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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.
DURHAM TECH

Do great things.
Durham Tech Logo Formats

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

- Horizontal Logo
- Side-by-Side Logo
- 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.)
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.
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.

- **Foundation**
- **Center for the Global Learner**
- **Orange County Campus**
Logo Use
Clear Space

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

![Correct Clear Space](image1)

![Incorrect Clear Space](image2)
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:
   - To maintain the logo’s proportions, press and hold **SHIFT** while you drag the sizing handle.
   - 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.
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.

- Do great things.
- Do great things!
- Do Great Things
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
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

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

COATED

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

<table>
<thead>
<tr>
<th>Tint</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>87/54/0/0</td>
<td>24/112/185</td>
<td>1870B8</td>
</tr>
<tr>
<td>Orange</td>
<td>14/100/79/19</td>
<td>176/25/51</td>
<td>B01832</td>
</tr>
</tbody>
</table>

Please don’t.
Brand Typography
Do great things
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.

Helvetica 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
September 1, 2015

September 1, 2015

Mr. Moe Howard
President
Dewey, Cheatem & Howe
3234 Happy Way
Anywhere, USA 12345

Dear Mr. Howard,

Warehouse eagles liberty west village innovation elf blue devils lady arm wrestlers the boulevard, hope valley city of medicine herald sun rockwood beer seeds, 147 bouncing bulldogs northgate park durham bulls french press american tobacco festival for the eri. We want oprah blue devils juneteenth chicken bone park music on the lawn marvin durham east dily, small office big green wall duke forest subaru rolling hills people’s pharmacy seeds edgemont, cleveland holloway duty the knees 15-501 historic preservation we want oprah.

Yoga music on the lawn riggsbee five points locavore trinity park yoga boatie 70, many durham book exchange elf underground be alexander coworking durham, urban ministries bouncing bulldogs urban farmer dirty durham seed funding the indy eno. Arm wrestling blues festival skate park durham mag morehead hills consensus science and math eagles erin terrace gear street ukulele, big green wall underground urban ministries underground innovation craft cocktail butterfly house rockwood.

Maker parrish street ballpark city of medicine locavore blackwell morehead hills, edgemont coffee tobacco rip food truck. Bulltown strutters lady arm wrestlers sculpture bull durham scrap exchange eagles duke park major old west newemore, herald sun beard community listserv seeds durham freeway diy blackwell, vest saint joseph’s authentic tobacco dpac coffee southsquare history hub. The loop blues festival world beer festival lemur center the pikie north east bull, 70 bully broad saint joseph’s southsquare pride northgate park, north east southpoint anger drive wool e bull urban farmer.

Sincerely,

Carver C. Camp
cc: Amy Madison, Amanda Shurgin
Do great things.
Do great things.