

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.
- The Duke Health shield in the square is a required element of the logo.
- The shield alone can only be used in the header area reversed out of the matrix or Duke Blue

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 Rigboe Avenue
Durham, NC 27704
Keep the beat of a healthy heart by participating in a lecture by cardiologists Matthew Brennan, MD, and Robin Matthews, 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 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

FEB 14 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!

To receive a special discounted general admission ticket to the game, visit <https://tinyurl.com/ykzav4qk> and enter promo code: HEART.

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 shield in any applications except for the logo and in the top right corner as a graphic element.

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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.

Celebrate Your Heart with Us

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

Duke Health Study

Don't use the Duke Health shield in any application except for the logo or in top right corner of layout.

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

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” on the brand center for detailed usage instructions or to request the matrix files.



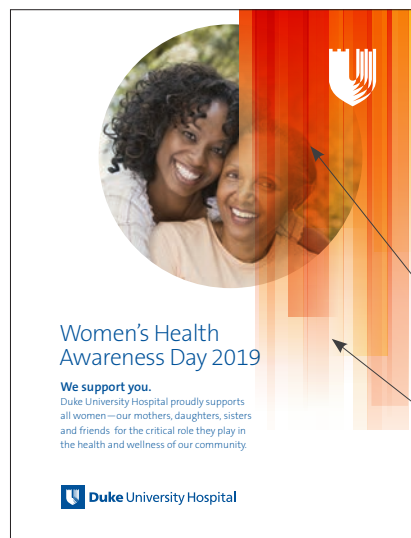
Use the matrix over open areas of photography



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.

Duke Health Shield Usage



✓ Approved Shield Usage

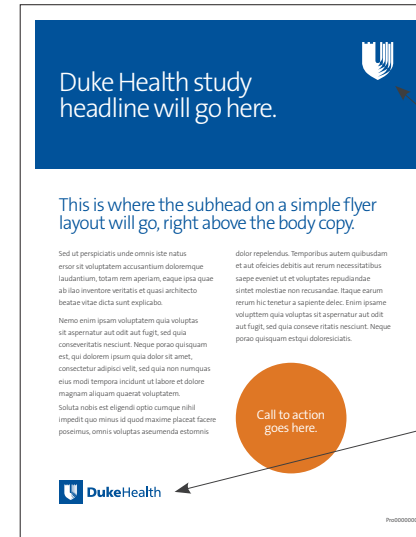
- Shield should be reversed out of Duke Blue or the matrix.
- Duke logo should always be used even if the shield is present. The shield does not replace the logo.
- Duke shield should be placed in the upper right when possible.
- The Duke Health shield in the square is a required element of the logo.



Shield should only be reversed out of Duke Blue or the matrix



Duke Health shield in the square is the approved logo.



Reverse shield out of the matrix or Duke Blue. Shield should be placed in top right corner when possible.



Duke Health logo must also be present. The shield does not replace the logo.

✗ Non-Approved Shield Usage

- Shield should not be reversed out of any color except for the Duke Blue or the matrix.
- Don't edit the color of the shield.
- Don't put images behind the shield.
- Don't reverse the shield out of images or illustrations.
- Don't use the Duke Health shield outside the box. This logo is no longer used.



Don't change the color of the shield.

Don't place the shield on any color but Duke Blue or the matrix.



Don't reverse the shield out of an image or illustration.



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



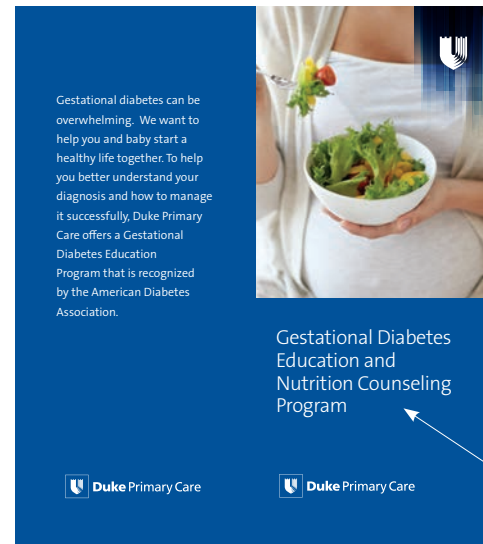
CMYK 6-26-73-0 **HEX** EEBD60
RGB 238-189-96 **PMS** 143

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.



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

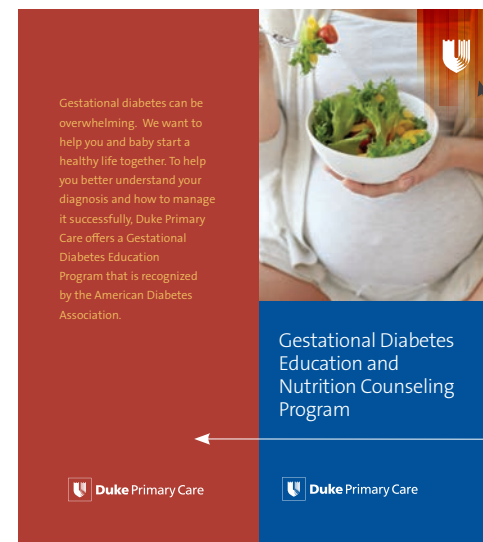


All text should be Duke Blue or black.

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.



Don't edit the color of the matrix.

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



Don't use secondary colors for type.

Don't use colored type on a colored background.

Font & Typography



✓ Approved Font Usage

The Sans is Duke Health's approved font and should be used in all print pieces. Open Sans is the approved digital font. Calibri Light can be used in cases where The Sans is not available.

Headlines, subheads and text

Headlines and subheads should be either Duke Blue or black. Body copy should be black.

Headlines and Text

Subhead Can Go Here

Headlines should be either Duke Blue or black. Body copy should be black. Headlines should be either Duke Blue or black. Body copy should be black. Headlines should be either Duke Blue or black. Body copy should be black. Headlines should be either Duke Blue or black. Body copy should be black.

The Sans Italic should only be used for callouts or captions.



Subheads should be in The Sans Duke Blue or black



Body copy should be in The Sans in black

✗ Non-Approved Font Usage

- Avoid using secondary colors for text. Use only Duke Blue or black.
- Avoid using italics for main headlines or body copy. Italics should be used only on smaller captions or callouts.
- Avoid hyphenating words to condense content.
- Avoid using color type over another color.
- Avoid the use of all caps and underlining.

Headlines and Text

Subhead Can Go Here

Headlines should be either Duke Blue or black. Body copy should be black. Headlines should be either Duke Blue or black. Body copy should be black. Headlines should be either Duke Blue or black. Body copy should be black. Headlines should be either DUKE BLUE or black. Body copy should be black.



Don't use secondary colors for text



Don't use italics for headlines, subheads or body copy



Avoid hyphenating words



Do not use all caps or underline

Writing Style



✓ Approved Writing Style

Duke Health follows a modified version of AP Style. Here are some common style guidelines to remember.

Times and Dates

- Use a.m. and p.m. (with periods) when referencing time. Use figures, and omit the 00 on the hour times.
- When a month is used with a date, abbreviate the month
- When it's only the month and the year, spell out the month

Addresses

- Use abbreviations for road names
- Use directional abbreviations
- Suite, room can be spelled out as such

Bulleted Lists

- Capitalize the first word in a bulleted list. Use a period at the end if the bullet forms a complete sentence only.

Titles

- Do not use periods for medical degrees
- Degrees come after the name - do not write Dr. Joe Smith, write Joe Smith, MD

Readability

- Use plain language in your materials. The recommended reading level for materials is 7-8th grade.
- Use the serial or Oxford comma in a series.
- Use initial caps in headlines and subheads for readability.

URLs

- Use the shortest working url in text. Capitalize words for easy readability.

Special Event for Providers



Wednesday
Sept. 30, 2021
2 - 3 p.m.

Location Here

3643 N Roxboro Rd
Suite 200
Durham, NC 27704
Office: 919-385-2030

Speaker

Allison Banks, MD

- Case studies
- Question and answer session
- Register today to ensure your spot.

For more information, list of speakers, and parking information please visit
DukeHealthTalk.org.

✓ Use initial caps in headlines.

✓ When a month is used with a date, abbreviate the month.

✓ Use a.m. and p.m. with periods. Omit "00" when not needed. Use 2:30 - 3:00 when half hour increments are needed.

✓ Use abbreviations for directional and road names. Suite or room should be spelled out.

✓ Degrees come after names and do not use periods.

✓ Use the serial or Oxford comma in a series.

✓ Use the shortest working url and capitalize words for easy readability.

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

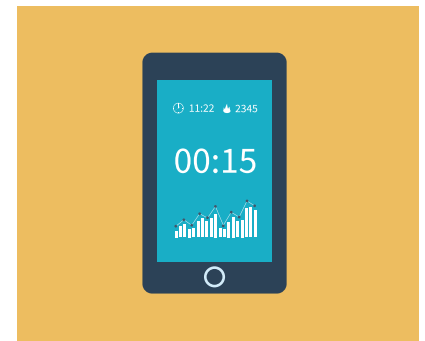
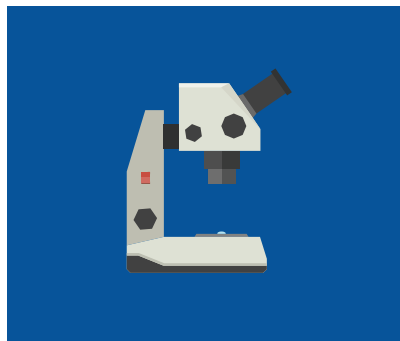
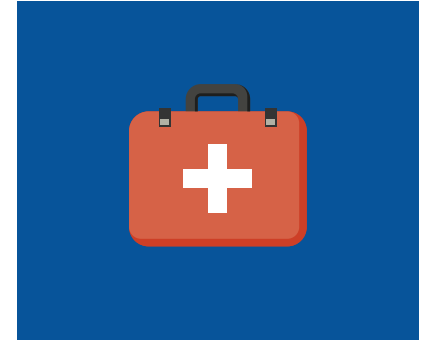
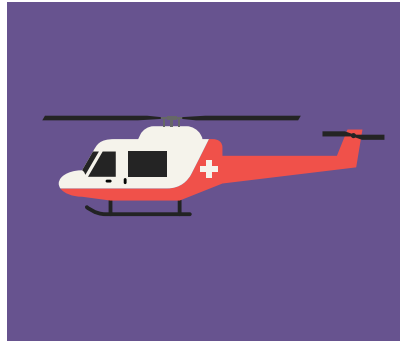


Approved Illustration Style



✓ Illustrations Examples That Would Be Accepted

- Two dimensional
- Follows Duke Health color palette
- Modern in style
- Simple in structure
- Clean design

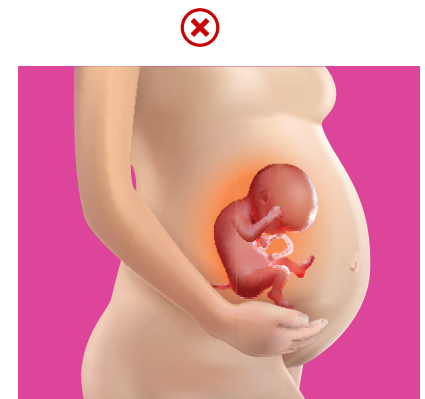
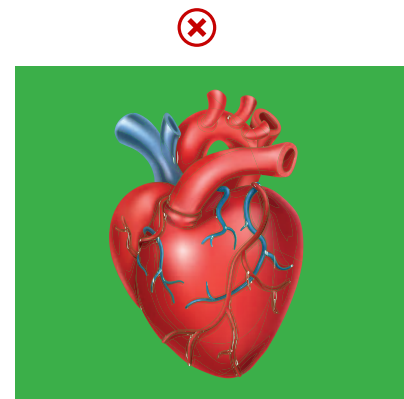
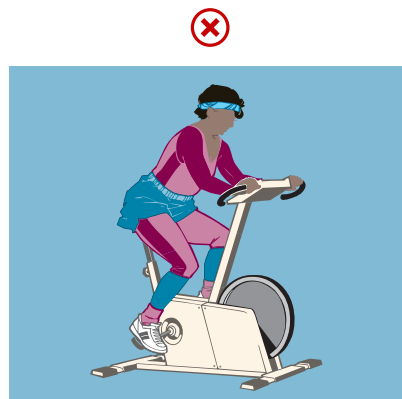
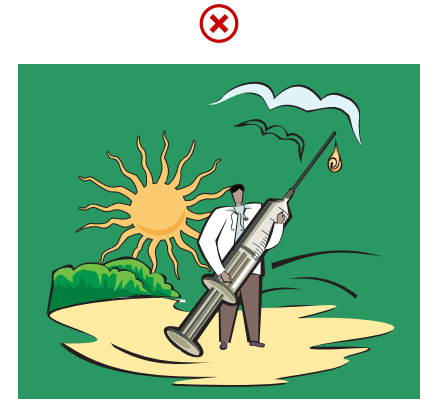
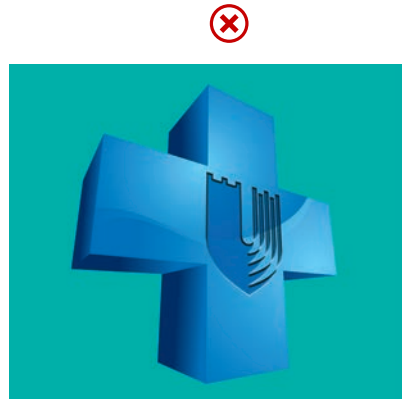
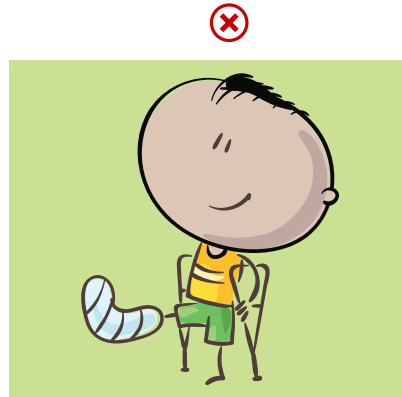


Non-Approved Illustration Style



❌ 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](https://fontawesome.com).

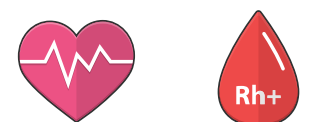
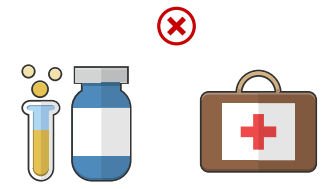
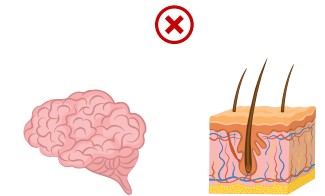
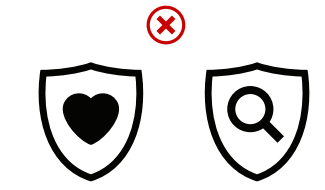
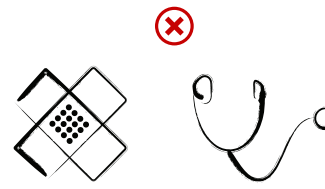
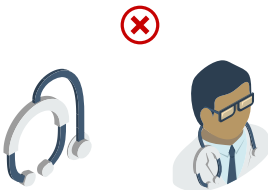


Non-Approved Icon Style



✗ 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

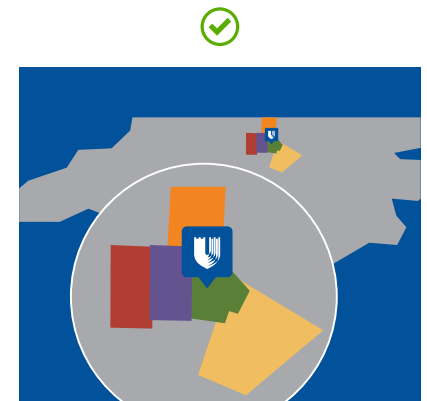
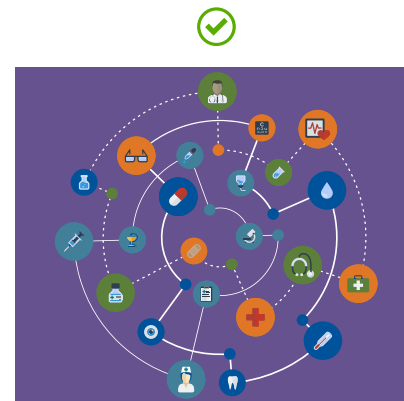
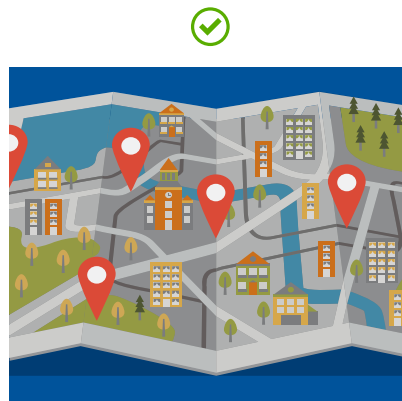
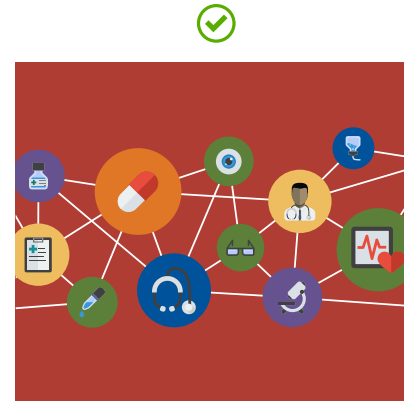
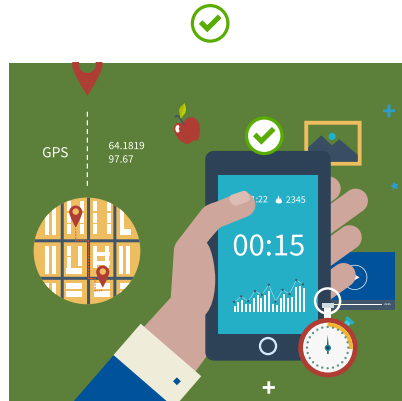


Approved Infographic Style



✓ Infographic Examples That Would Be Accepted

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

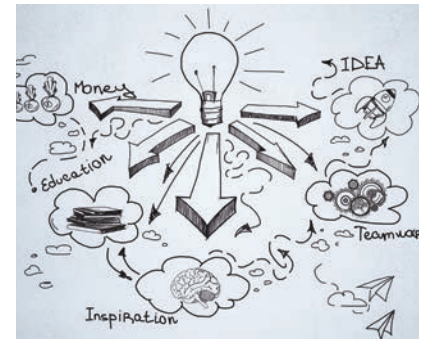
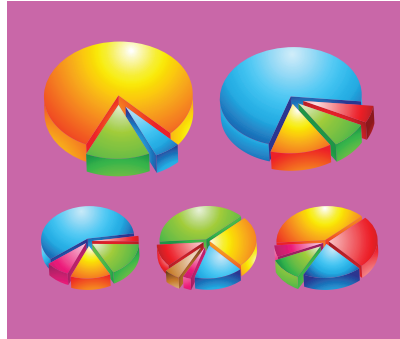


Non-Approved Infographic Style



❌ 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.



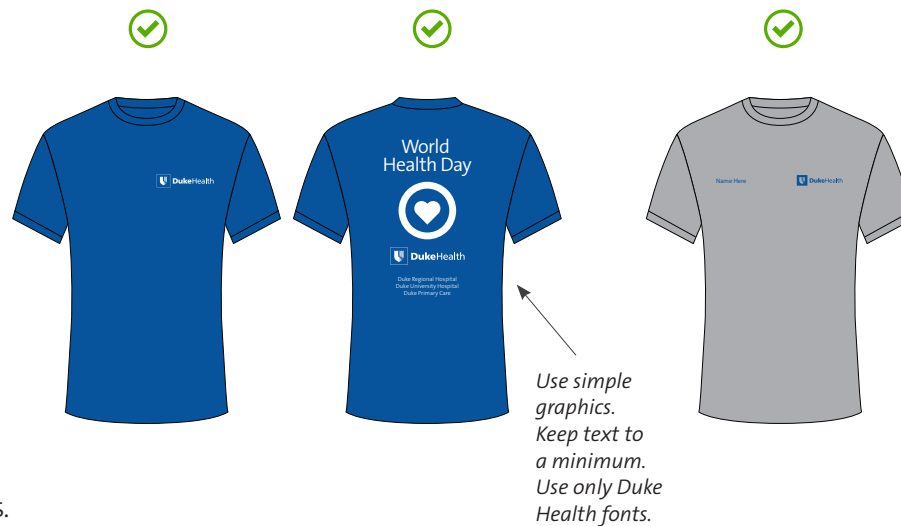
Do not use a color other than Duke Blue or white.

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.***



✗ 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.



Patient Education - Overview



The DUHS Patient and Family Education Governance Council helps ensure our patient education materials meet the needs of all patients.

What is Patient Education?

- Documentation or instructions about patient care
- Instructions for caring for themselves at home
- Information about a condition to help inform them about their care
- Information or instructions about a procedure or medication
- Contact information so that patients know who to ask questions to, how to schedule a follow-up, how to schedule an appointment, or who to go to for an emergency
- Any written materials about the health care they are receiving
- Instructional or informational videos about a condition or care, including videos on Xealth

What is Not Patient Education?

- Messages or information distributed to patients about their provider, clinic, or care (including provider departures, service changes, test results, visit notes)
- Marketing materials, including advertising campaigns, marketing collateral or websites (including direct mail, digital ads, or blogs on DukeHealth.org)

Readability and Content

The reading level of patient education materials should be 5th grade. Plain language should be used to simplify medical terminology. Sentences should be 10 words or less.

Content should be free from bias, gender neutral, and limited to what the patient needs to know.

Review

All patient education materials require review and approval by the DUHS Patient Education Governance Council.

Send materials for review to:
ptedgovcouncil@duke.edu

Patient Education - Design



✓ Approved Patient Education

Green Identification Bar

Patient education materials use a green, identifying bar labeling the materials as Patient Education. This makes it easy for patients and families to identify the materials they're given as educational materials for their care.

Typography and Reading Level

All copy should be at least 12-point font. Words can be bolded, never italicized or underlined.

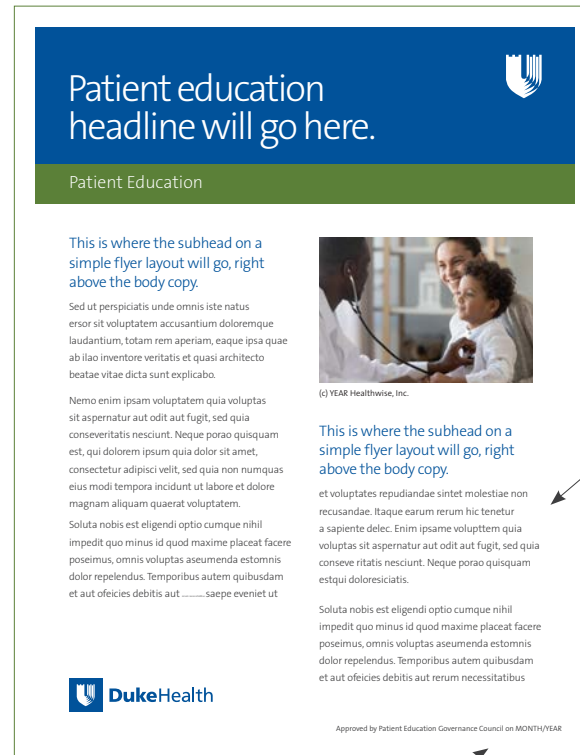
The reading level should be at a fifth grade reading level. Plain language should be used to simplify medical terminology.

Design

Templates are available on the brand center with this design.

Review and Approval

All patient education materials require review and approval by the DUHS Patient Education Governance Council.



Green Identification Bar



All copy should be at least 12 pt and written at a 5th grade reading level.



Approval line from DUHS Patient Education Governance Council.



Two and three Panel Brochures

