

# Brand Identity Guidelines

*James B. Duke*  
THE DUKE ENDOWMENT

# Table of Contents



MESSAGING FRAMEWORK ..... 3

QUICK FACTS ..... 4

GUIDING PRINCIPLES ..... 5

LOGO ..... 6

CLEAR SPACE REQUIREMENT ..... 8

LOGO USAGE DON'TS ..... 9

CO-BRANDING ..... 10

COLORS ..... 11

PHOTOGRAPHY ..... 14

TYPOGRAPHY ..... 17

CONTACT INFORMATION ..... 18

# Messaging Framework



## TAGLINE

Committed to the Carolinas

## MISSION

The Duke Endowment seeks to enrich lives and communities across North Carolina and South Carolina by supporting grantees as they nurture children, promote health, educate minds and uplift spirits.

## BOILERPLATE

Based in Charlotte and established in 1924 by industrialist and philanthropist James B. Duke, The Duke Endowment is a private foundation that strengthens communities in North Carolina and South Carolina by nurturing children, promoting health, educating minds and enriching spirits. Since its founding, it has distributed more than \$5 billion in grants. The Endowment shares a name with Duke University and Duke Energy, but all are separate organizations.

## Quick Facts

### THE BEGINNING

Founded in 1924 by industrialist and philanthropist James Buchanan Duke with an initial gift of \$40 million, The Duke Endowment is a private foundation based in Charlotte, N.C.

### GUIDING AUTHORITY

The Duke Endowment is guided by Mr. Duke's Indenture of Trust.

### GRANTMAKING

The Endowment serves the people and communities of North Carolina and South Carolina in the areas of child and family well-being, health care, higher education (for four named schools) and the work of rural United Methodist churches.

### ASSETS AND GRANTS

It has assets of \$5.3 billion and since 1925, has awarded \$5.3 billion in total grants, which is \$12.8 billion in today's dollars.

## Guiding Principles

We seek to fulfill the legacy of James B. Duke by enriching lives and communities in the Carolinas through child and family well-being, health care, higher education and rural churches. While each program area addresses different needs, the following principles are embedded into all of our work.

### 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.

# Logo



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 is based on Goudy Old Style which 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 Endowment from Duke University, Duke Energy, Doris Duke Foundation, Duke Mansion, Duke Homestead and Duke Farms, all of which use “Duke” as a graphic element in their logos. The lines framing the text symbolize the foundational support that endowment giving provides.

## Logo Color Options



### LOGO color selection

Use the two color logo on white or a very light background only.

If the logo appears on a block of color or a photo, it should be used in one color (black or white). Use the logo 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 logo. If the photo or color block is dark in color, use the white logo.

## Clear Space Requirement



**X = THE SPACE FROM THE TOP LINE TO BOTTOM LINE**



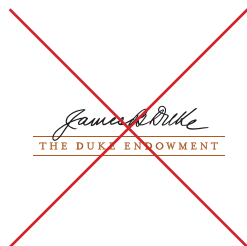
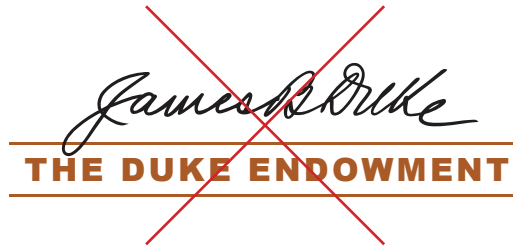
**MINIMUM SIZE 1.25 INCHES OR 90 PIXELS WIDE**

### **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 space. Leaving space around a logo is essential for several practical and aesthetic reasons; visual breathing room, brand recognition, hierarchy, focus and flexibility across applications.

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 or 90 pixels wide.

## Logo Usage Don'ts



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

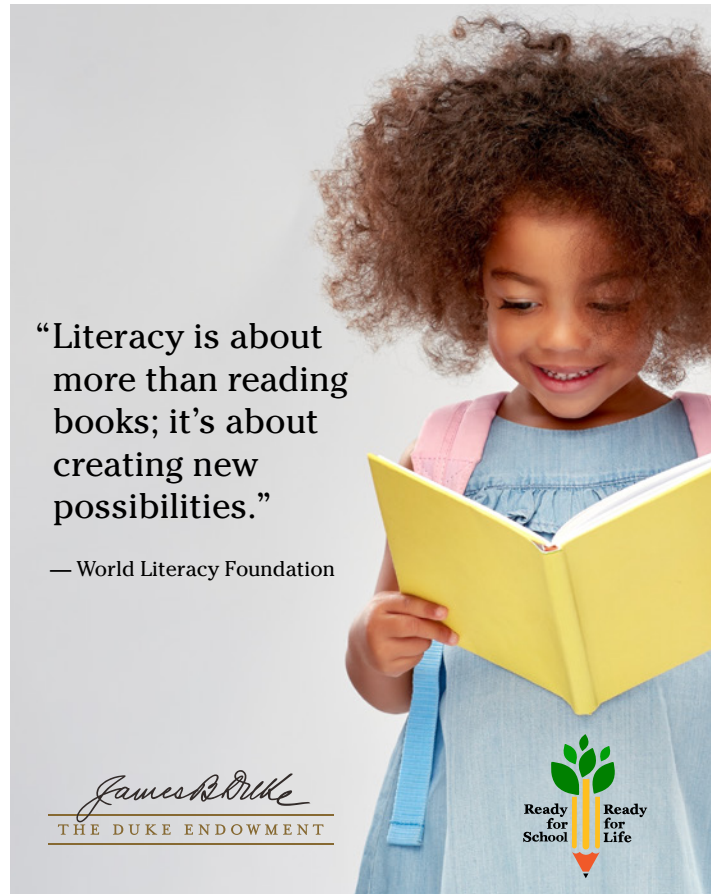
### Do not:

- use the Centennial logo
- use the identity type without the identity mark
- distort proportions or change colors
- reduce the artwork below 1.25 inches in width
- re-create the fonts in the identity
- distort the identity
- reverse out a portion of the identity
- move the identity mark to a new position within the artwork

### Do:

- use the supplied artwork to help create a consistent brand

## Co-branding



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 **Clear Space Requirement**.

### Technical Specifications

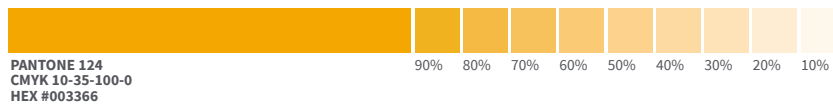
- Provide high-resolution logo files in required formats (jpg, ai, png).
- Specify minimum size requirements for legibility (1.25 inches wide or 90 pixels wide).
- Use the two color logo on white or a very light background only. If the logo appears on a block of color or a photo, it should be used in one color (black or white). Use the logo that creates the highest contrast with the background color.
- Do not modify or adapt the logo in any way.

### Approval Process

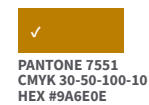
Create an approval workflow for all co-branded materials.

# Colors

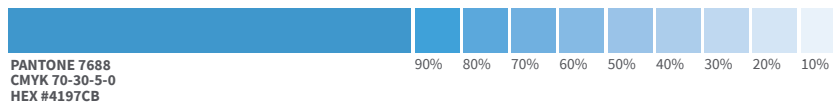
## CHILD & FAMILY WELL-BEING YELLOW



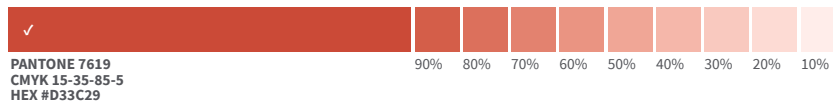
ADA Web Color  
Compliance ✓



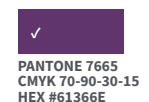
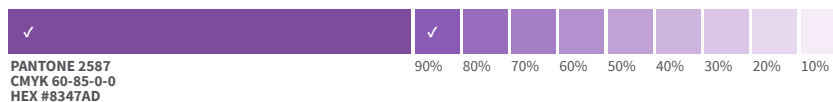
## HEALTH CARE BLUE



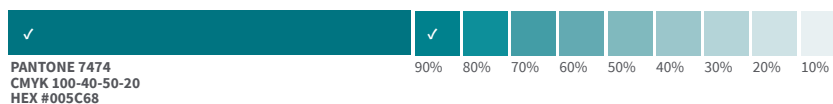
## HIGHER EDUCATION RED



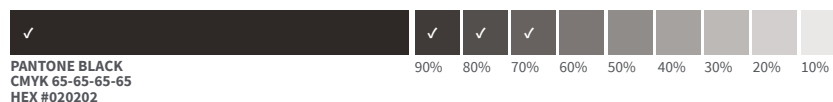
## RURAL CHURCH PURPLE



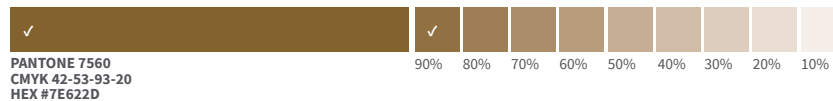
## ADDITIONAL FOCUS TEAL



## LOGO BLACK



## LOGO CHAMPAGNE BRONZE



The color palette shown above is a very important part of the Endowment's identity. Each program area has been assigned a designated color, as shown above. Logo colors are also provided but should be used sparingly. Color variations are available to ensure **ADA Web Color Compliance** requirements and to offer additional options for charts and graphs when a broader color palette is needed.

### Examples of ADA Web Color Compliance

Yellow (#996E0E) on White (#FFFFFF) ✓

White (#FFFFFF) on Yellow (#996E0E) ✓

Black (#000000) on Yellow (#003366) ✓

Blue (#2C7AAA) on White (#FFFFFF) ✓

White (#FFFFFF) on Blue (#2C7AAA) ✓

Black (#000000) on Blue (#3F97CD) ✓

Red (#C74C38) on White (#FFFFFF) ✓

White (#FFFFFF) on Red (#C74C38) ✓

Black (#000000) on Red (#D05F49) ✓

Purple (#61366E) on White (#FFFFFF) ✓

White (#FFFFFF) on Purple (#61366E) ✓

Black (#000000) on Purple (#9B6BAE) ✓

Teal (#005C68) on White (#FFFFFF) ✓

White (#FFFFFF) on Teal (#005C68) ✓

Black (#000000) on Teal (#00838E) ✓

## Base Color Examples

Headlines are  
always white  
on black.

Body copy should match  
headline color. Lorem  
ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Ut  
enim ad minim veniam, quis  
nostrud exercitation ullamco  
laboris nisi ut aliquip ex ea  
commodo consequat.

Headlines are  
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on white.

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ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Ut  
enim ad minim veniam, quis  
nostrud exercitation ullamco  
laboris nisi ut aliquip ex ea  
commodo consequat.

Headlines are  
always white on  
a dark color.

Body copy should match  
headline color. Lorem  
ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua. Ut  
enim ad minim veniam, quis  
nostrud exercitation ullamco  
laboris nisi ut aliquip ex ea  
commodo consequat.

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ipsum dolor sit amet,  
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dolore magna aliqua. Ut  
enim ad minim veniam, quis  
nostrud exercitation ullamco  
laboris nisi ut aliquip ex ea  
commodo consequat.

## Color Restrictions

Never use  
a shade of  
fill color  
for type  
color.

Never mix  
type and  
fill colors.

Never pick  
random  
type and  
fill colors.

Never use  
light type  
and light  
fill colors.

# Photography



Photos help tell our story. They should be representative of the grantee organizations we serve. Photos should be bright, colorful and positive.

# Photography

## Pre-Planning

Start by defining your narrative intent. Write down 3-5 adjectives that capture your desired tone (what we did, how we did it and what went well). This becomes your north star for all creative decisions.

## Lighting

- An outdoor background with all-natural light is ideal
- Choose indoor settings that are well illuminated by natural light when possible

## Composition and File Size

- Landscape orientation is preferred with room for adjusting crop and size
- Include multiple shots — close up and farther away — to provide a variety of options
- Image files should be high resolution for print and digital use (5760 x 3840 pixels)

## Appearance

*Recommendations for individuals in photos*

- Wear clothing in which subjects feel confident and comfortable
- Avoid busy patterns — bright or solid colors work best
- Use the expression that feels most natural — smiling or relaxed



*example  
narrative  
intent*



# Photography

## Three Types of Photos

### 1. Portrait (storyteller)

- Focused on the person with a simple background (one color and/or one texture)
- Intimate and authentic, showing emotion, capturing a moment in time, ripe with feelings ranging from happiness to intensity
- Composition is clean and simple
- Leave space around the individual to preserve space for use in layout
- Few relevant props
- Composition from waist up or full body
- Thoughtful expressions, with a smile and without
- Capture photos of the individual looking at and away from the camera
- Find even lighting so their entire face is illuminated



### 2. In-context

- Independent work (presenting, interviewing, organizing, writing)
- Action, reaction and interaction
- Context and space
- Immersive
- Leave space to the left and right of the shot to preserve space for use in layout
- Aim for simple, neutral backgrounds so individual/group stands out as the center of interest
- Find even lighting so their entire face is illuminated
- Thoughtful expressions, with a smile and without
- Capture photos of the individual looking at and away from the camera



### 3. Environment

- Photos that represent a place or location

# Typography

## WEB

# Headline 1

**FAMILY:** ITC Cheltenham

**WEIGHT:** Book

SIZE: 56 pt

## Headline 2

**FAMILY:** ITC Cheltenham

**WEIGHT:** Book

SIZE: 44 pt

### Headline 3

**FAMILY:** ITC Cheltenham

**WEIGHT:** Book

SIZE: 32 pt

### Headline 4

**FAMILY:** ITC Cheltenham

**WEIGHT:** Book

SIZE: 28 pt

### Headline 5

**FAMILY:** ITC Cheltenham

**WEIGHT:** Book

SIZE: 24 pt

#### Body Bold

**FAMILY:** Source Sans Pro

**WEIGHT:** Book

SIZE: 18 pt

#### Body

**FAMILY:** Source Sans Pro

**WEIGHT:** Book

SIZE: 18 pt

#### CALLOUT

**FAMILY:** Source Sans Pro

**WEIGHT:** Bold, ALL CAPS

SIZE: 18 pt

## PRINT

# Headline 1

**FAMILY:** ITC Cheltenham

**WEIGHT:** Book

SIZE: 26 pt

## Headline 2

**FAMILY:** ITC Cheltenham

**WEIGHT:** Book

SIZE: 18 pt

### Headline 3

**FAMILY:** ITC Cheltenham

**WEIGHT:** Book

SIZE: 10 pt

#### Body Bold

**FAMILY:** Source Sans Pro

**WEIGHT:** Bold

SIZE: 9 pt

#### Body

**FAMILY:** Source Sans Pro

**WEIGHT:** Book

SIZE: 9 pt

#### CALLOUT

**FAMILY:** Source Sans Pro

**WEIGHT:** Bold, ALL CAPS

SIZE: 8 pt

In Microsoft programs where ITC Cheltenham and Source Sans Pro are not available, please use alternatives — Century Schoolbook and Aptos.

## Contact Information

### CONNECT WITH US



### CONTACT

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CHARLOTTE, NORTH CAROLINA 28202  
(704) 376-0291

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