DukeHealth

Most Commonly Used Brand Guidelines

Examples of how to and how not to apply our guidelines

Logo Usage

✓ Approved logo usage

- Use only approved Duke Health logos with the shield in a box.
- Use only one Duke Health logo.
- Use logos in their original state.
- Use cobranding qualifier line.
- Use appropriate spacing between logos.

Celebrate Your Heart with Us

FEB 12 — Love Your Heart Lecture – Be the Beat of a Healthy Heart
February 12 • 10 to 11:30 am Durham Center for Senior Life
404 Rigsbee Avenue
Durham, NC 27704
Keep the beat of a healthy heart by participating in a lecture by cardiologists Matthew Brennan, MD, and Robin Mathews, MD, of Duke Triangle Heart Associates. Free screenings, information and resources will be provided to assist you with your health goals. A heart healthy breakfast will be served.

FEB 14 — It Takes a Team to Care for Your Heart
February 14 • 7 pm • Cameron Indoor Stadium
115 Whitford Drive
Durham, NC 27705
Make this Valentine's Day extra special and join Duke Heart at the Duke vs. Virginia Tech women's basketball game. Stop by our table, located on the Main Concourse, to meet members of Duke's Heart Team and learn how to care for your heart. Free heart health risk factor screenings, stroke education, wellness tips, and compression-only CPR education will be available. And, don't forget to pick up a special Valentine's gift from our heart to yours!

To received a special discounted general admission ticket to the game, visit https://tinyurl.com/y8zaxv4q and enter promo code: HEART.

To register, call **888-ASK-DUKE** or go to **dukehealth.org/events**

DukeHealth

✓ *Use only one logo. Use approved Duke Health logos with the shield in a box.*

World Health Day

It Takes a Team to Win
February 14 • 7 pm • Cameron Indoor Stadium
115 Whitford Drive
Durham, NC 27705
Make this Valentine's Day extra special and join Duke Heart at the Duke vs. Virginia Tech women's basketball game. Stop by our table, located on the Main Concourse, to meet members of Duke's Heart Team and learn how to care for your heart. Free heart health risk factor screenings, stroke education, wellness tips, and compression-only CPR education will be available. And, don't forget to pick up a special Valentine's gift from our heart to yours!

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National World Organization

Sponsored in part by:
DukeHealth

✓ *Use cobranding qualifier line. Use appropriate spacing between logos.*

✗ Non-approved logo usage

- Don't create your own logos or attach words to existing Duke Health logos.
- Don't use the Duke Health shield outside the box. This logo is no longer used.
- Don't alter the Duke Health logo.
- Don't use two or more Duke Health logos.
- Don't use the Duke Health shield within or as part of other created graphic elements.

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To register, call **888-ASK-DUKE** or go to **dukehealth.org/events**

Duke ABC Clinic   Duke Primary Care

✗ *Don't create your own logos.*

✗ *Don't use more than one Duke Health logo.*

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Duke Health Study

✗ *Don't use the Duke Health shield out of the box.*

Approved Color Palette

Primary Colors

Duke Blue

CMYK	100-68-0-12	**HEX** 00539B
RGB	0-83-155	**PMS** 287

Gray

CMYK	0-0-0-90	**HEX** 414042
RGB	65-64-66	**PMS** Cool Gray 11

Gray is used predominantly for typography. The only other colors approved for use in typography are Duke Blue or black. Avoid using any of the secondary colors for typography.

Approved Duke Health color palette

- Only use colors from this color palette for any and all Duke marketing or communication materials.
- Duke Blue should be the color used most predominately in all materials.

Secondary Colors

Orange

CMYK	9-64-100-1	**HEX** E0750B
RGB	224-117-11	**PMS** 1665

Red

CMYK	22-88-86-13	**HEX** B03D33
RGB	176-61-51	**PMS** 1797

Green

CMYK	67-31-100-14	**HEX** 5E802C
RGB	94-128-44	**PMS** 2279

Purple

CMYK	71-77-15-2	**HEX** 64528F
RGB	100-82-143	**PMS** 7670

Blue

CMYK	77-41-29-3	**HEX** 407E99
RGB	64-126-153	**PMS** 7697

Yellow

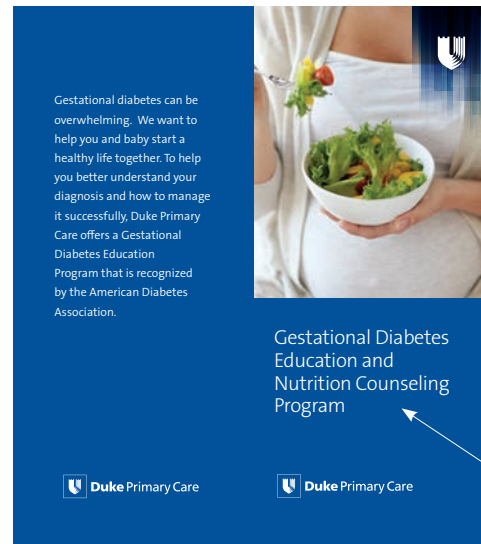|		
CMYK	6-26-73-0	**HEX** EEBD60
RGB	238-189-96	**PMS** 143

Color Palette Usage

✓ Approved color palette usage

- Use Duke Blue as the predominate color.
- Secondary colors should be used minimally.
- If only one color can be used, use Duke Blue.
- Text should be Duke Blue or black in all materials.
- Reversed white type can be used when appropriate.

Gestational diabetes can be overwhelming. We want to help you and baby start a healthy life together. To help you better understand your diagnosis and how to manage it successfully, Duke Primary Care offers a Gestational Diabetes Education Program that is recognized by the American Diabetes Association.

Gestational Diabetes Education and Nutrition Counseling Program

Duke Primary Care

✓ All text should be Duke Blue, black or reversed to white.

What to expect
Initial Class: Tuesdays from 2:00 – 4:00 PM

Follow-up: An individual follow-up appointment will be scheduled after class. Individuals will have an opportunity to review blood sugar numbers, discuss meal planning, and ask additional questions.

What to bring
Participants are encouraged to bring a support person or family member with them.

Location
Duke Primary Care Croasdaile
1821 Hillandale Road
Suite 24B
Durham, NC 27705

What you will learn
Through small group classes, our certified diabetes educators and dietitians provide information on the full spectrum of topics related to blood sugar control during pregnancy, including:
§ Risks to you and your baby
§ Carbohydrate control
§ Healthy snack ideas
§ Individualized meal plan
§ Optimal nutrition for a healthy pregnancy and beyond
§ Exercise recommendations for pregnancy
§ Checking your blood sugar: free blood sugar monitors are provided with instructions and a demonstration
§ Blood sugar targets and monitoring schedule
§ Review and guidance on recorded blood sugar results

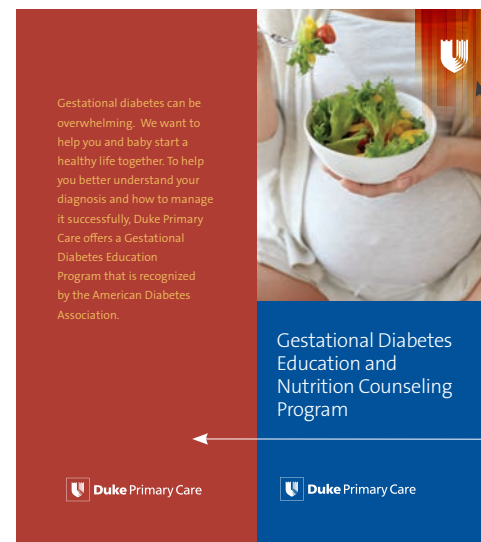Need to schedule/ reschedule? Please call 919-470-6505

✓ All text should be Duke Blue or black.

Use secondary colors minimally.

✗ Non-approved color palette usage

- Don't use secondary colors as the predominate color.
- Don't use little or no Duke Blue.
- Don't over use secondary colors.
- Don't use only secondary colors.
- Don't use secondary colors in typography.
- Don't use colored type on a colored background.
- Don't edit the color of the matrix.

Gestational diabetes can be overwhelming. We want to help you and baby start a healthy life together. To help you better understand your diagnosis and how to manage it successfully, Duke Primary Care offers a Gestational Diabetes Education Program that is recognized by the American Diabetes Association.

Gestational Diabetes Education and Nutrition Counseling Program

Duke Primary Care

✗ Don't edit the color of the matrix.

Don't use secondary colors more predominately than Duke blue.

What to expect
Initial Class: Tuesdays from 2:00 – 4:00 PM

Follow-up: An individual follow-up appointment will be scheduled after class. Individuals will have an opportunity to review blood sugar numbers, discuss meal planning, and ask additional questions.

What to bring
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§ Exercise recommendations for pregnancy
§ Checking your blood sugar: free blood sugar monitors are provided with instructions and a demonstration
§ Blood sugar targets and monitoring schedule
§ Review and guidance on recorded blood sugar results

Need to schedule/ reschedule? Please call 919-470-6505

✗ Don't use secondary colors for type.

Don't use colored type on a colored background.

Approved Photography

☑ **Approved photography examples**

- Diverse in ethnicity
- Modern photography style
- Premium look and feel
- Care team depicted by Duke Health staff
- High-resolution photography only

Non-Approved Photography

⊗ Non-approved photography examples

- Photo collages
- Use stock imagery to depict members of our care team
- Highly edited photos
- Filtered images
- Black and white photography, or lighting that is too dark

Matrix Usage

✅ Approved Matrix usage

- Use the matrix over open areas of photography.
- Use large reversed type over the matrix.
- Use matrix with Duke Health shield.

Please view "Use the Matrix" for detailed usage instructions or to request the matrix files.

✅ Use the matrix over open areas of photography

✅ Use the matrix with the Duke Health shield.

❌ Non-approved Matrix usage

- Don't cover faces with the matrix.
- Don't edit the color of the matrix.
- Don't over use the matrix, or have the matrix take up too much of the design area.
- Don't use small reversed text or illustrations over the matrix.
- Don't rotate the matrix horizontally.
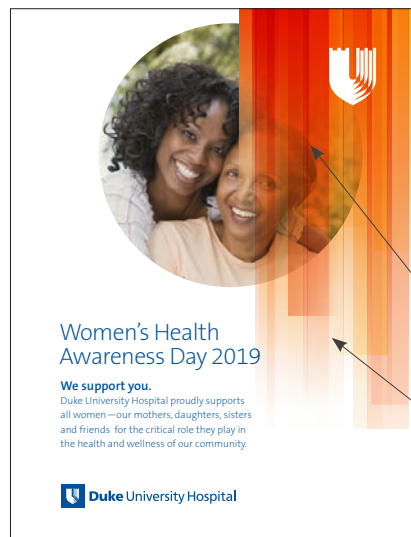
❌ Don't cover faces with the matrix.

❌ Don't edit the color of the matrix.

❌ Don't use illustrations or graphics other than the Duke Health shield over the matrix.

Approved Illustration Style

✅ **Illustrations examples that would be accepted**

- Two dimensional
- Follows Duke Health color palette
- Modern in style
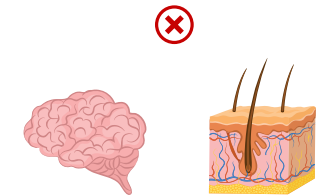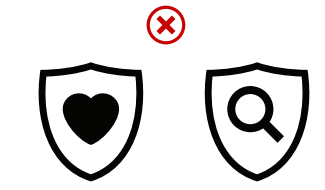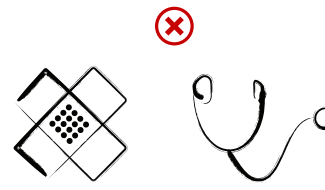- Simple in structure
- Clean design
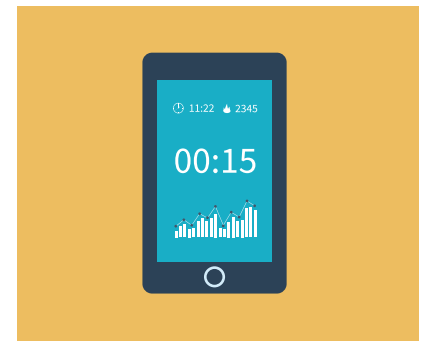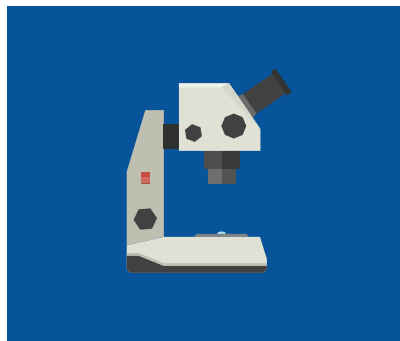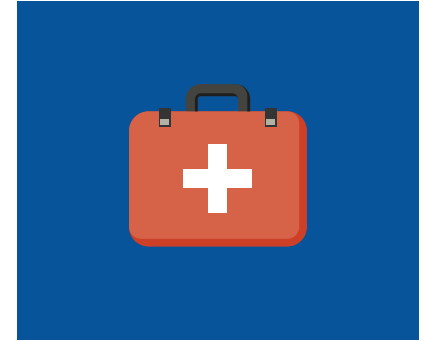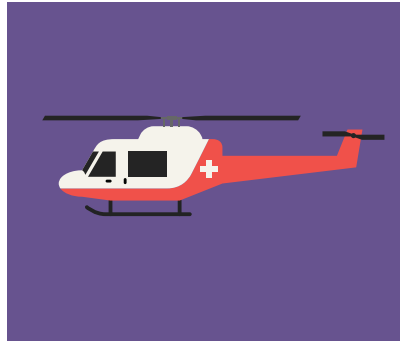
Non-Approved Illustration Style

⊗ Illustration examples that would not be accepted

- Three dimensional
- Random color palette
- Dated clip art look
- Cartoon style
- Sketch-like
- Overly color saturated
- Not subject appropriate
- Inclusion of the Duke shield
- Overly complicated
- Black outlined
- Watercolor look
- Comic book style
- Crayon drawing
- Use of internal organs or body parts unless it's a medical illustration, or for use in a patient education piece
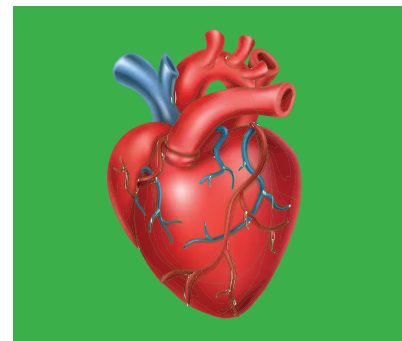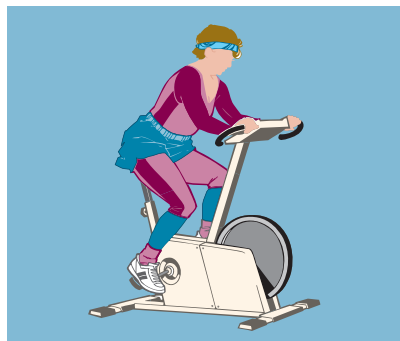
Approved Icon Style

✓ **Icon examples that would be accepted**

- Two dimensional
- Follows Duke Health color palette
- Modern in style
- Solid shapes
- Simple, clean design

The use of Font Awesome® solid icon collection is typically appropriate for most icon applications and needs.

To download the appropriate Font Awesome® font family for your needs, go to FontAwesome.com.

Non-Approved Icon Style

⊗ Icon examples that would not be accepted

- Three dimensional
- Random color palette
- Dated clip art look
- Sketch-like
- Cartoon-like
- Not subject appropriate
- Complicated
- Thin, overly detailed attributes
- Heavy modeling
- Thin line outlined style
- Pen drawn look
- Use of internal organs or body parts unless it's a medical illustration, or for use in a patient education piece
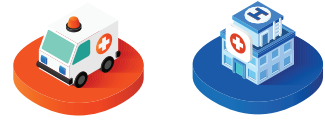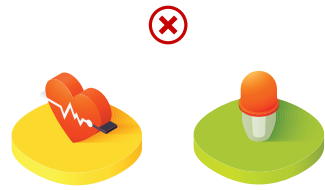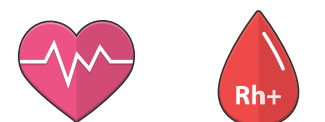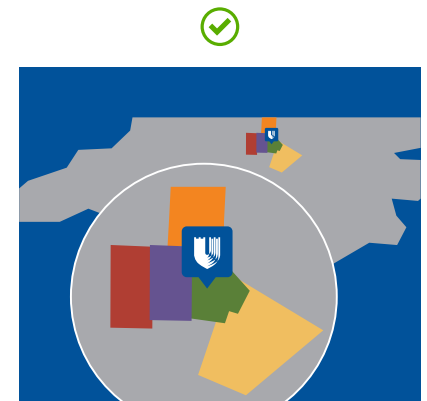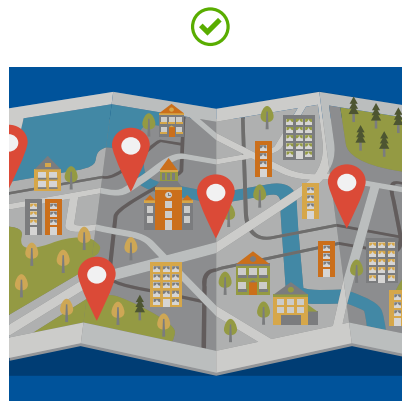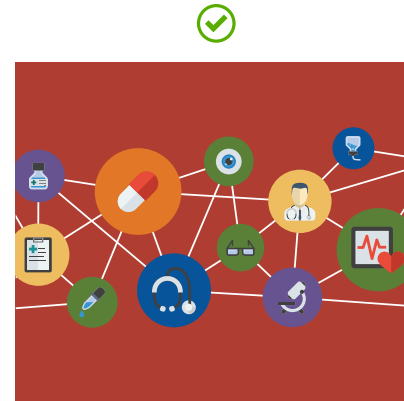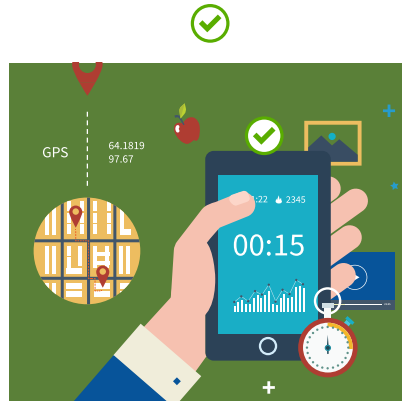
Approved Infographic Style

✓ **Infographic examples that would be accepted**

- Two dimensional
- Follows Duke Health color palette
- Modern in style
- Simple, clean design

Non-Approved Infographic Style

Infographic examples that would not be accepted

- Three dimensional
- Random color palette
- Dated clip art look
- Cartoon style
- Sketch-like
- Overly color saturated
- Not subject appropriate
- Too dark
- Photography usage
- Overly complicated
- Black outlined
- Watercolor look
- Comic book style
- Crayon drawing
- Use of internal organs or body parts unless it's a medical illustration, or for use in a patient education piece
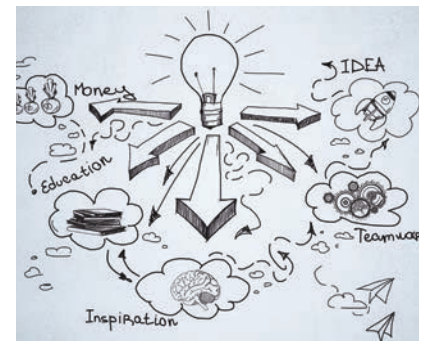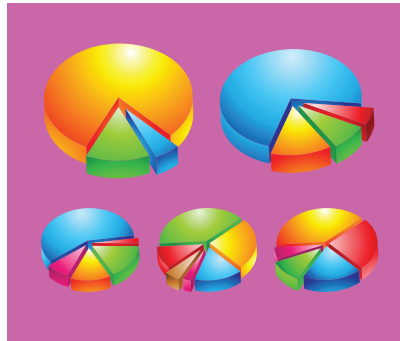
Specialty or Giveaway Items

✓ Approved specialty Item examples

- Specialty item color should match Duke Blue as closely as possible.
- Duke Health shield or logo is printed at an appropriate size to the item.

Duke's Trademark Licensing Policy requires that all items bearing Duke's names, trademarks, logos or images be purchased only from Duke Licensees.

View a list of Duke licensees.

Use the Duke Health shield when ordering a small specialty item.

Use Duke Blue or white on the specialty item.

✗ Non-approved specialty item examples

- Don't use the Duke Health logo at a very small size in order to fit it on the item.
- Don't use a specialty item in a color other than Duke Blue or white.

Colors close to those of our competitors, such as red or light blue, are not allowed.

Don't use a color close to those of our competitors, such as red or light blue.

Don't reduce the size of the Duke Health logo to fit on the specialty item. Use the Duke Health shield instead.
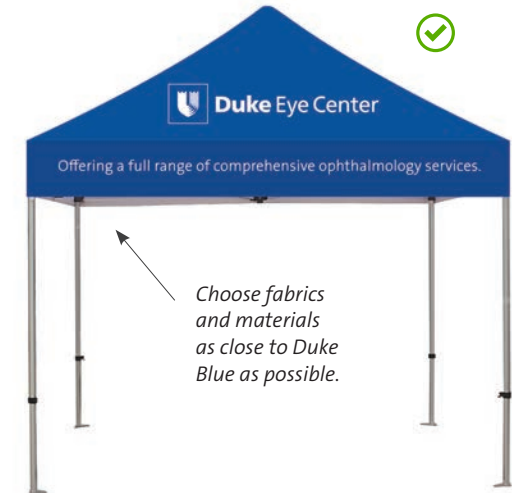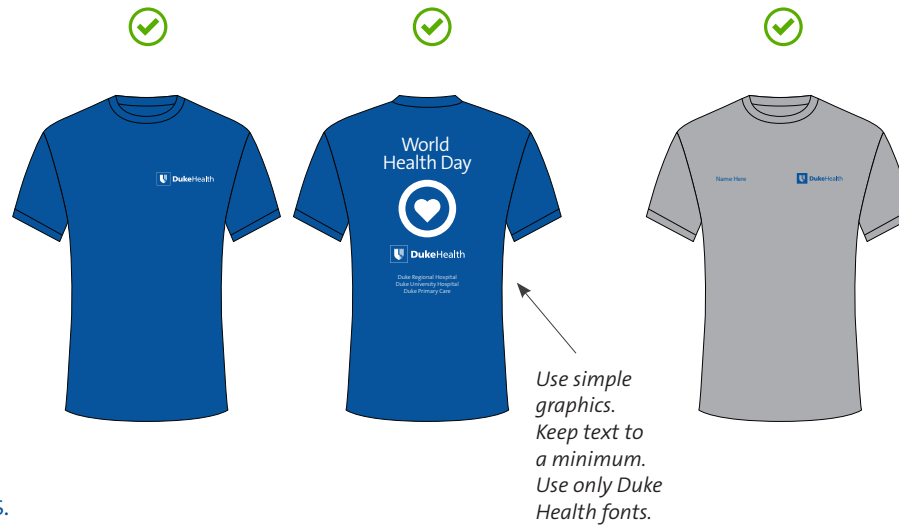
Do not use a color other than Duke Blue or white.

Apparel and Event Display Items

✅ Approved apparel and event display examples

- Fabrics and materials should be as close to Duke Blue as possible.
- If additional graphics are required be sure they are simple and clean.
- Scale the Duke Health logo proportionally to the item.
- Keep text to a minimum.
- Use only approved Duke Health fonts.

Grey or white t-shirts are acceptable.

Use simple graphics. Keep text to a minimum. Use only Duke Health fonts.

Duke Eye Center
Offering a full range of comprehensive ophthalmology services.

Choose fabrics and materials as close to Duke Blue as possible.

❌ Non-approved apparel and event display examples

- Don't use overly complicated additional graphic elements.
- Don't use too much text.
- Don't incorporate fonts that are not approved Duke Health fonts.

Don't use colors close to those of our competitors, such as red or light blue.

Don't use overly complicated graphics.

Don't use colors of our competitors.

Duke Eye Center
Offering a full range of comprehensive ophthalmology services for adults and children throughout the triangle.

Don't incorporate fonts that are not Duke Health fonts.