

HUB RTP BRAND GUIDELINES

2019



IDENTITY SYSTEM

IDENTITY SYSTEM:
PRIMARY LOGO

APPLICATIONS

Wayfinding/Signage
Co-Branding
Pitch decks



IDENTITY SYSTEM:
ALTERNATE LOGO

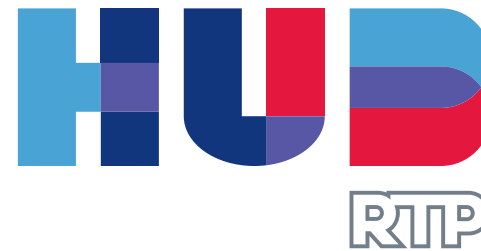
APPLICATIONS

Wayfinding/Signage
Promotional materials
Advertising
Posters



IDENTITY SYSTEM: CO-BRANDING

Hub RTP, as a sub-brand of Research Triangle Park, can be locked up with the master brand logo, but should be visually separated by a thin rule.



IDENTITY SYSTEM: USAGE

PRIMARY LOGO USAGE

The primary logo should always be used with contrast and legibility in mind.



✓ **USE FULL COLOR LOGO ON LIGHT BACKGROUNDS**

✗ **DO NOT USE FULL COLOR LOGO ON DARK BACKGROUNDS**

VISUAL IDENTITY



VISUAL IDENTITY: COLOR PALETTE

The primary RTP color palette is based on the brand colors of UNC, Duke University and NC State.

Hub RTP Brand 

Master Brand 



UNC
PMS 542
C60 M19 Y1 K4
HEX #4B9CD3



Duke
PMS 280
C100 M85 Y5 K22
HEX #012169



NC State
PMS 186
C0 M100 Y81 K4
HEX #CC0000



Purple
PMS 2096
C76 M76 Y0 K0
HEX #654EA3

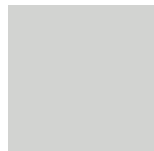
Neutrals 



Slate
PMS 432
C65 M43 Y26 K78
HEX #333F48



Medium Gray
PMS 430
C33 M18 Y13 K40
HEX #333F48



Light Gray
PMS 420
C6 M4 Y7 K13
HEX #C7C9C7



White
C0 M0 Y0 K0
HEX #FFFFFF

Master Brand Gradient



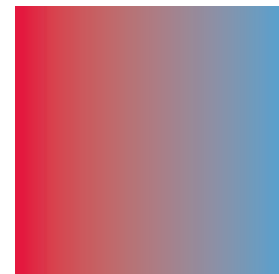
UNC  **Duke**



Duke  **NC State**



NC State  **UNC**



VISUAL IDENTITY: BRAND TYPEFACE
(PRINT AND WEB)

Poppins



Slate
PMS 432
C65 M43 Y26 K78
HEX #333F48

BODY COPY: PMS 432

STYLES

CHARACTERS

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

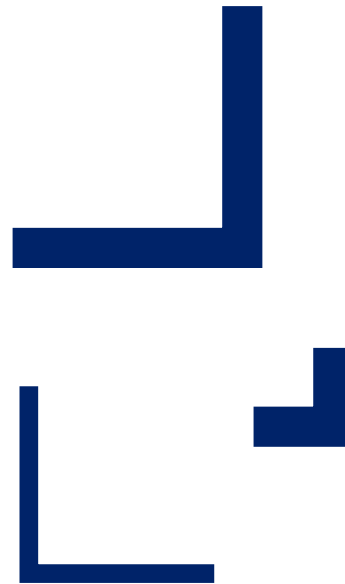
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

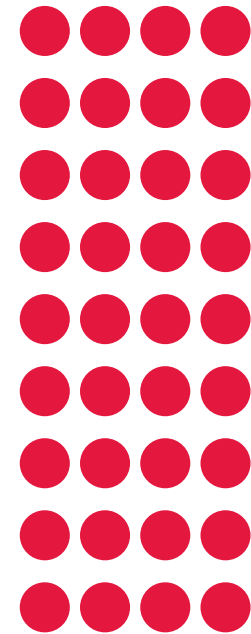
VISUAL IDENTITY: BRAND SHAPES



STRIPES



OPEN TRIANGLES



DOTS

APPLICATIONS

CO-BRANDING



WAYFINDING



- Shopping >
- Conference Center >



WAYFINDING



WAYFINDING



POSTER



Hub RTP Ampitheater Presents

Summer Music Series 2019

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. Duis aute irure dolor in reprehenderit in voluptate velit.



03.15.2019
Lorem Ipsum

03.21.2019
Dollar Sit

04.02.2019
Duis Aute Irure

PROMOTIONAL

