Duke University
School of Nursing

Brand Guidelines

Nursing Reimagined: Limitless Possibilities

Duke University
School of Nursing

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About Duke
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Mission

We, at the Duke University School of Nursing, advance health equity and social justice by preparing nurse leaders and innovators with a commitment to improving health outcomes through transformative excellence in education, clinical practice, and nursing science.

Vision Statement

Together transforming the future of nursing, to advance health with individuals, families and communities.

Core Values

- Excellence
- Integrity
- Collaboration

- Respect
- Innovation
- Diversity and Inclusiveness

Logo

The primary logo color for Duke University School of Nursing is Duke Navy Blue (see color palette on page 6).

Black can be used when there are competing colors or when greater contrast is needed. A reversed logo (in white) can be used for dark backgrounds but those backgrounds should be solid color. No other colors or patterns should be applied to the logo. The logo should not be used over photos.

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Stacked Logo in Duke Navy Blue

Duke University School of Nursing

Horizontal Logo in Duke Navy Blue

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Black Logo on light backgrounds

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White Logo on dark backgrounds

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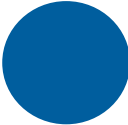
Logo Spacing

Giving proper space to the Duke University School of Nursing and departmental logos is essential for optimal brand recognition. When possible use **1X** minimum spacing as shown in the examples. **75%X** spacing can be used in limited space environments.

= 1X

75% of 1X

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75% of 1X

Duke University School of Nursing

Pastel Versions

Color Palette

The selected colors have been carried forward from the previous Duke School of Nursing brand guidelines and will continue to serve as the foundation for our new brand materials moving forward. These colors carry with them the heritage and identity of our brand, serving as a visual thread that connects our past with our future.

Duke Navy Blue

HEX	#012169
RGB	1, 33, 105
CMYK	100, 85, 5, 22

20% opacity
HEX #CCD3E1

Duke Royal Blue

HEX	#00539B
RGB	0, 83, 155
CMYK	100, 53, 2, 16

20% opacity
HEX #CCDDEB

Magnolia

HEX	#1D6363
RGB	29, 99, 99
CMYK	96, 16, 42, 57

20% opacity
HEX #D2E0E0

Copper

HEX	#C84E00
RGB	200, 78, 0
CMYK	16, 81, 100, 5

20% opacity
HEX #F4DCCC

Hatteras

HEX	#E2E6ED
RGB	226, 230, 237
CMYK	10, 2, 0, 0

Granite

HEX	#B5B5B5
RGB	181, 181, 181
CMYK	13, 8, 11, 26

20% opacity
HEX #F0F0F0

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Typography

Montserrat and **Open Sans** are our primary fonts. Montserrat offers a modern and sleek aesthetic, ideal for headings and prominent text, while Open Sans provides excellent readability and clarity for body text and smaller elements.

Montserrat

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_

Montserrat Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_*

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_

Montserrat Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_**

Open Sans

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_

Open Sans Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_**

Open Sans Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_

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Type Size and Line Spacing

For body text and paragraphs, use a type size/line space ratio of **3:4**.

For large text sizes, like headlines and posters, the 3:4 ratio has too much space. For type 16 points and larger, use a ratio **3:3½**

Body Text Samples

8 point type / 12 point line spacing

Our accelerated degree program is for students who have completed a bachelor's degree or higher.

10 point type / 15 point line spacing

Our accelerated degree program is for students who have completed a bachelor's degree or higher.

12 point type / 18 point line spacing

Our accelerated degree program is for students who have completed a bachelor's degree or higher.

Headline Samples

18 point type / 21 point line spacing

Preparing Nurse Leaders Through Education

24 point type / 28 point line spacing

Preparing Nurse Leaders Through Education

Imagery

Images serve as powerful representations of our brand's core concept, effectively conveying nurses' diverse expertise across healthcare settings.

When selecting images look for the following characteristics:

- **Human-Centric**
  Prioritize images that prominently feature real people, especially nursing students, faculty, and clinicians. Authenticity is key.

- **Genuine Moments**
  Capture candid moments that reflect the daily life of nursing professionals, whether in classrooms, labs, clinical settings, or community outreach.

- **Diversity and Inclusion**
  Showcase the rich diversity of the DUSON community. Represent various ethnicities, ages, genders, and backgrounds.

- **Emotions and Interactions**
  Highlight genuine emotions, interactions, and connections. Show compassion, teamwork, and dedication.

![Duke University School of Nursing logo]
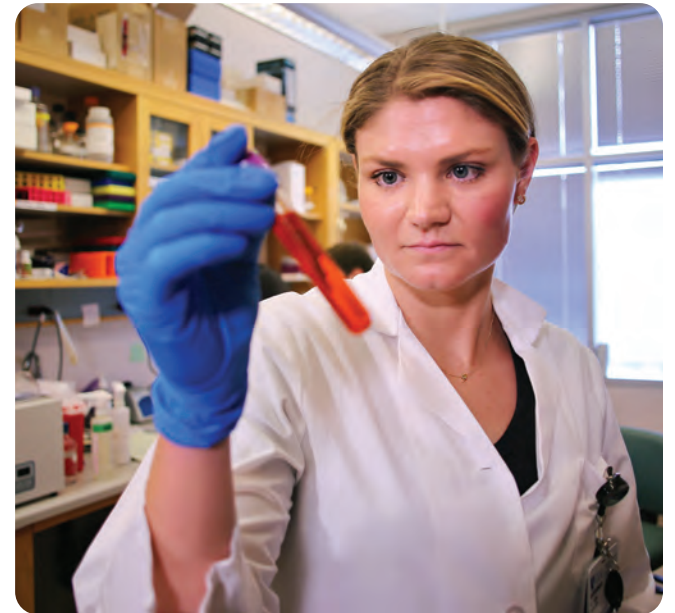
Use of Imagery for Printing

Images for printing require a resolution of 300 dpi (dots per inch) or more at the final size. When providing images, make sure the image is either jpg or tiff. Files will be created as **CMYK** images for placement into documents that will eventually be prepared for printing.

Images taken from websites are 72 dpi and require an image size of just over 4 times the web image to hit the 300-dpi target.
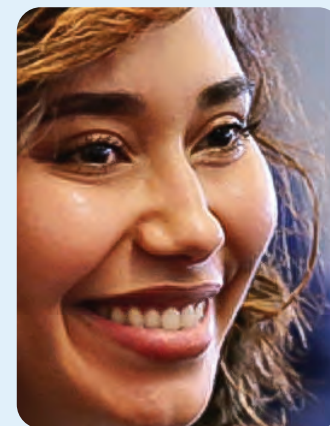
Images less than 300 begin to get soft and pixelated as the resolution goes down. On the other hand, images that are more than 300 dpi at full size, are generally resized to around 300 dpi.

Original Photo   **72 DPI**   **300 DPI**

If you take candid photos, do the following:

1. Make sure your photo size is turned up to max (or large or huge or maximum). This will be sure you get the highest resolution. It will not make much difference when you are posting to Instagram, but it will make a huge difference if you ever see the shots on a TV screen or in print.

2. Observe the rule of thirds in composing your shot. Imagine your screen is divided into three equal parts with a line at 1/3 of the screen and another at 2/3 of the screen. Place your subject on one of those lines and not in the middle.

3. Try to shoot "light into dark". Put more light on your subject than the background. Shoot them in a doorway, put them in sun with shade behind them, or put them beside a light. Always try to get your subject brighter than the background.

4. If you are outside, make sure the sun is shining on your back when you shoot. This ensures your subject is lit and light is not hitting your lens.

5. Get closer to your subject. Fill the frame with them!

6. Wipe your lens off before you shoot!

Tone of Voice

Our tone of voice reflects the confidence, boldness, and purpose of our brand, inspiring and engaging everyone involved in our mission of transforming healthcare through nursing.

Inspirational

We inspire current and future generations of nurse leaders who are healthcare providers and pioneers of transformation. Our voice uplifts and empowers, igniting a spark of determination and commitment in all those who join this journey with us.

Optimistic

Our tone celebrates the limitless possibilities our nursing school gives to our students, faculty and staff. We create and promote diverse and impactful career paths that provide nurses with opportunities to transform healthcare.

Forward-Looking

Our tone focuses on the future and the possibilities it holds as we prepare nurse leaders and scientists to transform healthcare. It challenges nursing stereotypes by promoting innovative and pioneering nursing contributions to healthcare.

Transformative

We emphasize the transformative power of our education, not only for prospective students but also for our existing students, alumni, and the broader nursing community. Our tone highlights how we shape leaders who transform healthcare and ultimately advance health equity.

Inclusive

Our tone is inclusive, addressing a diverse range of audiences and highlighting the role of underrepresented communities in driving change. This inclusive tone mirrors our work in ending health inequities.

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Contact

Please contact **DUSONMC@dm.duke.edu** if you have any questions about how to use Duke School of Nursing branding.