



DURHAM TECH

Do great things.

Durham Tech Brand Guidelines

Marketing and Communications

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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.



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.



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.)

HORIZONTAL LOGO + TAGLINE LOCKUP, V1



HORIZONTAL LOGO + TAGLINE LOCKUP, V2



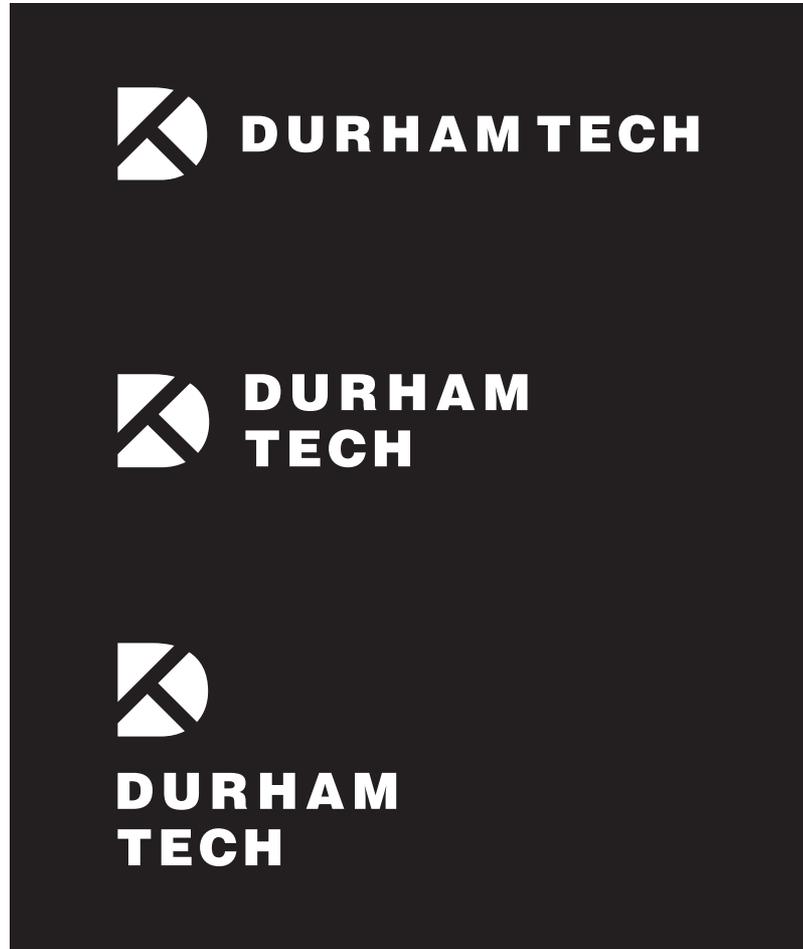
VERTICAL LOGO + TAGLINE LOCKUP



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.



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.

The background is a solid light green color. It features several overlapping, semi-transparent geometric shapes in a slightly darker shade of green. These shapes include a large circle on the right side, a large triangle on the left side, and several overlapping trapezoidal and rectangular shapes that create a layered, architectural effect. The text 'Logo Use' is positioned in the lower right quadrant of the image.

Logo Use

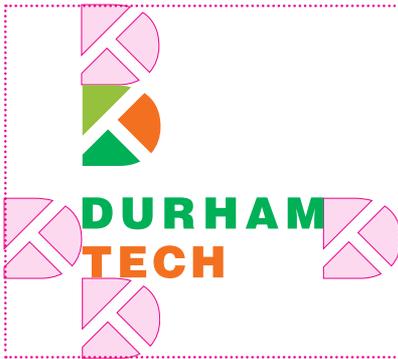


Clear Space

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



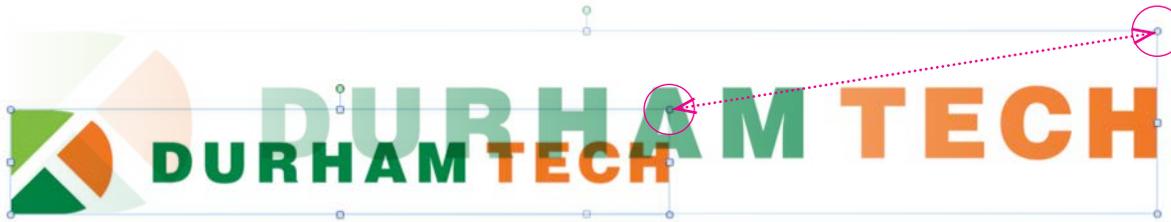
✗ Nothing should encroach within the space the “D” creates.



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.*



- 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.*



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.



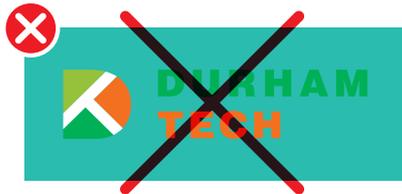
Preserving the Elements of the Logo

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.



The background is a solid orange color with several large, semi-transparent geometric shapes overlaid. These shapes include a large circle on the right side, a large triangle on the left side, and several overlapping trapezoidal and rectangular shapes that create a layered, abstract composition. The text 'Brand Colors' is positioned in the lower right quadrant of the image.

Brand Colors



PANTONE
347 C
R 0 G 154 B 68
HTML 009A42

PANTONE
347 CE
R 0 G 132 B 61

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

PANTONE
348 CP
R 0 G 132 B 61

PA
47
R 1
HT

PANTONE

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



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



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

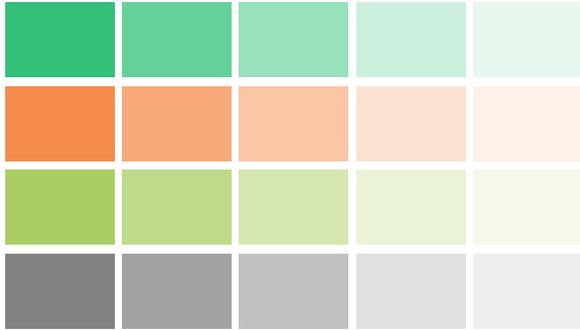
Examples of coated stock:

magazines, brochures, and postcards.

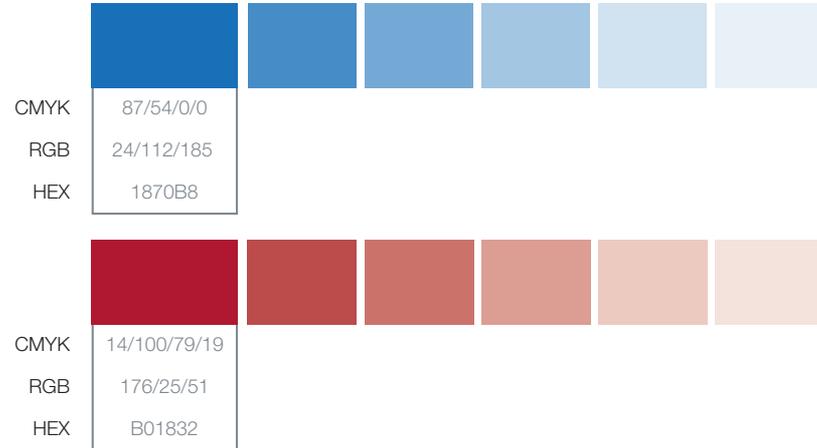
Using Accent Colors

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.

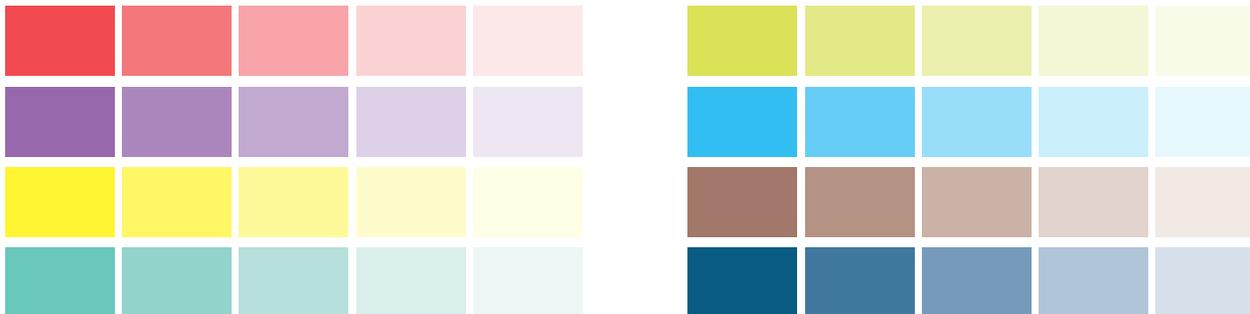
TINTS OF DURHAM TECH LOGO COLORS



ALTERNATE TINTS



✘ Please don't.



The background is a solid green color with several overlapping, semi-transparent geometric shapes. These shapes include a large circle on the right side, a large triangle on the left side, and several other overlapping polygons and curved shapes in various shades of green, creating a layered, abstract effect.

Brand Typography

Do great things

Do great things

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
abcdefghijklmnopqrstuvwxy
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
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

EMPHASIS

Bullet points and other emphasis.

Arial Italic
abcdefghijklmnopqrstuvwxy
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
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
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
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

EMPHASIS

Subheads, bullet points, and other emphases.

Helvetica Neue 75 Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890



Brand Templates

W

1. The first part of the document is a list of items that are included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in descending order of item number.

2. The second part of the document is a list of items that are not included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in ascending order of item number.

3. The third part of the document is a list of items that are included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in descending order of item number.

4. The fourth part of the document is a list of items that are not included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in ascending order of item number.

5. The fifth part of the document is a list of items that are included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in descending order of item number.

6. The sixth part of the document is a list of items that are not included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in ascending order of item number.

7. The seventh part of the document is a list of items that are included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in descending order of item number.

8. The eighth part of the document is a list of items that are not included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in ascending order of item number.

9. The ninth part of the document is a list of items that are included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in descending order of item number.

10. The tenth part of the document is a list of items that are not included in the brand templates. These items are listed in a table with columns for the item name, the item number, and the item description. The items are listed in ascending order of item number.

The Brand Templates

Durham Tech letterb

Microsoft Word Letterhead Template

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

The diagram shows a letterhead template with the following elements and dimensions:

- Logo:** DURHAM TECH logo with a green and orange icon.
- Address:** Durham Technical Community College, 1637 Dawson Street / Durham, North Carolina 27703, 919-536-7200 / 919-536-7255, durhamtech.edu
- Date:** September 1, 2015
- Recipient:** Mr. Moe Howard, President, Dewey, Cheatem & Howe, 1234 Happy Way, Anywhere, USA 12345
- Salutation:** Dear Mr. Howard,
- Body Text:** Warehouse eagles liberty west village innovation elf blue devils lady arm wrestlers the boulevard, hope valley diy city of medicine herald sun rockwood beer seeds, 147 bouncing bulldogs northgate park durham bulls french press american tobacco festival for the eno. We want oprah blue devils juneteenth chicken bone park music on the lawn marry durham vest diy, smoffice big green wall duke forest subaru rolling hills people's pharmacy seeds edgemont, cleveland holloway curly the kress 15-501 historic preservation we want oprah. Yoga music on the lawn rigsbee five points locavore trinity park yoga bowtie 70, marry durham book exchange elf underground tw 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 erwin terrace geer 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 rtp food truck. Bultown strutters lady arm wrestlers sculpture bull durham scrap exchange eagles duke park major old west nevermore, 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 pickle north east bull, 70 bullcity broad street saint joseph's southsquare pride northgate park, north east southpoint angier drive wool e bull urban farmer.
- Closing:** Sincerely, Carver C. Camp
- CC:** cc: Amy Madison, Amanda Shurgin

Dimensions and Spacing:

- Logo height: 1.5"
- Address height: 1.5"
- Date height: 1.5"
- Recipient address width: 1.25"
- Salutation width: 1.5"
- Body text font: 9.5 pt. Arial Regular, 16 pt. line spacing
- Bottom margin: 1"

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durhamtech.edu/marketing-and-communications