

# Head and Neck Surgery & Communication Sciences Brand Guide

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Updated 2023

# Brand Guidelines

These guidelines cover the basics of how to visually communicate the Duke Head and Neck Surgery & Communication Sciences brand accurately.

By definition, we can think of our brand as the perception others have of us. Duke Head and Neck Surgery & Communication Sciences' brand is a medical education and research department 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 department are developed with the goal of facilitating a shared approach to establishing a strong, distinctive identity for the department among its many divisions, clinics and labs. Effective brand management protects the integrity of our Department's mission.

# Logo

It is important for the logo to follow a uniform visual approach that clearly identifies us 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](https://medschool.duke.edu)) for download in vector/PDF or jpeg formats.

Our Department's logo can be [downloaded here](#).



Duke University School of Medicine

**Primary**

## Logo Colors

The primary logo color for Duke Head and Neck Surgery & Communication Sciences 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.

# Department's Name

It is important for our department's name to appear uniformly on all print, digital and other communications.

Duke Head and Neck Surgery & Communication Sciences

Department of Head and Neck Surgery & Communication Sciences

For abbreviation use: HNS&CS

# 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](http://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](http://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](http://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.

Our department should be using these colors.



**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 #E6AB2E  
HEX #FEE5AA



HEX #CC6628  
HEX #FDBB7F



HEX #6476A4  
HEX #A5ADCA



HEX #AE3E37  
HEX #FD6F65



HEX #6AB3E1  
HEX #B4D9F0



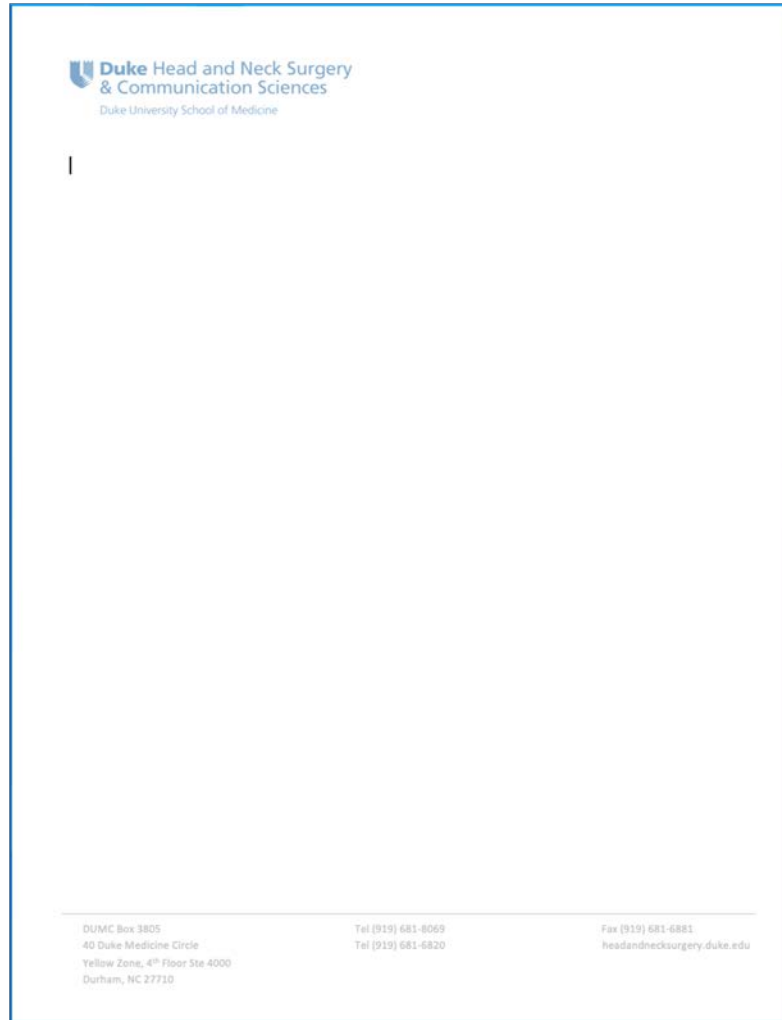
HEX #967A9A  
HEX #C1B2C4



HEX #808285  
HEX #BCBEC0

## Tertiary Colors

# Letterhead



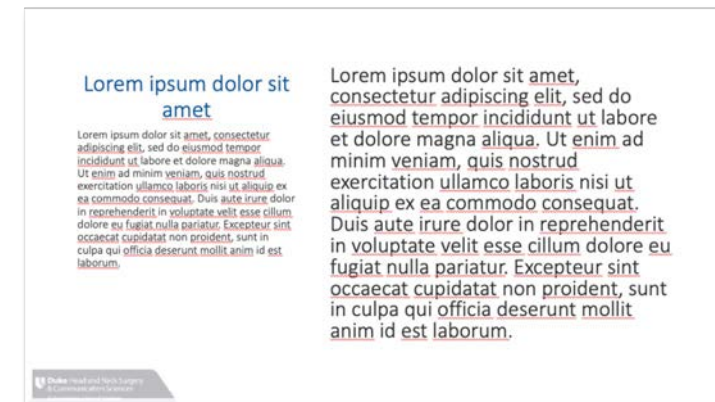
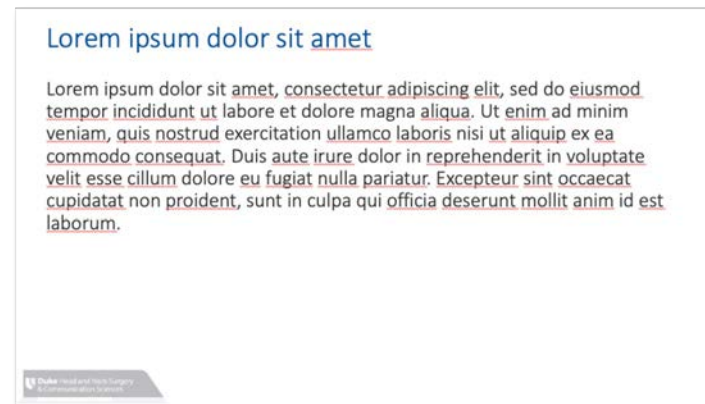
It is important that we, as a department, use one format of our letterhead to visually communicate the Duke Head and Neck Surgery & Communication Sciences brand accurately.

Download Letterhead Template [here](#).

# PowerPoint Presentation

Like the Letterhead template, we visually communicate Duke Head and Neck Surgery & Communication Sciences' brand in any presentation. Please use designated PowerPoint Template.

Download PowerPoint Template [here](#).





# Business Cards

Duke Head and Neck Surgery & Communication Sciences business cards should be ordered [from Universal Printing](#).



## Department of Head and Neck Surgery & Communication Sciences

Duke University School of Medicine

**Your Name, PhD**

Title Line 1

Title Line 2

BOX DUMC ####, Durham, NC 27710

LOC 123 Any Street

Durham, NC 27710

EMAIL your.name@duke.edu

URL **fiche.duke.edu**

TEL 919.111.1111

APPT 919.222.2222

FAX 919.333.3333

CELL 919.444.4444

# Zoom Backgrounds

Zoom Backgrounds can be downloaded [here](#).

