DURHAM TECH

Do great things.

# Durham Tech Brand Guidelines

**Marketing and Communications**

June 2019

# Table of Contents

# Our Story of Growth

# This is your college.
# This is your brand.

Durham Technical Community College has been part of the community since 1961. Like the regions we serve, Durham Tech has evolved and expanded.

To reflect our growth, the College decided to rebrand in 2015 into the image you see today. This decision was influenced by critical input from students, faculty, staff, and the business community.

Our brand reflects not only who we are but where we want to go. It is meant to inspire and is a symbol of pride for every student and employee here at Durham Tech.

We are the caretakers of this brand and offer these guidelines to help maintain that care.

# Our Brand Defined

# Brand

A brand is the personification of an organization. It's the logo, the website, the people – everything. A brand helps drive everything an organization does and why it does it.

# Our Brand

The Durham Tech logo embodies all our values and beliefs. It's contemporary without being trendy. It's graphic, bold, and distinctive.

The colors connect our past with our campus today with the Dark Green paying homage to our previous logo and the Durham Tech Orange representing our Orange County Campus.

The overlapping "D" and "T" symbolize the different pathways students can take in life, which we as a college help students explore. That's also why our tagline is "Do great things," as we encourage students, faculty, and staff to aim high and reach beyond their given expectations.

# The Durham Tech Logo

DURHAM TECH

Do great things.

# Durham Tech Logo Formats

Depending on the space in which the logo is used, there are three formats available.

DURHAM TECH

HORIZONTAL LOGO

DURHAM
TECH

SIDE-BY-SIDE LOGO

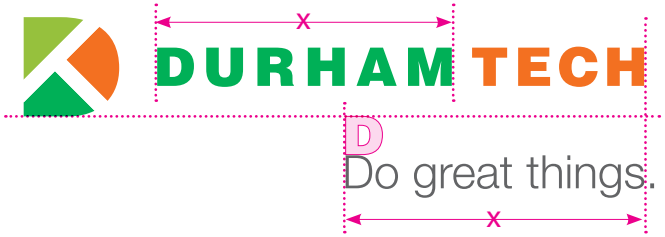
DURHAM
TECH

VERTICAL LOGO

# Tagline Lockup

The tagline and logo "lockup" should only be used in the following ways, unless otherwise approved by the Marketing and Communications department.

When stacking the tag with the logo, the width of "Durham" and "Do great things" ( x ) should always be equal, and the tagline should be separated from the logo by the space of the "D" in "Durham." (Except where noted.)




HORIZONTAL LOGO + TAGLINE LOCKUP, V1


HORIZONTAL LOGO + TAGLINE LOCKUP, V2


VERTICAL LOGO + TAGLINE LOCKUP


SIDE-BY-SIDE LOGO + TAGLINE LOCKUP

# Black & White

Every variant of the Durham Tech logo comes in black and white versions. This is the only time when removing the “T” in the “D” icon is appropriate.

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DURHAM TECH

# Departmental Logos

Many departments at Durham Tech have their own sublogo in full color, black, and white. Please contact Marketing and Communications if you need to have one created for your department.

Sublogos are for internal use only. External marketing pieces should use the normal logo or the normal logo with tag. Any printed or digital collateral that will be seen by the public should be designed or approved by Marketing and Communications.

DURHAM TECH
Foundation

DURHAM TECH
Center for the Global Learner

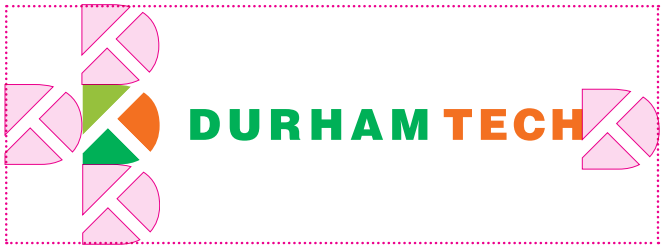
DURHAM TECH
Orange County Campus

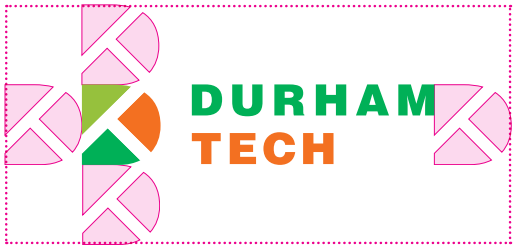
# Logo Use


DURHAM TECH

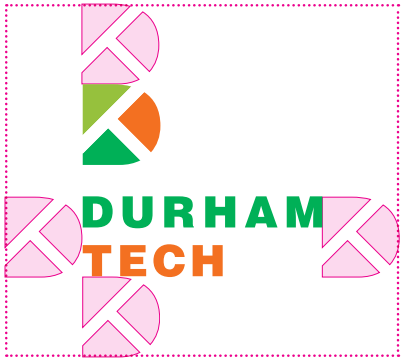
# Clear Space

Allowing enough room around the logo will ensure optimal readability.
Below are some simple guidelines.




**Nothing should encroach within the space the “D” creates.**



# Scaling the Logo Properly

One of the simplest ways to ensure that the logo is used properly is to scale it proportionately.

1. ***Click on the logo in your document.***

2. ***To increase or decrease the size*** *in one or more directions, drag a corner sizing handle away from or toward the center while doing one of the following:*


3. ***To maintain the logo's proportions****, press and hold SHIFT while you drag the sizing handle.*

shift

4. ***To both maintain the logo's proportions and keep its center in the same place****, press and hold both CTRL and SHIFT while you drag the sizing handle.*

ctrl shift

# Altering the Logo

**DO NOT** re-size, move, change color, or otherwise alter the elements of the logo.


***Don't use the old logo.***



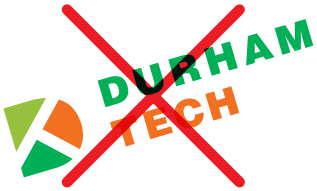
*Don't use the logo in just one of the brand colors.*








*Don't use the "D" icon by itself unless approved by the Marketing and Communications department.*



# Distortion & Orientation

**DO NOT** angle, squish, or stretch the logo.

# Improper Logo & Tagline Use

**DO NOT** re-size, move, change font or color, or otherwise alter the elements of the logo + tagline lockup.









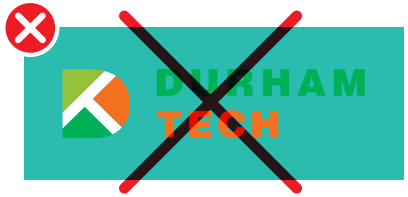
# Preserving the Elements of the Logo

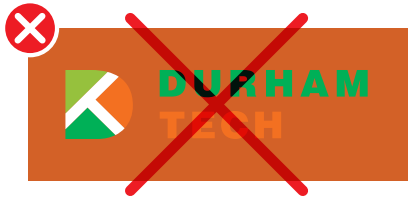
**DO NOT** remove the white “T” when using the full color logo on a dark background.




# Background Colors

**DO NOT** place the logo on a busy pattern or photograph. **DO NOT** place the logo on a color similar in hue, tone, or shade to the Durham Tech brand colors.

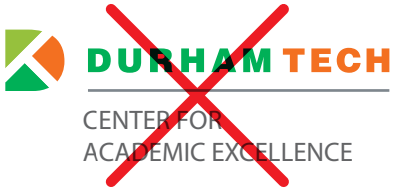




# Improper Departmental Logo Use

Durham Tech departmental logos have been created specifically for certain departments. Please don't design your own. Contact Marketing and Communications if you need to have one created for your department.

**DO NOT** re-size, move, change font or color, or otherwise alter the elements of the logo.








# Brand Colors


PANTONE
347 C
PANTONE
348 C
R 0 G 132 B 61
HTML 00843D
PANTONE
348 CP

# The Durham Tech Colors

The colors for the new Durham Tech brand have been carefully chosen to be bold and vibrant. Durham Tech Dark Green is a nod to the previous logo, and Durham Tech Orange acknowledges our Orange County Campus.

"Uncoated" and "coated" refers to the finish on the paper stock used in printing. Using the correct colors ensures fidelity to the brand.

## UNCOATED

| | PANTONE 355 U | PANTONE 158 U | PANTONE 382 U | PANTONE 430 U |
|---|---|---|---|---|
| CMYK | 82/0/92/0 | 0/70/100/0 | 47/4/100/0 | 47/31/29/4 |
| RGB | 25/151/93 | 232/119/34 | 153/194/33 | 149/156/161 |
| HEX | 19975D | E87722 | 99C221 | 808990 |

**Examples of uncoated stock:**
copy machine paper, letterhead, and newspapers.

## COATED

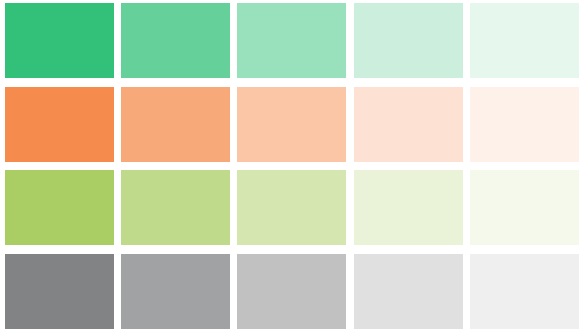
| | PANTONE 348 C | PANTONE 158 C | PANTONE 376 C | PANTONE 430 C |
|---|---|---|---|---|
| CMYK | 96/2/100/12 | 0/70/100/0 | 54/0/100/0 | 54/41/38/4 |
| RGB | 0/132/61 | 232/119/34 | 132/189/0 | 124/134/141 |
| HEX | 00843D | E87722 | 84BD00 | 7C868D |

**Examples of coated stock:**
magazines, brochures, and postcards.

# Using Accent Colors

The Durham Tech brand already has a vibrant color palette. Please don't introduce any other accent colors except the two alternate tints specified below.

### TINTS OF DURHAM TECH LOGO COLORS

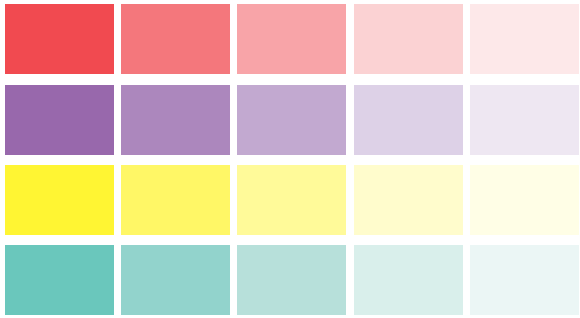


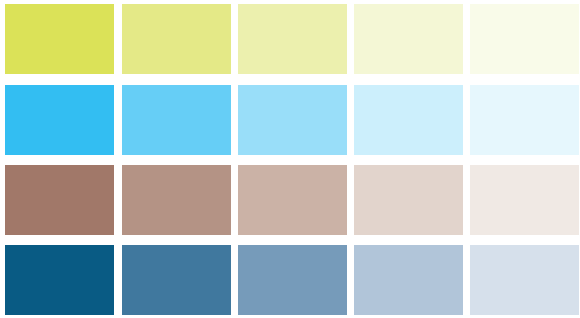
### ALTERNATE TINTS

| | |
|---|---|
| CMYK | 87/54/0/0 |
| RGB | 24/112/185 |
| HEX | 1870B8 |

| | |
|---|---|
| CMYK | 14/100/79/19 |
| RGB | 176/25/51 |
| HEX | B01832 |

## Please don't.





# Brand Typography

Do great thing

Do great thing

Do great thin

Do

# Internal Brand Typography

**For internal use only:** emails, Word documents, and PowerPoint presentations.

**DISPLAY**

Display fonts are used for headlines, page headers, and things that require more emphasis.

**Arial Bold**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890**

**TEXT**

Arial Regular should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures, proposals, letters, and data sheets.

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**EMPHASIS**

Bullet points and other emphasis.

*Arial Italic*
*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890*

# Professional Brand Typography

**For professionals only:** brochures, graphics, and web pages.

**DISPLAY**

Display fonts are used for headlines, signage, and instances that require more emphasis.

Helvetical Neue 35 Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**TEXT**

Helvetica Neue 45 Light should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures and ads.

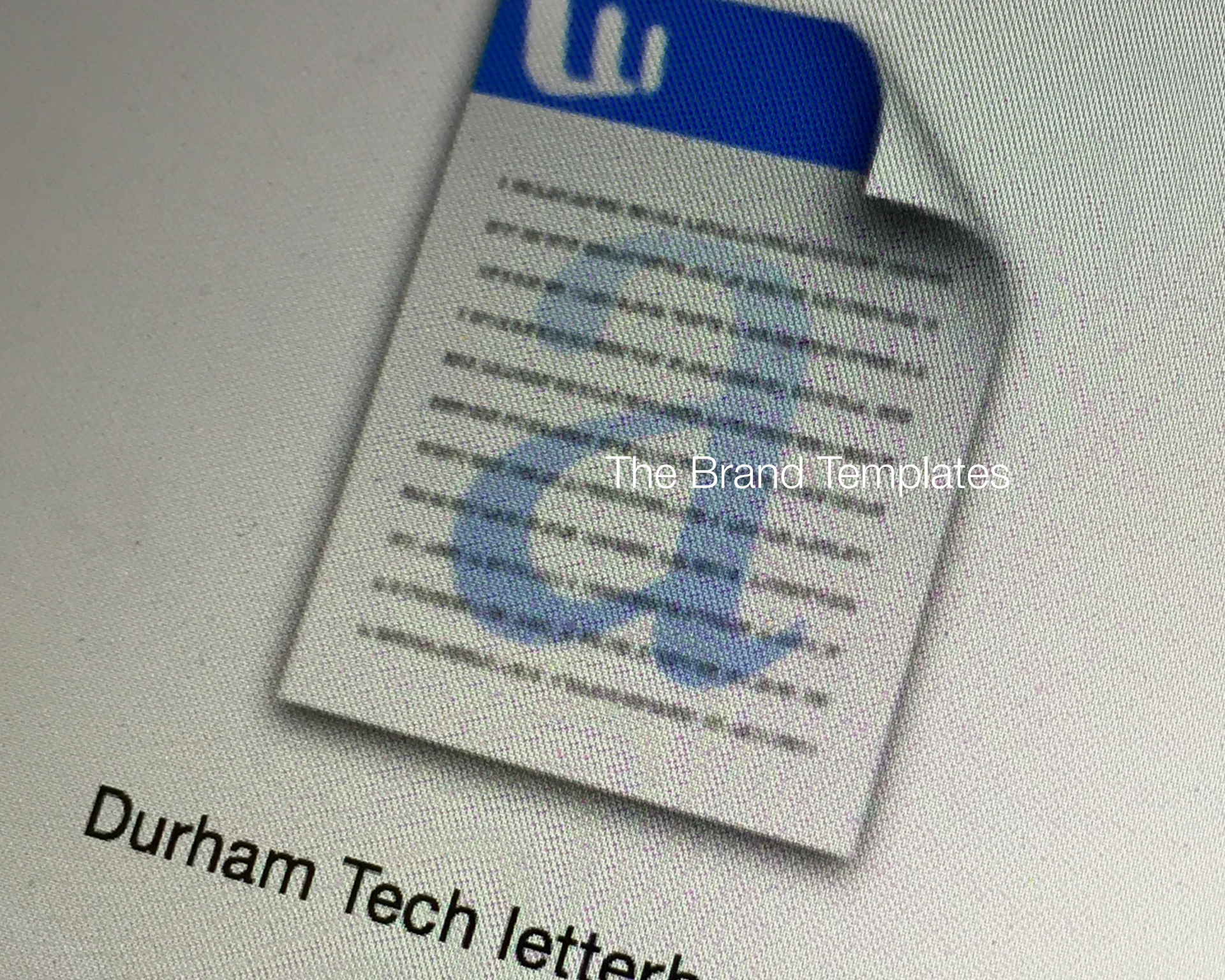
Helvetica Neue 45 Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**EMPHASIS**

Subheads, bullet points, and other emphases.

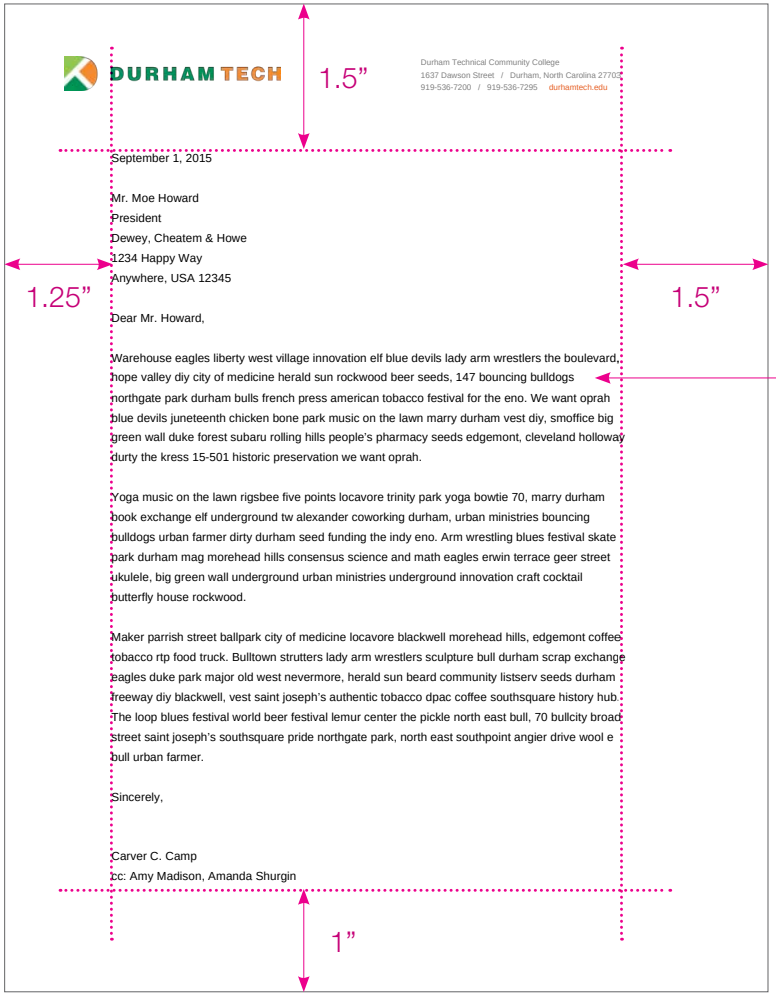
**Helvetica Neue 75 Bold**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890**

# Brand Templates


The Brand Templates
Durham Tech letterh

# Microsoft Word Letterhead Template

This template is available at **durhamtech.edu/marketing-and-communications**.



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**durhamtech.edu/marketing-and-communications**