som-brandbar" data-tagline="1"></div>
```
Option 2 - Research, Patient Care, Education

<div id="som-brandbar" data-tagline="2"></div>

Option 3 - Patient Care, Research, Education

<div id="som-brandbar" data-tagline="3"></div>