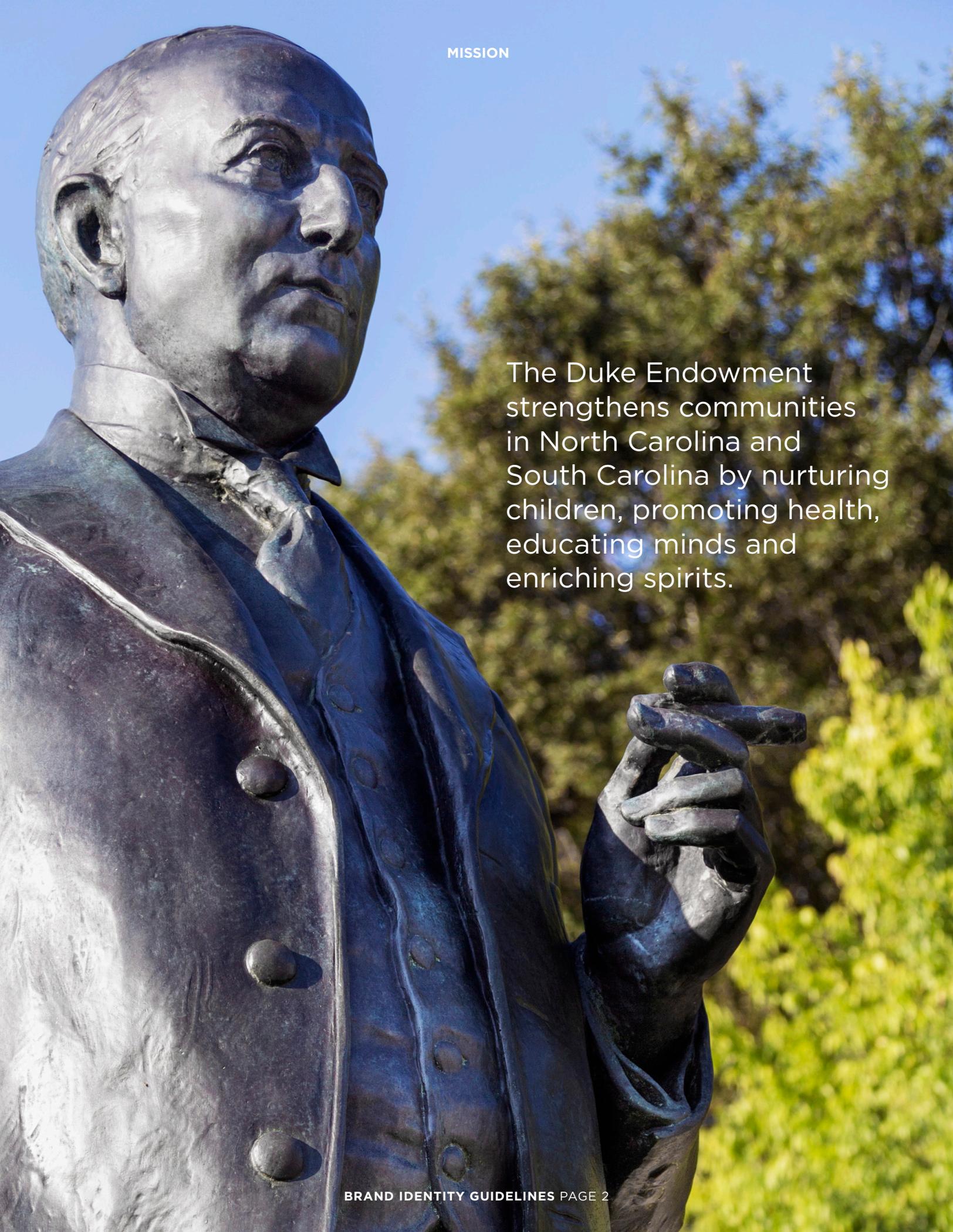




*James B. Duke*  
THE DUKE ENDOWMENT

## BRAND IDENTITY GUIDELINES

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MISSION

The Duke Endowment strengthens communities in North Carolina and South Carolina by nurturing children, promoting health, educating minds and enriching spirits.

## GUIDING PRINCIPLES

We seek to fulfill the legacy of James B. Duke by enriching lives and communities in the Carolinas through children's services, health care, higher education and rural churches.

### **FOLLOW**

**James B. Duke's philanthropic intent**, using the discretion he gave us to address current circumstances and emerging issues.

### **MAINTAIN**

**a commitment to the Carolinas** through grantmaking that strengthens organizations, replicates successful programs and tests innovative approaches.

### **DIRECT**

**resources where they will produce the best results** and hold ourselves and our grantees accountable for achieving them.

### **PROVIDE**

**ethical leadership** by seeking diverse opinions, fostering new ideas and strategies, and taking appropriate risks.

### **BUILD**

**effective relationships with grantees** by listening with respect and understanding, learning about their communities and challenges, and working together to identify potential solutions.

### **CREATE**

**opportunities to share information** about successes, failures and lessons learned.

Approved November 8, 2011

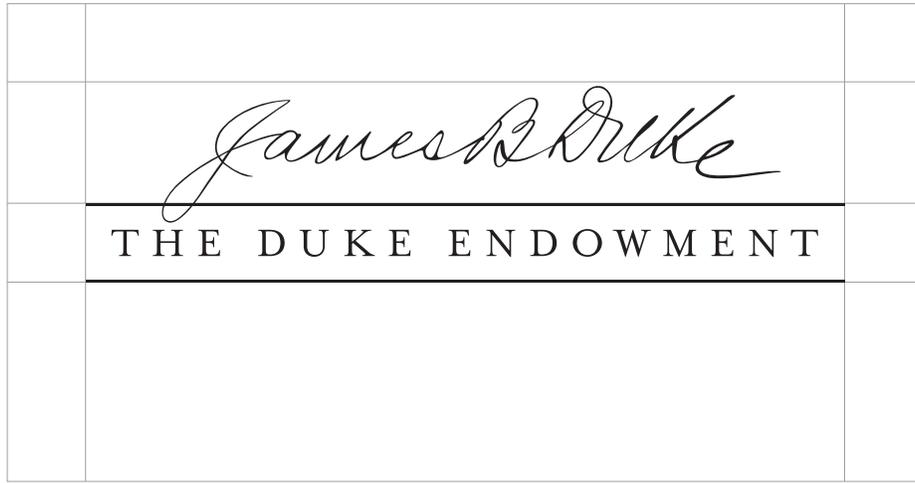


This logo was designed to convey a sense of permanence, timelessness and lasting value. It reflects the singular achievements, personal integrity and lasting legacy of James B. Duke, as well as the accomplishments of the Endowment he established.

The typeface, Goudy Old Style, was designed in 1915 by Frederic W. Goudy (1865-1947), one of the preeminent American type designers of the 20th century. Emerging from the same historical era as The Duke Endowment, the typeface has been described as straightforward, self-assured and timeless. It is one of the most distinctive classic typefaces ever produced, and has retained a high degree of popularity for more than 70 years.

It was by the stroke of his pen that James B. Duke created The Duke Endowment, and the integration of his signature as a graphic element underscores the personal legacy that is the foundation and guiding force of The Duke Endowment. It also differentiates The Duke Endowment from Duke University, Duke Energy and the Doris Duke Foundation, all three of which use the letter “D” as a graphic element in their logos.

## LOGO



**THE IDENTITY IS A PIECE OF ART,  
NOT TO BE CHANGED FOR ANY REASON.**

When using the identity, refer to the above grid to specify white space. This white space helps the identity stand out and improves readability.

Art files featuring the identity art have been created for a variety of applications, so there is no need to re-create the identity for any reason. To achieve optimum legibility, the identity should not be fewer than 1.25 inches wide.



**Help new families thrive – today and tomorrow.**

As a Nurse-Family Partnership Nurse Home Visitor, you will make a difference in the lives of young, at-risk mothers and their babies. You'll truly get to know these families, help them grow, and empower them to change their lives for the better.

Learn more about Nurse-Family Partnership and nurse home visiting at [www.nursefamilypartnership.org](http://www.nursefamilypartnership.org)



THE DUKE ENDOWMENT



Above is an example of how the identity might appear in relationship to another logo. Final identity placement is dependent on the actual design of the layout with use of the identity control area (page 5).

## LOGO

a.

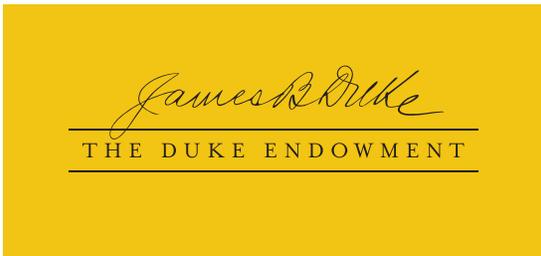


b.



Our identity can be used in one (a) or two colors (b).  
To achieve optimum readability in a grayscale or black and white application, use a pure black identity (a).

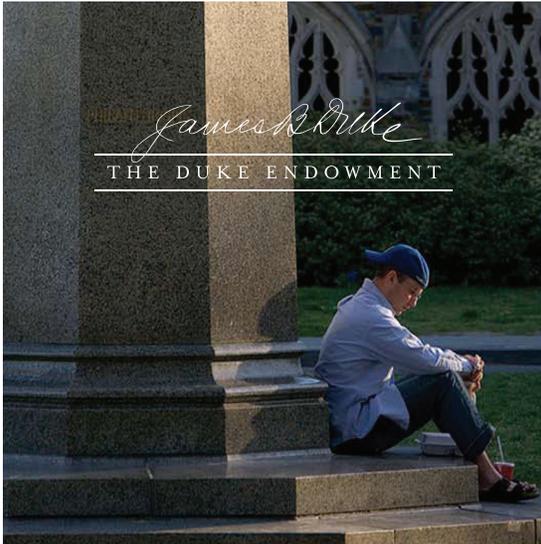
c.



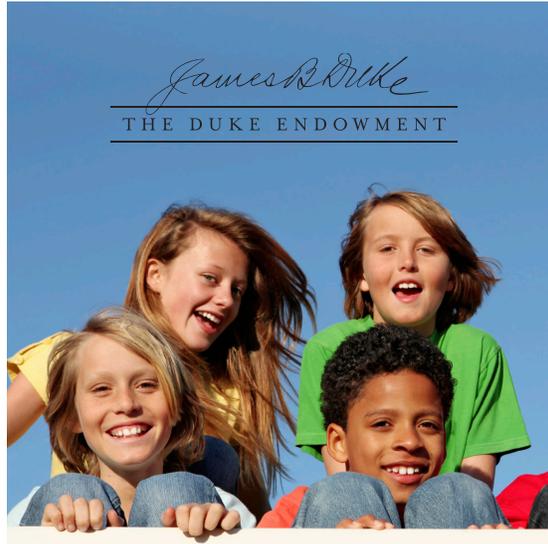
d.



e.



f.

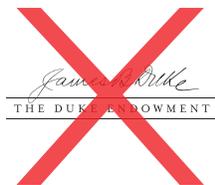
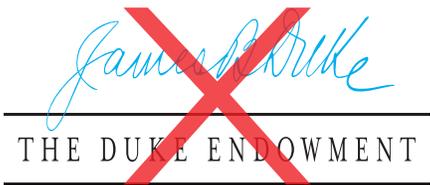


If the identity needs to appear on a block of color (c, d) or a photo (e), it should be used in one color (black or white).

Use the application that creates the highest contrast with the background color. In other words, if the photo or color block is light in color, use the black identity (c).

If the photo or color block is dark in color, use the white identity (d, e).

**LOGO**



Any distortion to the identity, however slight, will give the logo a different appearance, thereby hampering its legal protectability and underlying function within the Identity Guidelines.

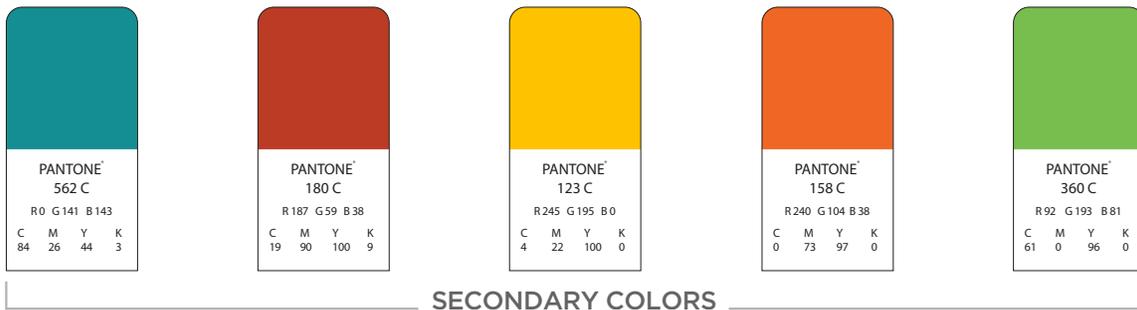
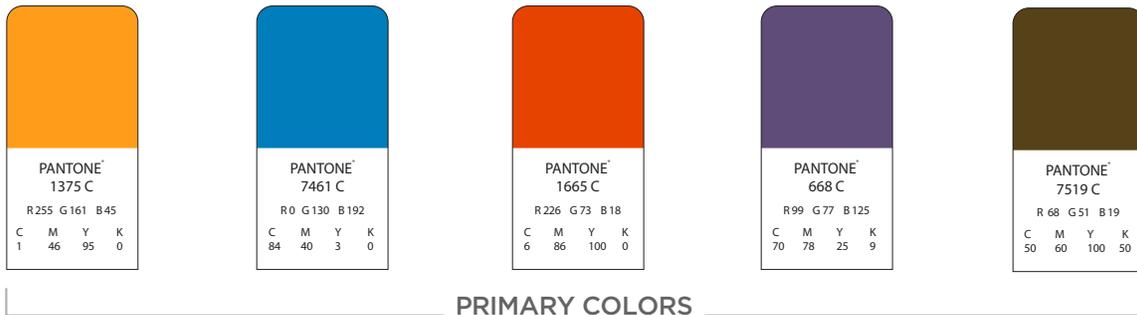
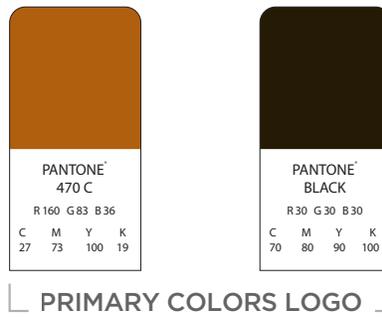
**DO NOT**

Duplicate the above

**Do**

Use the artwork supplied to help create a consistent brand

## COLOR PALETTE



The color palette shown above is a very important part of The Duke Endowment identity. It has been carefully developed and should not vary from application to application. The swatches shown are not the exact replication of the colors, only an approximation. A Pantone Matching System (PMS) formula guide should be referenced for accurate color representation.



Always consult with your printer to get the best color match when printing four-color process.

## COLOR PALETTE

	160.83.36		220.147.100
	30.30.30		166.166.166
	255.161.45		255.199.129
	0.130.192		128.214.255
	226.73.18		243.143.107
	99.77.125		161.141.185
	68.51.19		154.142.110
	0.141.143		90.178.179
	187.59.38		209.123.112
	245.195.0		249.215.115
	240.104.38		244.152.114
	92.193.81		174.224.170

This RGB color palette maybe used in support of the primary color palette and when more colors are needed (ex: bar charts and graphs created in Microsoft Word, Powerpoint or Excel).

## COLOR PALETTE

DUKEENDOWMENTS

### CHILD CARE



Helping vulnerable children find successful lives by supporting early intervention, collaborative approaches and evidence-based programs that help serve children and their families more effectively.

**2019 GRANTMAKING IN CHILD CARE**  
**36 NEW GRANTS**  
**\$9.6 million**  
A total of \$9.6 million was distributed, some of which was from commitments approved in previous years.

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### HIGHER EDUCATION



Working through Davidson College, Duke University, Furman University and Johnson C. Smith University to advance the pursuit of educational excellence, make education more affordable for qualified students and develop initiatives and programs to benefit local communities.

**2019 GRANTMAKING IN HIGHER EDUCATION**  
**10 NEW GRANTS**  
**\$24.9 million**  
A total of \$24.9 million was distributed, some of which was from commitments approved in previous years.

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**THE DUKE ENDOWMENT**

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### HEALTH CARE



Enhancing the lives of individuals and the vitality of communities by promoting prevention, improving the quality and safety of services and increasing access to care.

**2019 GRANTMAKING IN HEALTH CARE**  
**61 NEW GRANTS**  
**\$34.1 million**  
A total of \$34.1 million was distributed, some of which was from commitments approved in previous years.

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### RURAL CHURCH



Strengthening rural United Methodist churches and the communities they serve by forming church leaders, building congregational capacity and fostering community engagement.

**2019 GRANTMAKING IN RURAL CHURCH**  
**87 NEW GRANTS**  
**\$16.8 million**  
A total of \$16.8 million was distributed, some of which was from commitments approved in previous years.

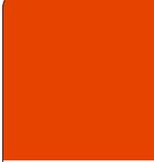
*James B. Duke*  
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Child Care



PANTONE®  
**1375 C**  
 R 255 G 161 B 45  
 C M Y K  
 1 46 95 0

Higher Education



PANTONE®  
**1665 C**  
 R 226 G 73 B 18  
 C M Y K  
 6 86 100 0

Health Care



PANTONE®  
**7461 C**  
 R 0 G 130 B 192  
 C M Y K  
 84 40 3 0

Rural Church



PANTONE®  
**668 C**  
 R 99 G 77 B 125  
 C M Y K  
 70 78 25 9

The Duke Endowment serves many audiences with a variety of components. To establish a strong identity, it is important that we communicate ourselves and focus areas in a consistent, meaningful way. Please use the color specifications above for creating future materials or communications for each program area.

## TYPOGRAPHY

### GOTHAM

The Duke Endowment strengthens communities in North Carolina and South Carolina by nurturing children, promoting health, educating minds and enriching spirits.

### TIMES

The Duke Endowment strengthens communities in North Carolina and South Carolina by nurturing children, promoting health, educating minds and enriching spirits.

### ARIAL

The Duke Endowment strengthens communities in North Carolina and South Carolina by nurturing children, promoting health, educating minds and enriching spirits.

Gotham, Times and Arial fonts are approved for usage on our communication materials.

**CONTACT INFORMATION**

*James B. Duke*

**THE DUKE ENDOWMENT**

**800 EAST MOREHEAD STREET  
CHARLOTTE, NORTH CAROLINA 28202  
PHONE 704.376.0291**

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[LINKEDIN.COM/COMPANY/THE-DUKE-ENDOWMENT](https://LINKEDIN.COM/COMPANY/THE-DUKE-ENDOWMENT)



[YOUTUBE.COM/USER/DUKEENDOWMENT](https://YOUTUBE.COM/USER/DUKEENDOWMENT)



[GOOGLE.COM/+DUKEENDOWMENT](https://GOOGLE.COM/+DUKEENDOWMENT)

We use the above to provide our audiences with accurate information on where we are located and how to connect with us.