



JB DUKE

H O T E L

**BRAND MANUAL
AND IDENTITY STANDARDS**

2016 v1.0

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INTRODUCTION



The JB Duke Hotel offers fresh, contemporary design and stunning capabilities in the heart of Duke's energetic West Campus.

Uniting tradition and progress, the JB Duke Hotel is the ideal destination for executive education, conferences, weddings, and social gatherings. As a proud evolution of the Thomas Executive Center, the JB Duke Hotel brings unique work and leisure opportunities to West Campus.

The JB Duke Hotel is full-featured, inviting, and sophisticated. Its brand voice aims to convey these qualities with a remarkable, consistent identity that maintains a strong connection to the Duke University brand.

The following branding system establishes the JB Duke Hotel as a keystone of Duke's West Campus and the community beyond. Use these branding guidelines to fortify the JB Duke Hotel brand and to sustain its excellence.

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LOGO

02 JB DUKE HOTEL LOGO

Master Brand Logo

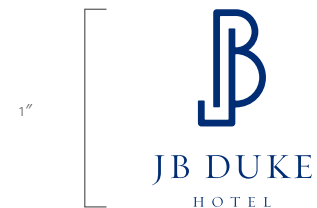
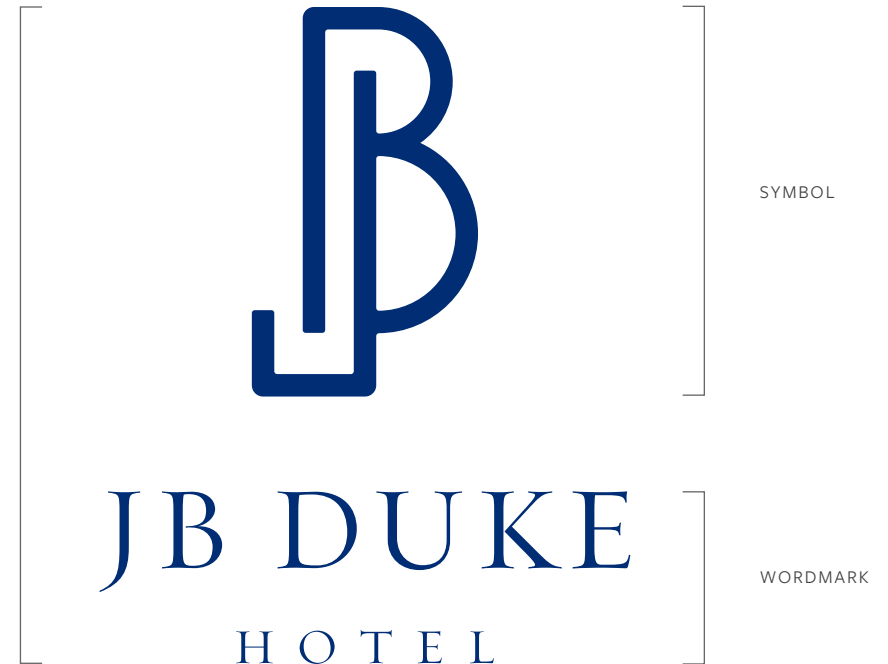
The JB Duke Hotel symbol exemplifies an evolving heritage. By combining modern architectural style with J and B letterforms, the symbol connects tradition and vitality.

The JB Duke Hotel wordmark employs elegant, understated typography.

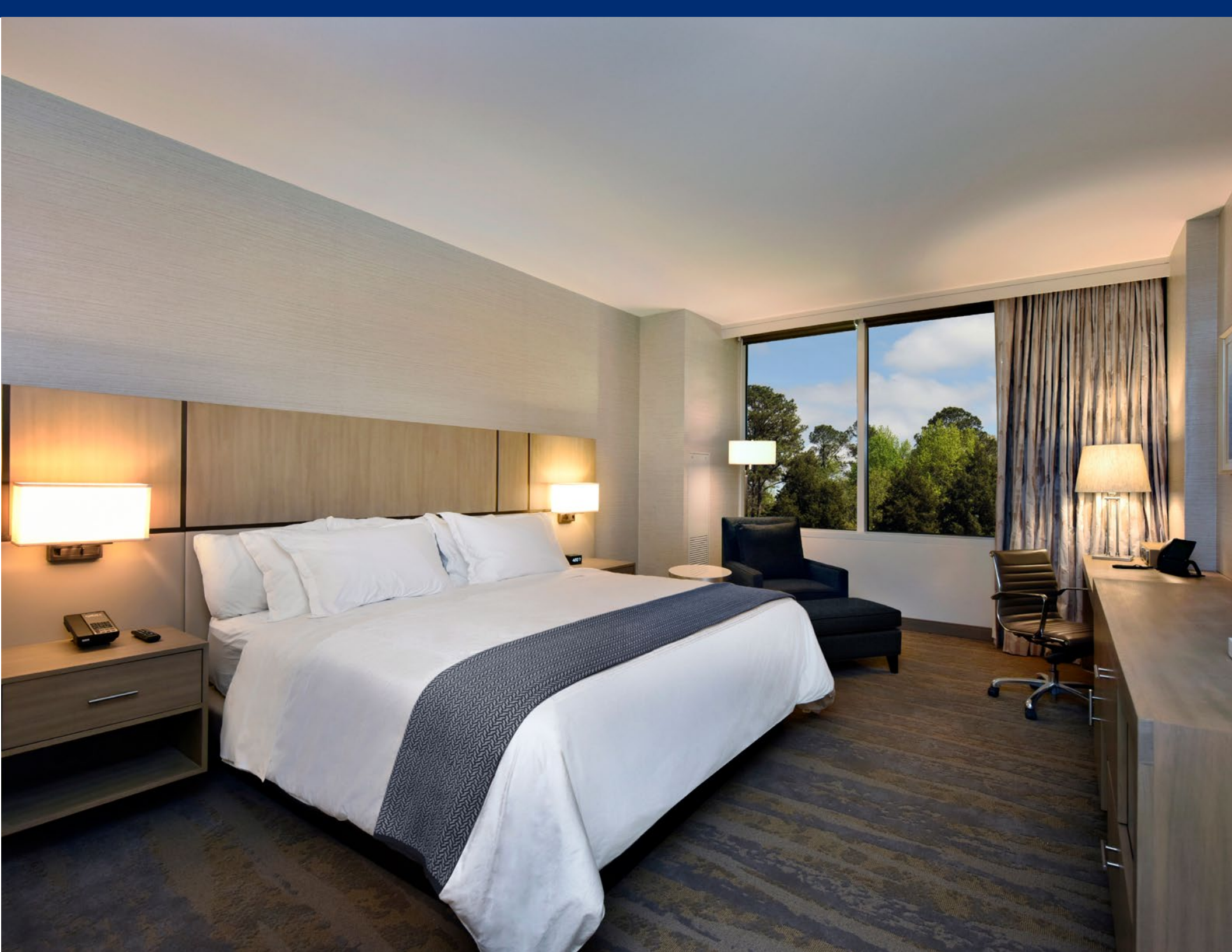
Together, the symbol and wordmark create the JB Duke Hotel logo. The logo is the brand's unifying expression, and represents its values, stature, and promise.

Do not alter the logo or reproduce the logo or wordmark.

LOGO



MINIMUM SIZE



02 JB DUKE HOTEL LOGO

Master Brand Logo with Subheader

In specific instances, the JB Duke Hotel logo may be used in conjunction with the Thomas Executive Conference Center subhead. The spacing, size, and typography of the subhead must be maintained as shown to the right. Use only the approved logo files. Do not recreate the subheader.

The brand logo with subhead is reserved for specific applications and should not be used in place of the standard brand logo.



JB DUKE
HOTEL

SUBHEADER



THOMAS EXECUTIVE CONFERENCE CENTER

02 JB DUKE HOTEL LOGO

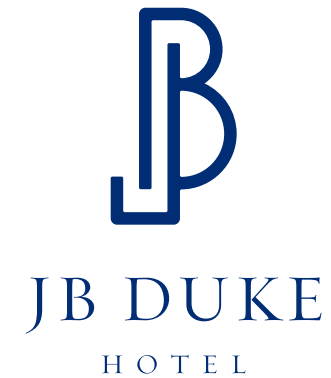
Master Brand Logo Treatments

Duke Blue is the historical mainstay of Duke University's branding, and its history is echoed through the JB Duke Hotel.

Use Duke Blue (see color guide) as the primary logo color. When placing the logo on a dark background, use white.

When reproducing the logo, use master artwork only. Only the original high resolution or vector files may be used. Do not recreate the logo.

OPTION 1
DUKE BLUE ON WHITE



OPTION 2
WHITE ON DUKE BLUE





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LOGO CLEAR ZONES

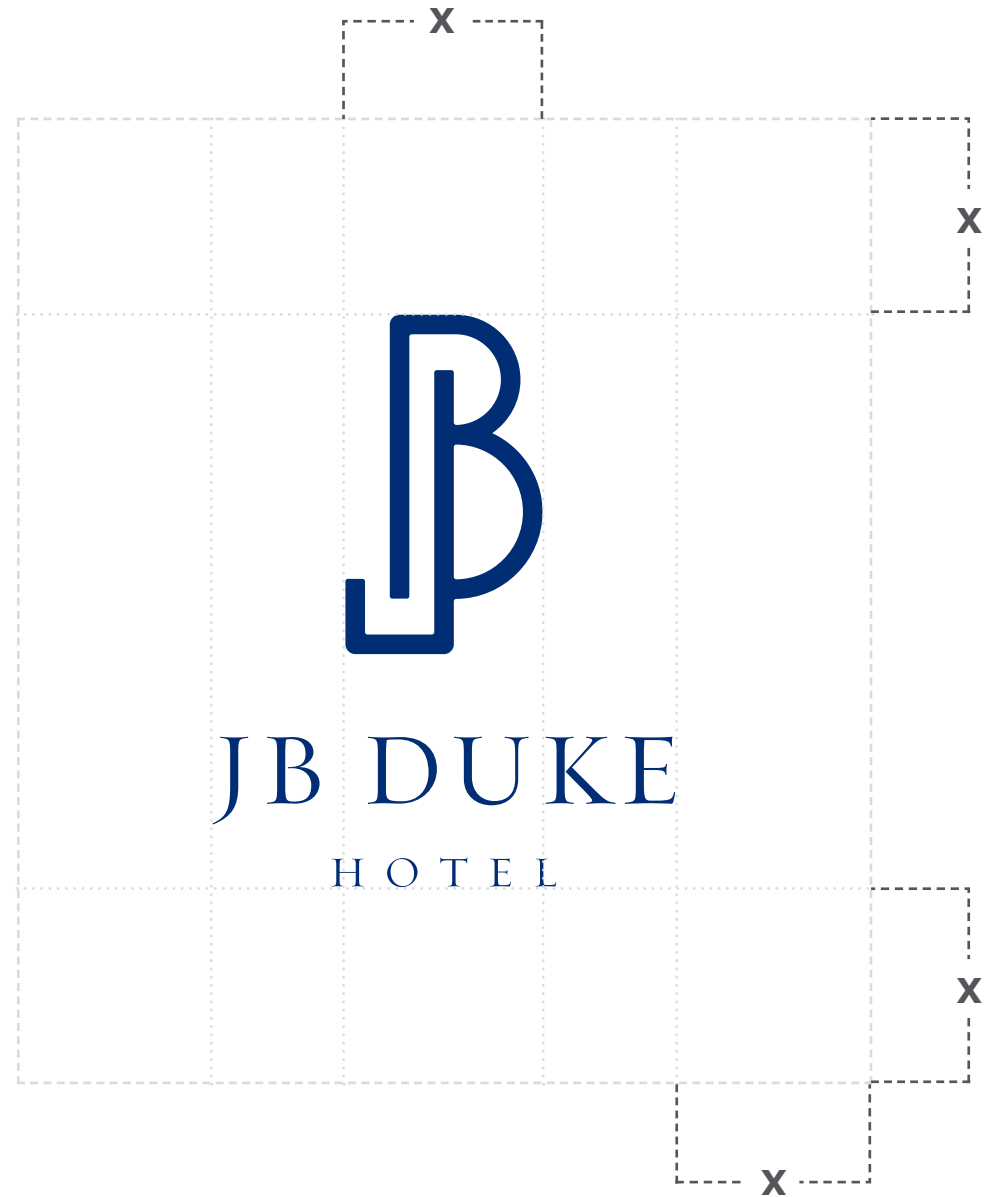
03 LOGO CLEAR ZONES

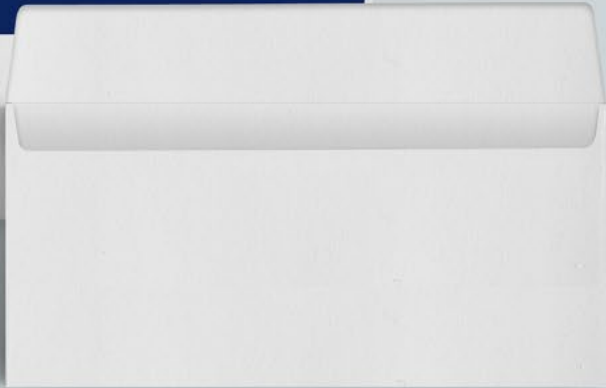
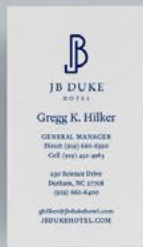
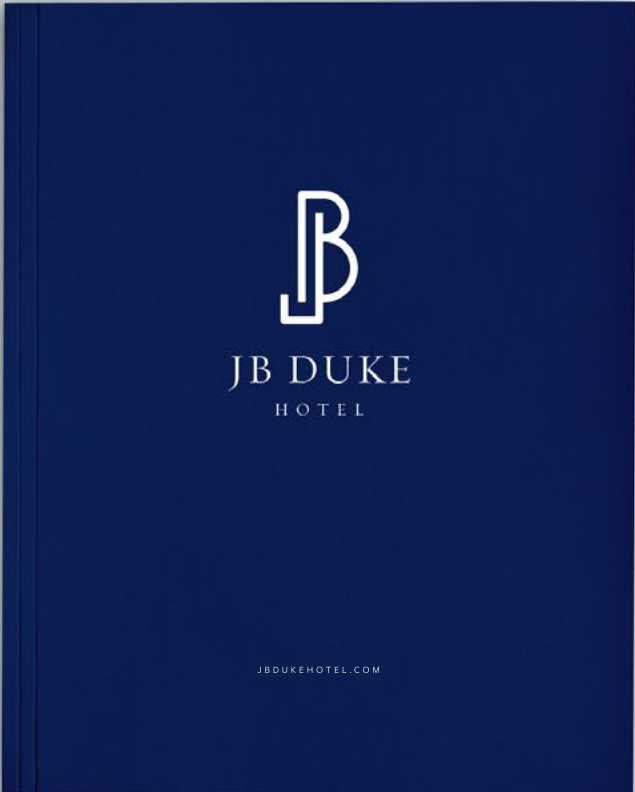
Master Brand Logo

The purpose of the logo clear zone is to maximize the prominence, readability, and integrity of the logo.

Keep the logo separate from other graphic elements by using the clearspace guidelines established below. The clearspace (x) is defined by the width of the the symbol.

This rule applies to all applications of the logo in all mediums.





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COLOR

Primary Palette

Clear brand communication depends on accurate reproduction of the brand color palette. Use Pantone colors for offset printing, CMYK values for digital printing, and RGB/Hex values for web.

Primary Palette

DUKE BLUE

CMYK : C100 Y75 M6 K24
PANTONE : PMS 288
RGB : R0 G26 B87
WEB : #001A57



100% 80% 60% 40% 20%

DARK GRAY

CMYK : C64 Y61 M65 K54
PANTONE : PMS BLACK 7
RGB : R58 G58 B60
WEB : #3A3A3C



100% 80% 60% 40% 20%

MEDIUM GRAY

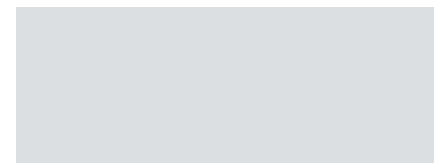
CMYK : C42 Y35 M35 K1
PANTONE : PMS COOL GRAY 7
RGB : R153 G153 B154
WEB : #999899



100% 80% 60% 40% 20%

LIGHT BLUE-GRAY

CMYK : C13 Y7 M8 K0
PANTONE : PMS 7541
RGB : R230 G234 B236
WEB : #E6EAE C



100% 80% 60% 40% 20%

Secondary Palette

The secondary palette may be employed for accent colors in print pieces and functional elements for web (see Web Style Guide).

Use the secondary palette sparingly: to lend emphasis to important information, to denote a call-to-action, to clarify messaging.

Secondary Palette



CMYK : C100 Y72 M2 K12
PANTONE : PMS 287
RGB : R6 G128 B205
WEB : #0736A4



CMYK : C57 Y4 M100 K0
PANTONE : PMS 368
RGB : R123 G184 B5
WEB : #7BB805



CMYK : C77 M14 Y100 K2
PANTONE : PMS 2424
RGB : R65 G156 B70
WEB : #409C00

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TYPOGRAPHY

Print

In order to maintain the unique character and integrity of the JB Duke Hotel brand, it is critical to control all typography used in brand communications.

JB Duke’s primary typefaces are Freight Sans and Freight Text. Flexible, beautiful, and easy to read, the Freight family is well-suited for all visual communications.

Employ the Freight family for all JB Duke communications where possible. If the Freight family is not available, use the secondary typefaces specified on the following page.

FREIGHT SANS, a contemporary sans-serif, should be employed for headers, titles, and labels. This typeface should appear in all caps for these applications, and where possible, tracking (letter spacing) of 75 should be applied.

Freight Text excels in a variety of uses and should be employed as the body font in all written communication.

PRIMARY TYPEFACES

FREIGHT SANS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

FREIGHT TEXT

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%^&*

Web

Use the brand’s primary typefaces whenever possible. Some applications, especially web usage, may limit font portability, and the secondary typefaces, Open Sans and Source Serif, should be employed.

Open Sans and Source Serif should occupy the roles respectively occupied by Freight Sans and Freight text. Please note that these typefaces are designed specifically for usage in websites and online materials.

Do not combine primary and secondary typefaces.

SECONDARY/WEB TYPEFACES

OPEN SANS

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&***

SOURCE SERIF

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&***

05 TYPOGRAPHY

Layout Examples

The following type hierarchy should guide your layout. Adherence to these styles will ensure consistent branding across JB Duke materials.

WHITE BACKGROUND

CHIC.
CONTEMPORARY.
Convenient.

Comfort finds purpose with the launch of Duke's newest full-service hotel, the JB Duke Hotel.

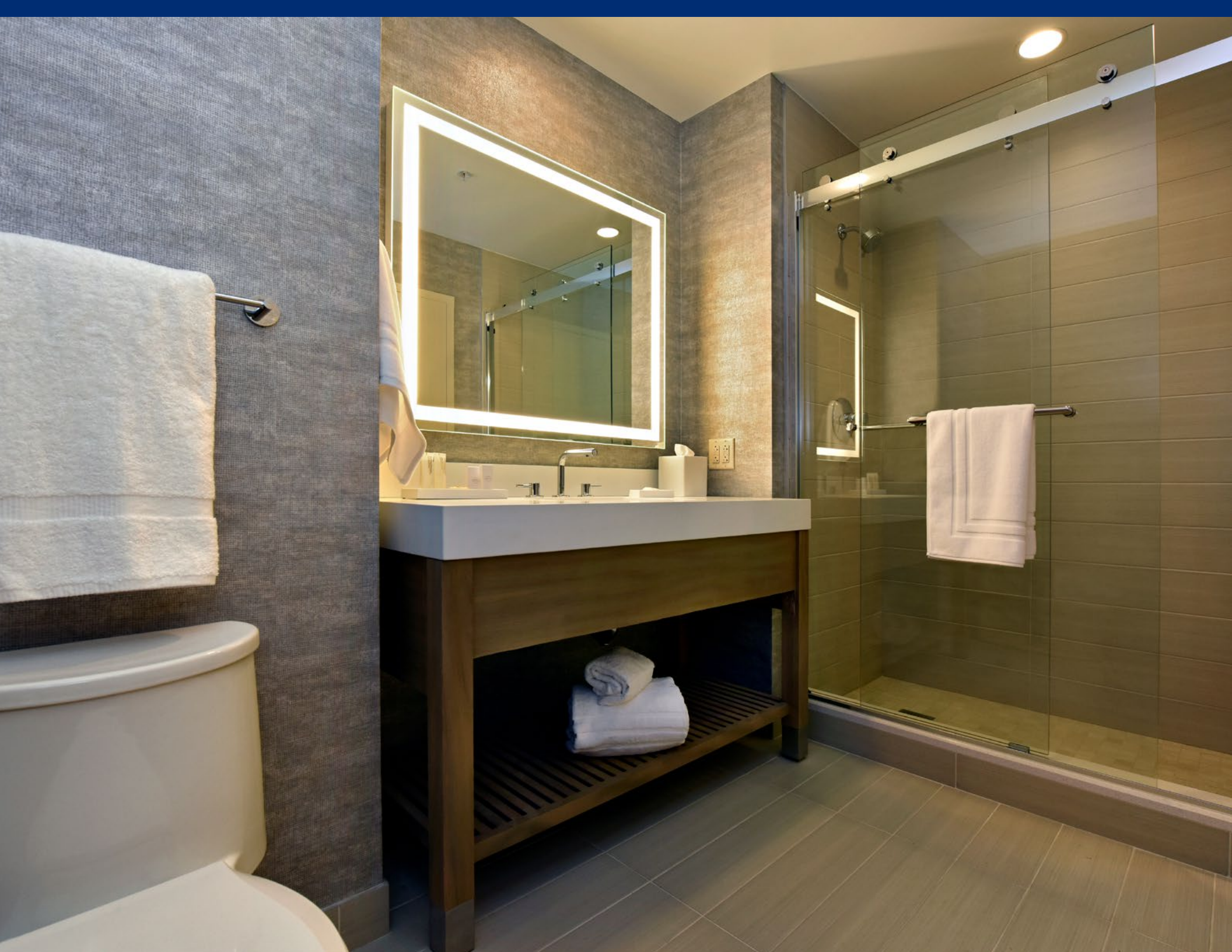
The JB Duke Hotel adds stunning new capabilities to the energetic heart of Duke's West Campus and transforms the Thomas Executive Conference Center into a purposeful, full-featured site for learning and leisure. A fresh, contemporary design theme unites the Thomas Center's 20,000 square feet of state-of-the-art conference and banquet facilities with 198 elegant new guest rooms and suites, a full-service restaurant, two bars and a fitness center.

DARK BACKGROUND

CHIC.
CONTEMPORARY.
Convenient.

Comfort finds purpose with the launch of Duke's newest full-service hotel, the JB Duke Hotel.

The JB Duke Hotel adds stunning new capabilities to the energetic heart of Duke's West Campus and transforms the Thomas Executive Conference Center into a purposeful, full-featured site for learning and leisure. A fresh, contemporary design theme unites the Thomas Center's 20,000 square feet of state-of-the-art conference and banquet facilities with 198 elegant new guest rooms and suites, a full-service restaurant, two bars and a fitness center.



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LOGO MISUSES

06 LOGO MISUSES

General Guidelines

The JB Duke Hotel logo is the brand's primary visual representation. Its integrity should be respected at all times. Do not alter or distort its form. Incorrect logo treatments are shown below.



SCALE.
Do not alter the proportions of the logo.



COLOR.
Do not change the logo's colors.



ORIENTATION.
Do not rotate the logo.



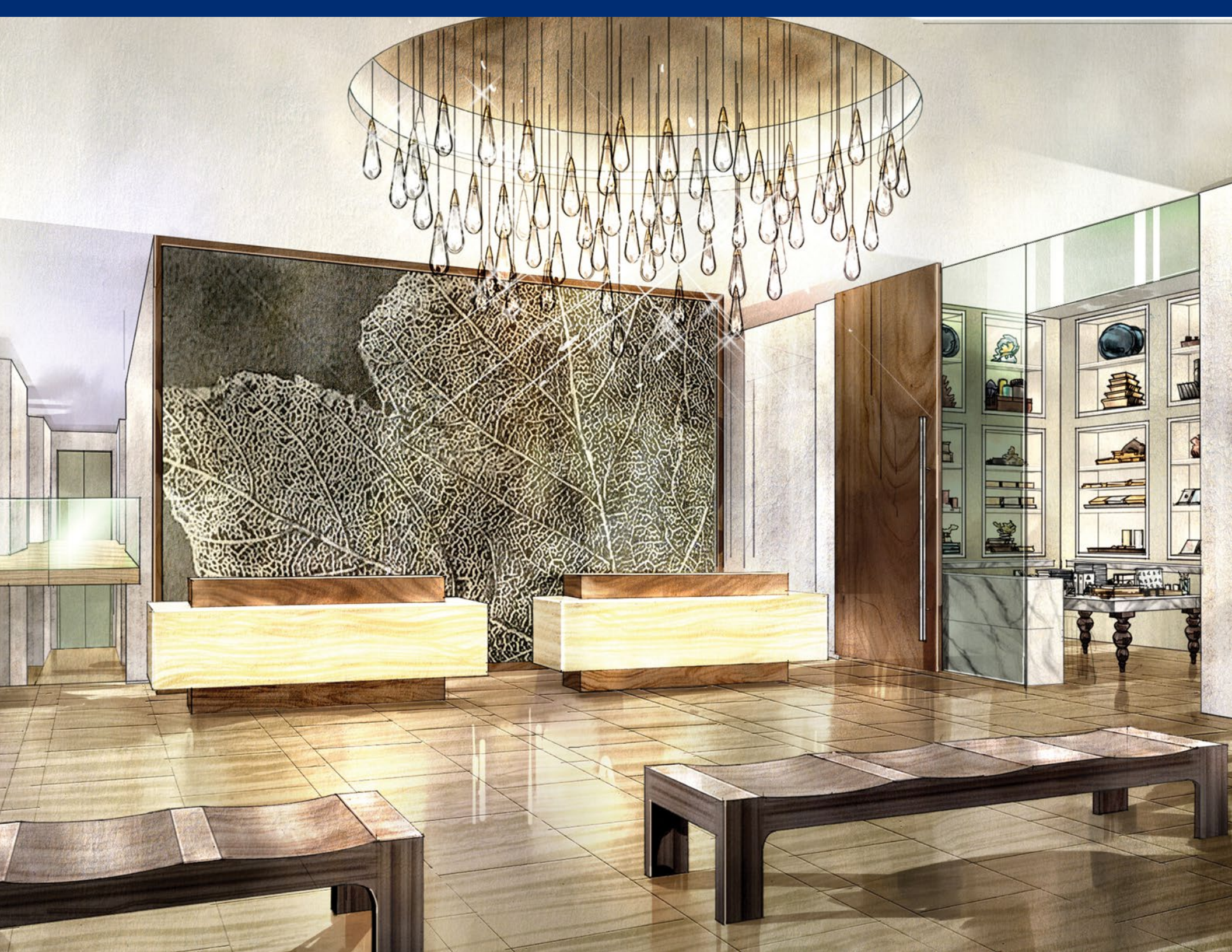
LAYOUT.
Do not reposition or change the spacing among the logo's elements.



TYPOGRAPHY.
Do not recreate or alter the logo's typography.



EFFECTS.
Do not apply effects, such as a drop shadow or stroke, to the logo.





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