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.

**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.
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.

Non-Approved Matrix Usage

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

Use the matrix over open areas of photography.

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.

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.

Duke Health flyer headline or event name.
Subhead goes here.

Duke Health study headline will go here.
This is where the subhead on a simple flyer layout will go, right above the body copy.

Call to action goes here.
Duke Health shield in the square is the approved logo.
Duke Health study headline will go here.
This is where the subhead on a simple flyer layout will go, right above the body copy.

Call to action goes here.
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.

Duke Health shield in the square is the approved logo.

Checked shield usage examples:
- Shield should be reversed out of Duke Blue or the matrix.
- Duke Health shield in the square is a required element of the logo.

Non-checked shield usage examples:
- 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.
Approved Color Palette

Primary Colors

Duke Blue

Gray

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.

Secondary Colors

Orange

Red

Green

Purple

Blue

Yellow

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.
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.

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 Education and Nutrition Counseling Program

What you will learn

- 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 tools
- Review and guidance on recorded blood sugar results

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 monitors, discuss meal planning, and ask additional questions.

What to bring

- Participants may be encouraged to bring a support person or family member with them.

Location

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

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

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
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 in most cases, for easy readability.

Special Event for Providers

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

Location
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.
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 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
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
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
**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.*

**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.*
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.*
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

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

For More Information
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quia architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur? Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur?