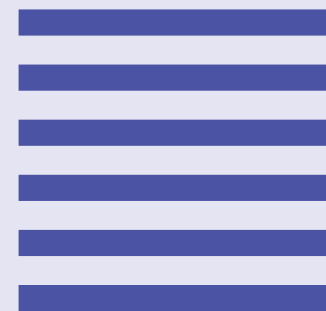
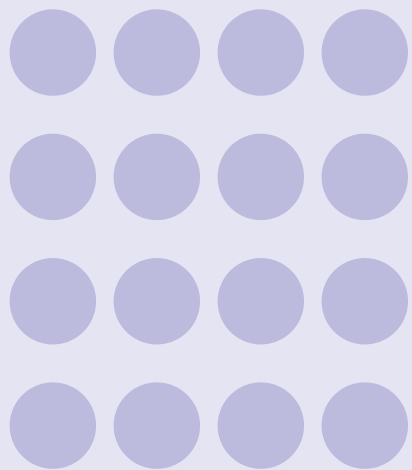


# Brand Manual 2022

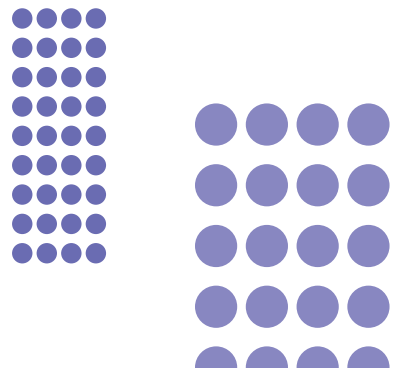
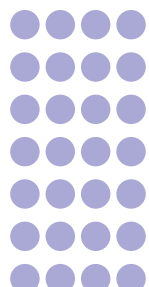
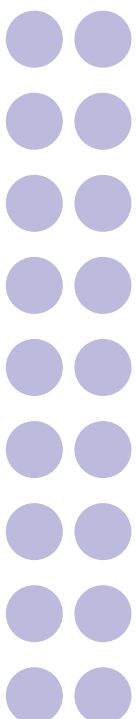


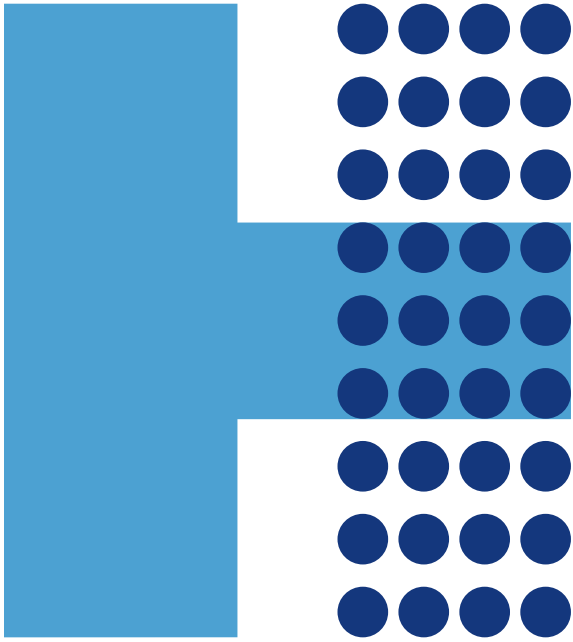
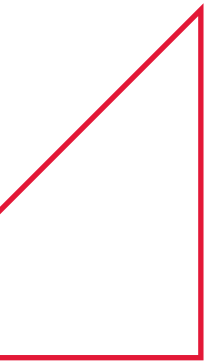
**Version 03**

Contact: Jan Mactal • 919.654.1708 • [mactal@rtp.org](mailto:mactal@rtp.org)

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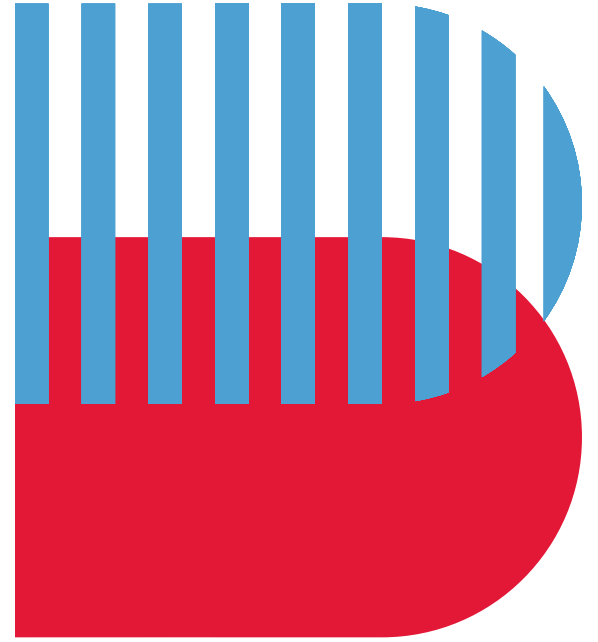




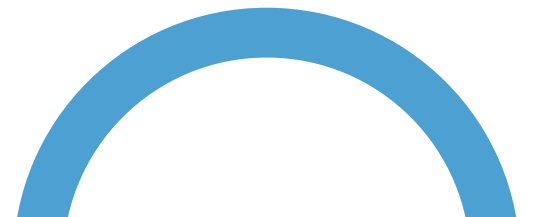
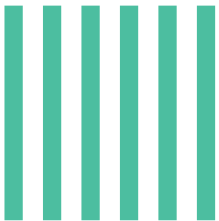
Human



Urban



Built for the future





Welcome to  
Hub RTP

**These guidelines describe the visual and verbal elements that represent Hub RTP's brand identity.**

It's worth noting that Hub RTP is not a Research Triangle Park sub-brand, but rather a community within RTP – and hence it has an identity of its own. The identity is intended to empower people in a playful and inspiring way so that everyone feels invited to be a part of our Hub RTP community. This guide helps us distinguish the elements and experiences that make the community unique, and we use these tools to strengthen the Hub RTP brand while we share our story with the world.

### **Who should use this guide?**

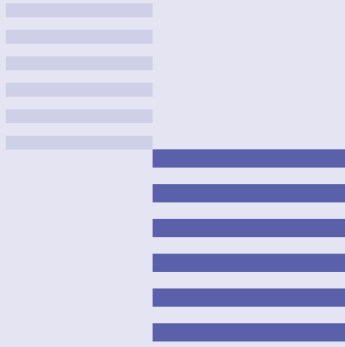
Anyone who activates anything for the brand Hub RTP. These brand standards should be used by all RTF functions as well as all partners, agencies and other parties involved in any Hub RTP touch point.





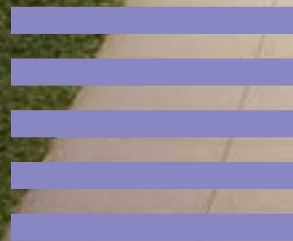
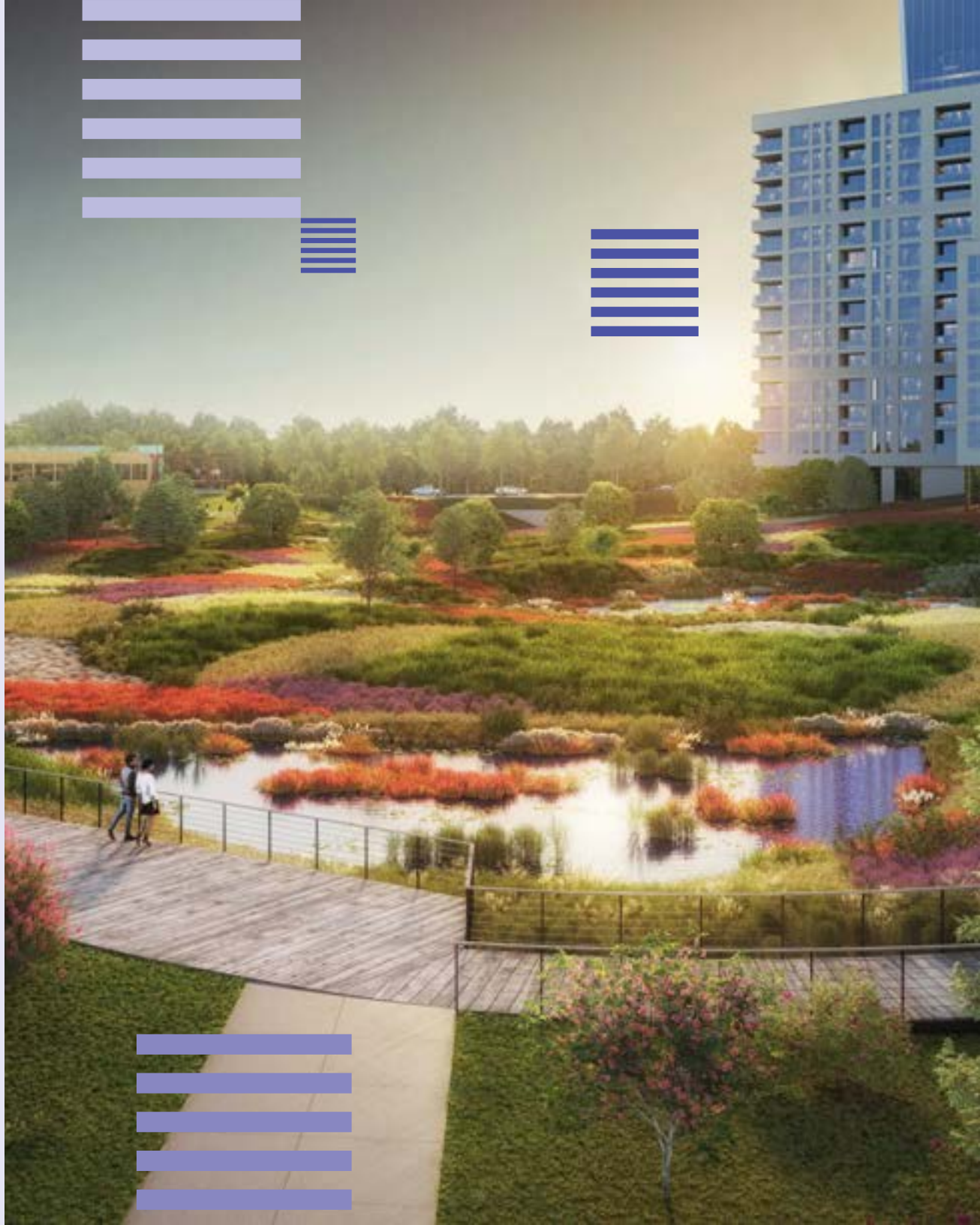
# Our Brand

Our Brand



## What we believe:

The world is only transformed when people come together to change it.



# Our promise:

Hub RTP will be a catalyst for change in the region and around the world. The place where innovators, disruptors, visionaries and locals collide to shape the future in multiple, creative ways.





## Brand Personality

To support our position as passionate challengers of convention and fearless innovators, it's fair to say that we beat to our own drum. We're not afraid to make a statement or tread a different path. The following guidelines help capture the spirit of our personality

### **Make it exceptional.**

We're committed to the best environments, services and experiences. At Hub RTP, good enough is not good enough.

### **Involve everyone.**

We are inclusive and open with our partners and the communities we serve.

### **Make it innovative.**

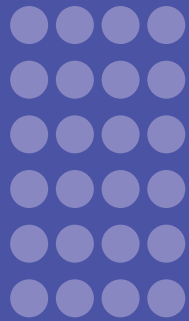
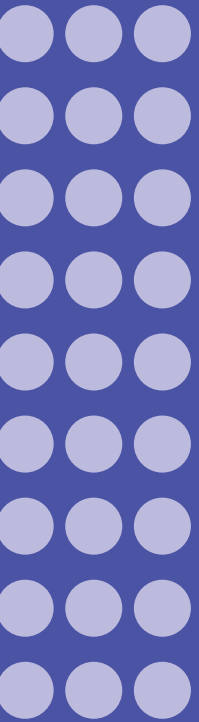
We're highly creative and strive to accomplish things in a manner that no one else has done before.

### **Make it genuine.**

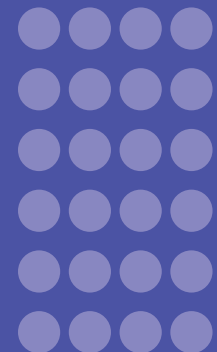
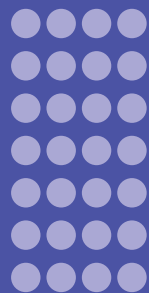
We are sincere, trustworthy and reliable.

### **Make it fun.**

To get people curious, we think of smart and playful ways to communicate what Hub RTP is all about.



# Our Logo



## Logo

Our logo is the shorthand for everything Hub RTP represents: a distinctive wordmark that people can identify with and reflects the dynamic and diverse nature of the neighborhood and our initiatives.

To help them recognize us easily, the Hub wordmark most often appears locked-up with the Research Triangle Park (RTP) badge.

Within the neighborhood and in places where people know us well, we can use the Hub Wordmark without the RTP lock-up:



## Principles

### Iconic

We apply our logo clearly and proudly on all Hub RTP communications.

### Flexible

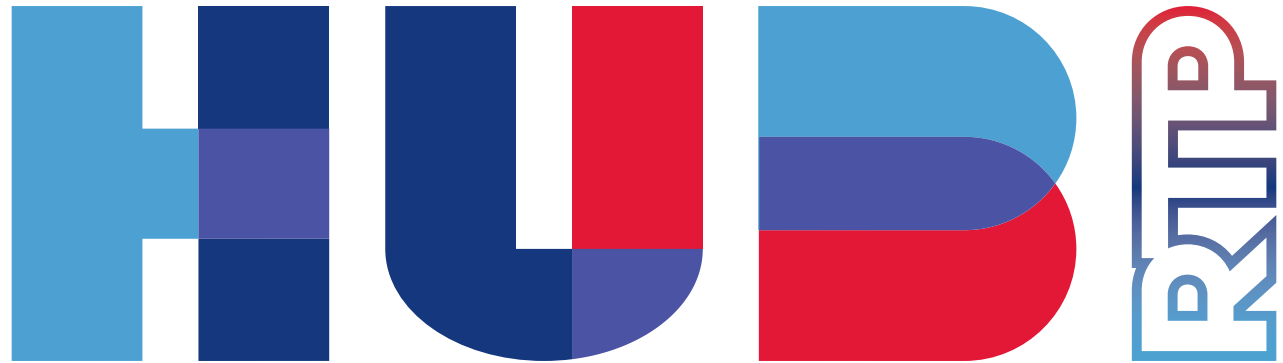
Our logo can appear in any color from our palette, but be purposeful in its application (see page 7).

### Consistent

Maintain quality by only using provided lock-ups and following the guidance provided.

## Primary Brand Logo

The Hub RTP logo is the primary asset for the Hub RTP brand, and the horizontal version is the preferred logo to represent the brand. The RTP badge, carried over from the Research Triangle Park brand, is visually locked-up with the Hub wordmark.



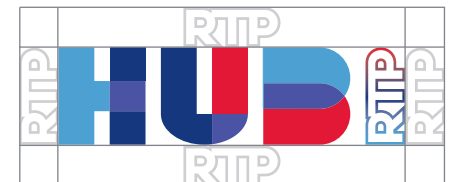
Reverse



One Color



Clear Space



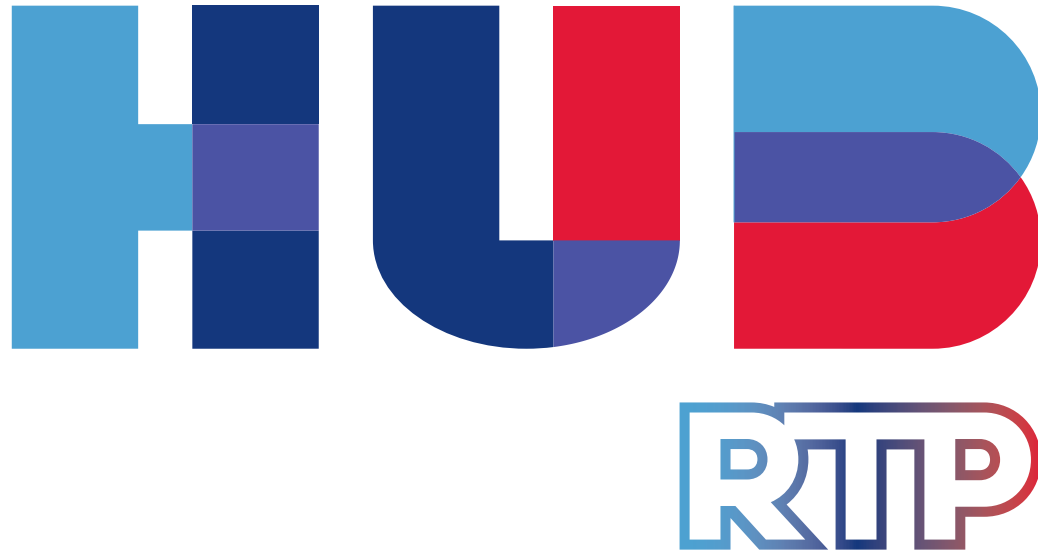
## Logo

The Stacked Global Logo should be used sparingly – simply when its shape is a better fit to the required format.

The RTP badge must always appear to the lower right of the Hub wordmark.

## Secondary Stacked Logo

We use the Secondary Stacked Logo when the space on print or web does not allow for the Primary Brand Logo.



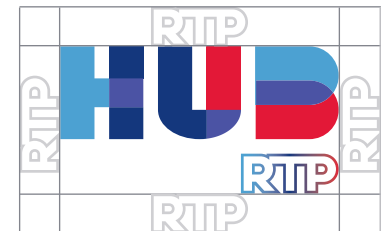
Reverse



One Color



Clear Space

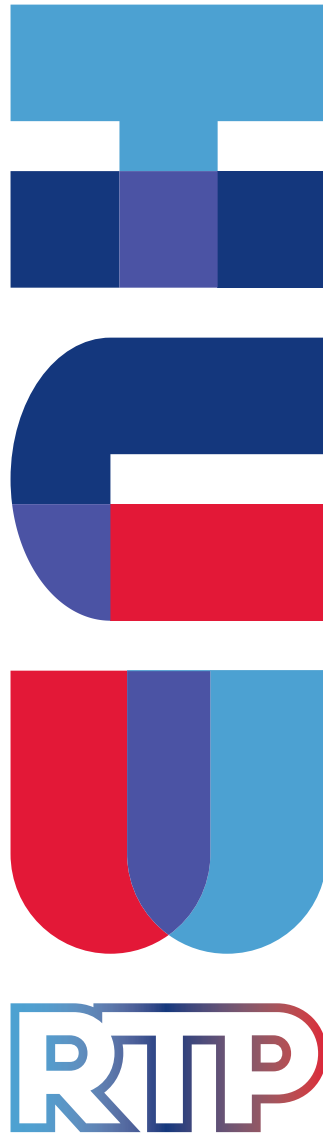


## Logo

Use of this asset should be kept to a minimum.

## Vertical Logo

For extreme vertical applications – such as a banner or billboard – the vertical usage logo has been created.



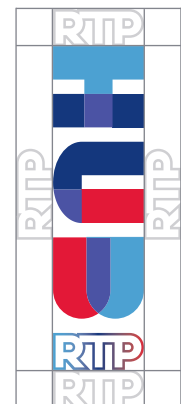
## Reverse



## One Color



## Clear Space



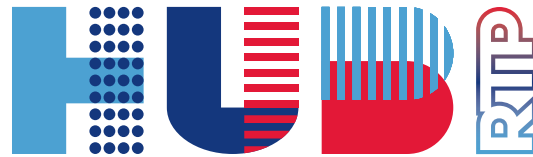
## Logo

To use Limited Use Logos on applications such as t-shirts or sculptural signage, consult the Hub RTP marketing department for clearance before proceeding.

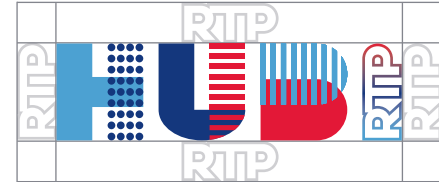
## Limited Use Logos

Limited Use Logos should not be substituted for the Primary Brand and Secondary Stacked Logos. These are authorized versions of the Hub RTP logo created specifically for use on brand merchandise and 3-dimensional signage.

### Horizontal Pattern Logo



### Clear Space



### Horizontal Maximum Height Logo



### Clear Space



## Logo Color Use

Reverse and one-color Hub RTP logos can appear in any color from our palette, as long as it's purposeful in its application.



## Logo

Within the neighborhood it is acceptable to omit the Location Lock-up.

In external applications such as advertising, we use the Location Lock-up to refer to the location of the destination and to ensure that there is representation of both brands in partnership.

## Location Lock-ups

Destinations within Hub RTP are co-branded with our AT Hub RTP Location Lock-up.

A Hub Location Lock-up



Clear Space



A Hub Location Lock-up



Clear Space





## Logo

The Hub RTP logo always sits to the right of the other logo.

A Slate vertical rule must bisect the clear space between the two logos.

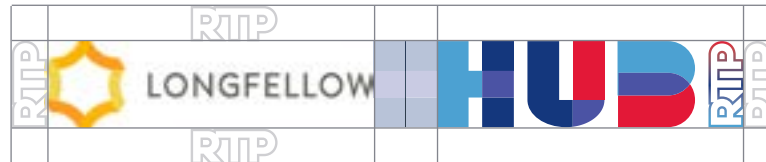
## Partner Lock-ups

The standards below are applied when pairing the Hub RTP logo with the logo of another company for co-branding and partnership purposes.

0.5 pt rule



Clear Space



Other Examples:





# Palette, Shapes & Patterns

## Palette, Shapes & Patterns

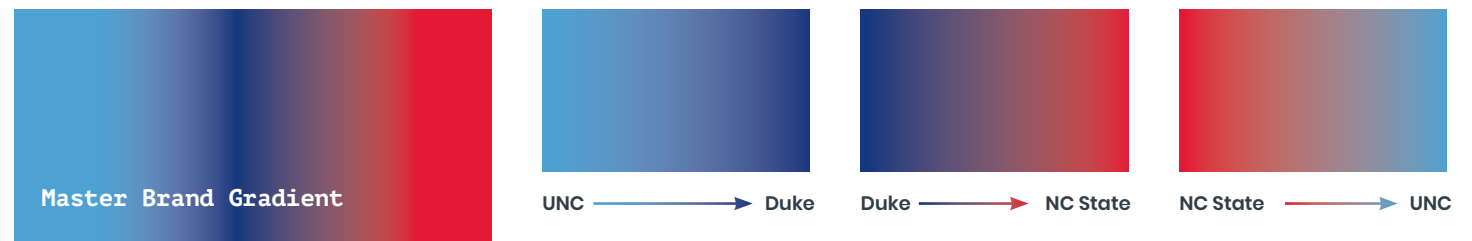
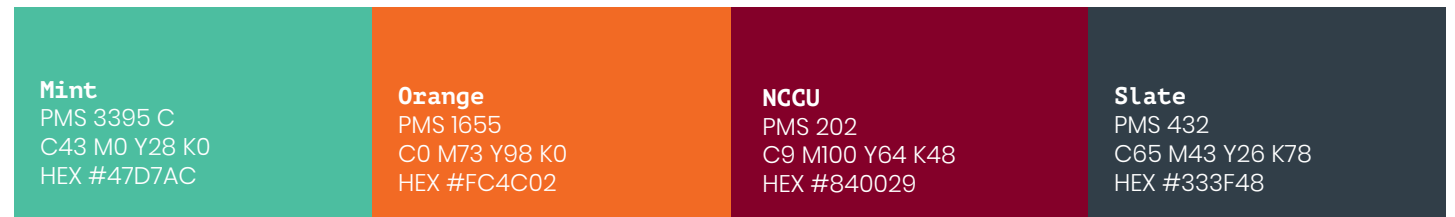
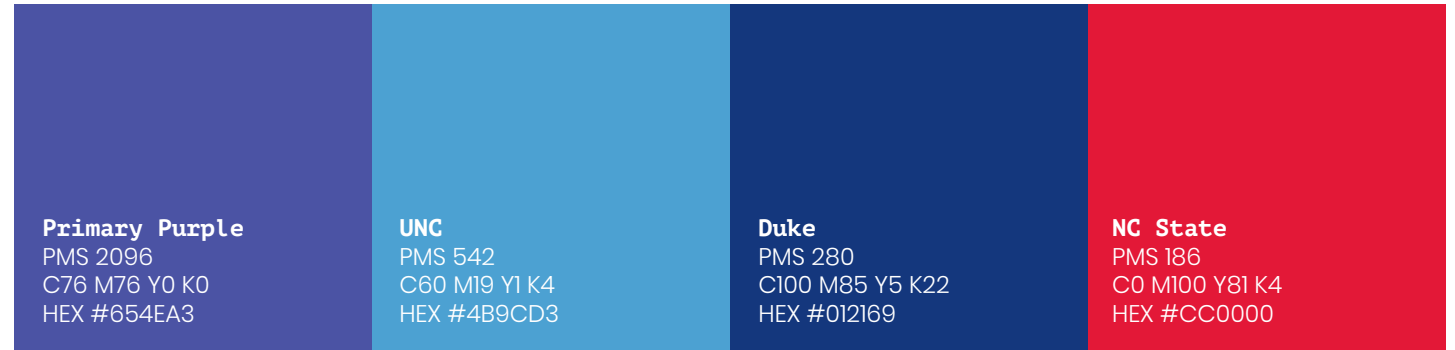
All of Hub's core colors work together, adding a depth and richness to the color palette.

Modifying the tint or transparency of the UNC, Duke and NC State shades in the palette is not permitted. You can lighten the tint of Purple, Mint, Orange and Slate.

The Master Brand Gradients use the UNC, Duke and NC State shades, the official colors of those respective universities.

## Color Palette

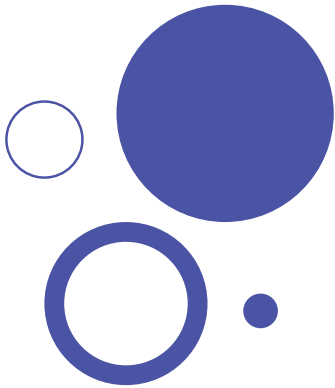
Hub RTP has an extended color palette that can be used for applications. At the core of the identity system lies Primary Purple. For Hub RTP applications, Primary Purple shade should be used most often.



## Brand Shapes

Shapes are used to create continuity throughout our materials and increase brand recognition. Drawing inspiration from the Hub RTP logo and the RTP brand visual palette, a number of shapes have been designed and added to the Hub RTP identity system as optional elements.

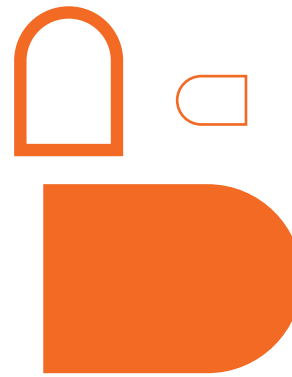
Circles



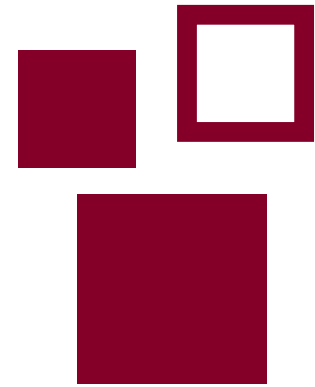
Pie Shapes



Arches



Boxes



Triangles



Open Triangles



Strokes



## Brand Shapes In Use



A center for cutting-edge scientific research.



At the nexus of  
**Durham, Raleigh  
and Chapel Hill.**

A local hub for everything  
the region has to offer.

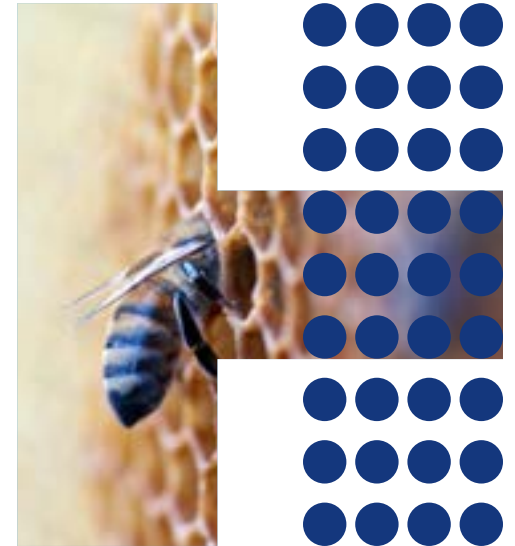
Palette, Shapes & Patterns

# Brand Shapes In Use

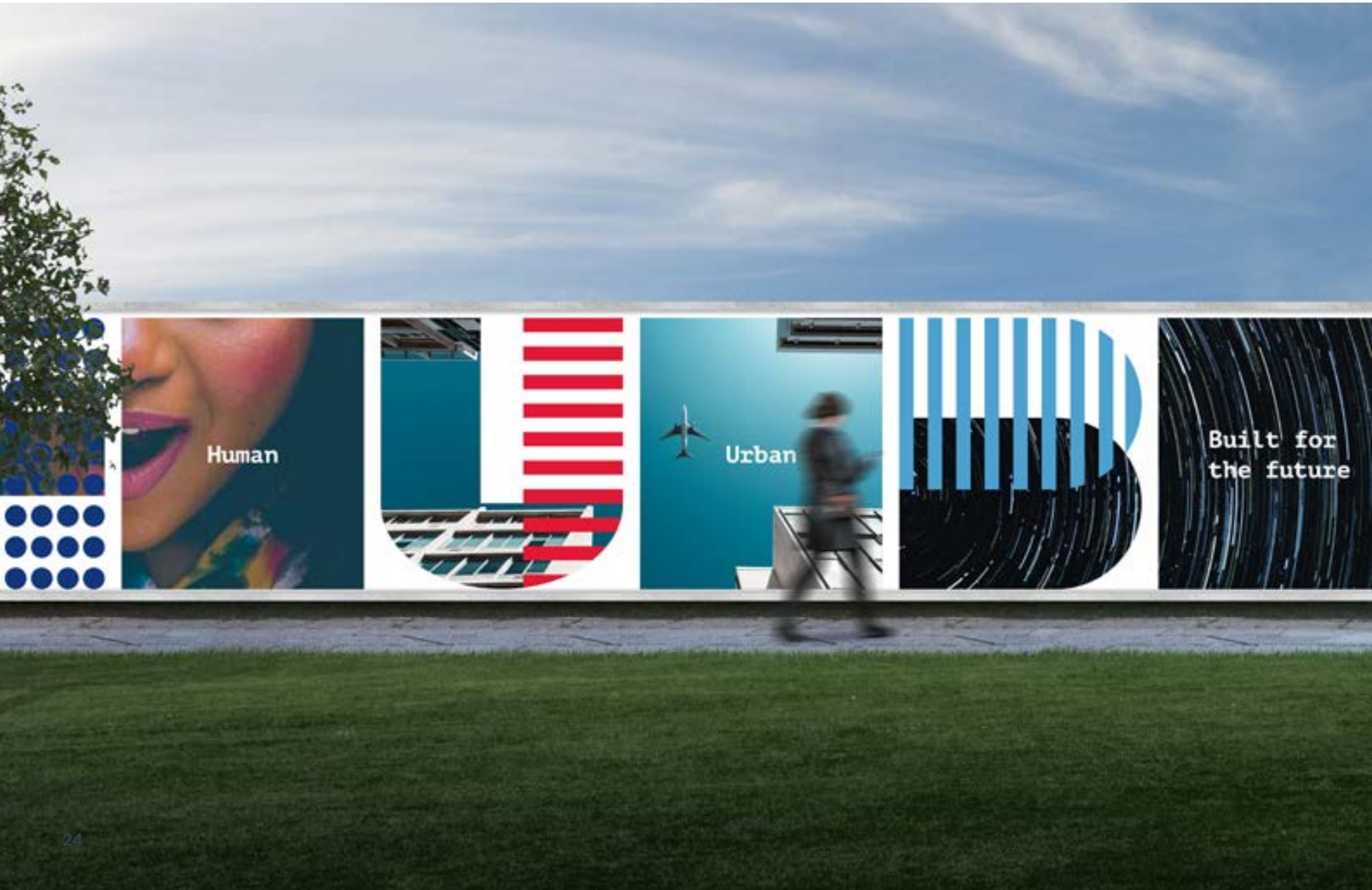


## Photography In Brand Shapes

Depending on its application, imagery can live in a traditional frame, or more dynamically inside the brand shapes and patterns. Imagery can be framed in one shape or span multiple shapes. Shapes and patterns with imagery can be combined.



## Photography In Brand Shapes





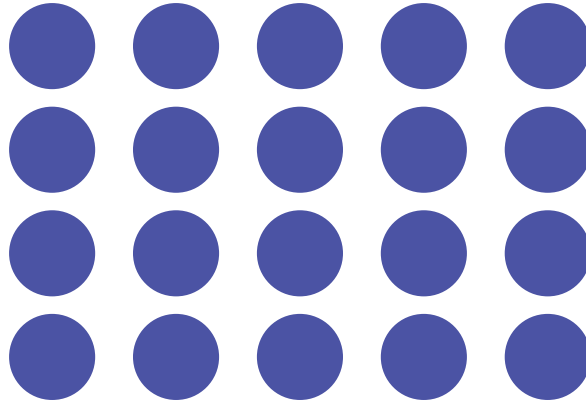
## Palette, Shapes & Patterns

Custom patterns can also be created from various geometric shapes in our visual library.

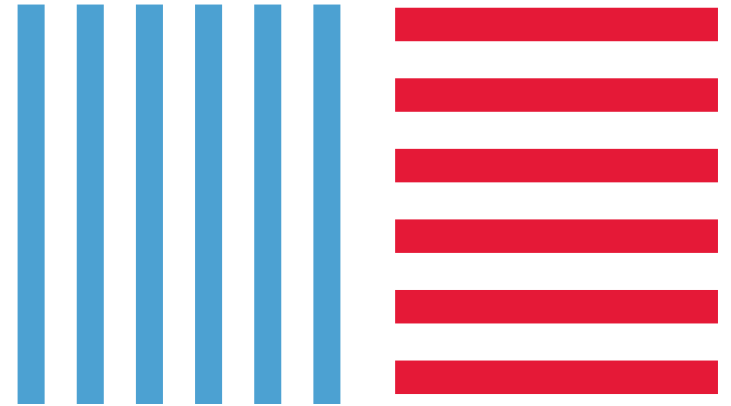
## Brand Patterns

Patterns are used to create continuity throughout our materials and increase brand recognition. Drawing inspiration from the Hub RTP logos and the RTP brand visual palette, a number of patterns have been designed and added to the Hub RTP identity system as optional elements.

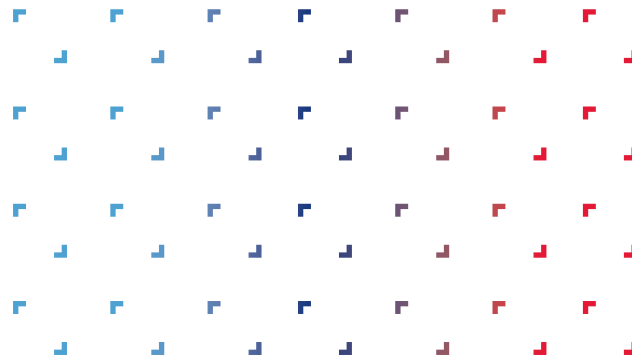
Circle Pattern



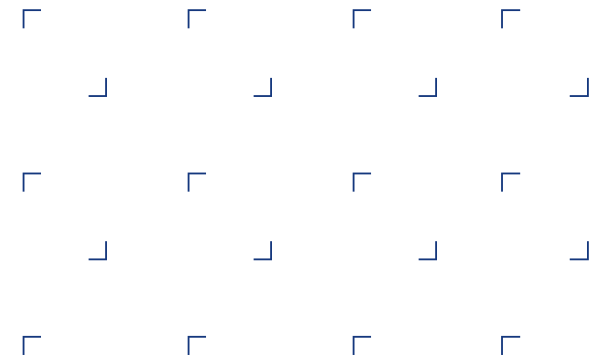
Striped Patterns



Tight Open Triangle Pattern



Large Open Triangle Pattern

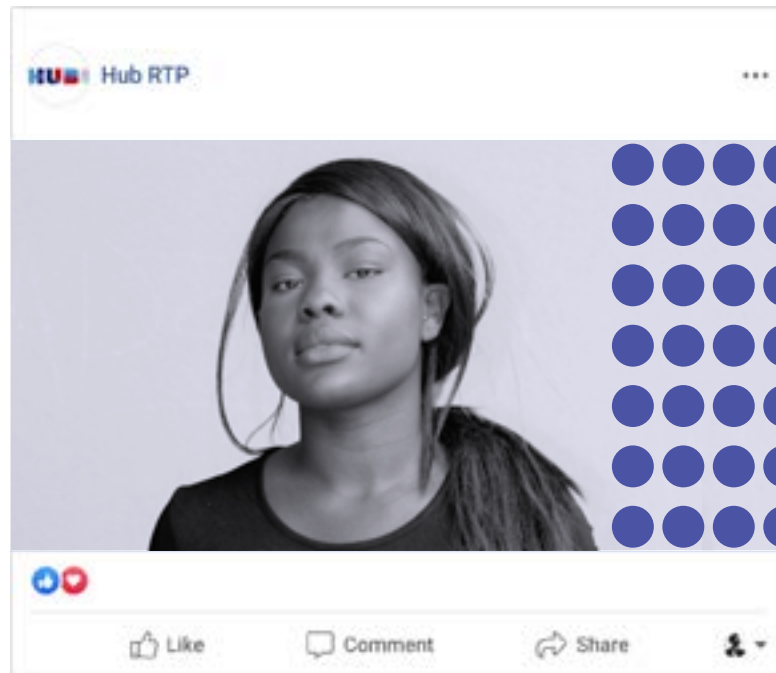


## Brand Patterns In Use

Website Banner



Social Images





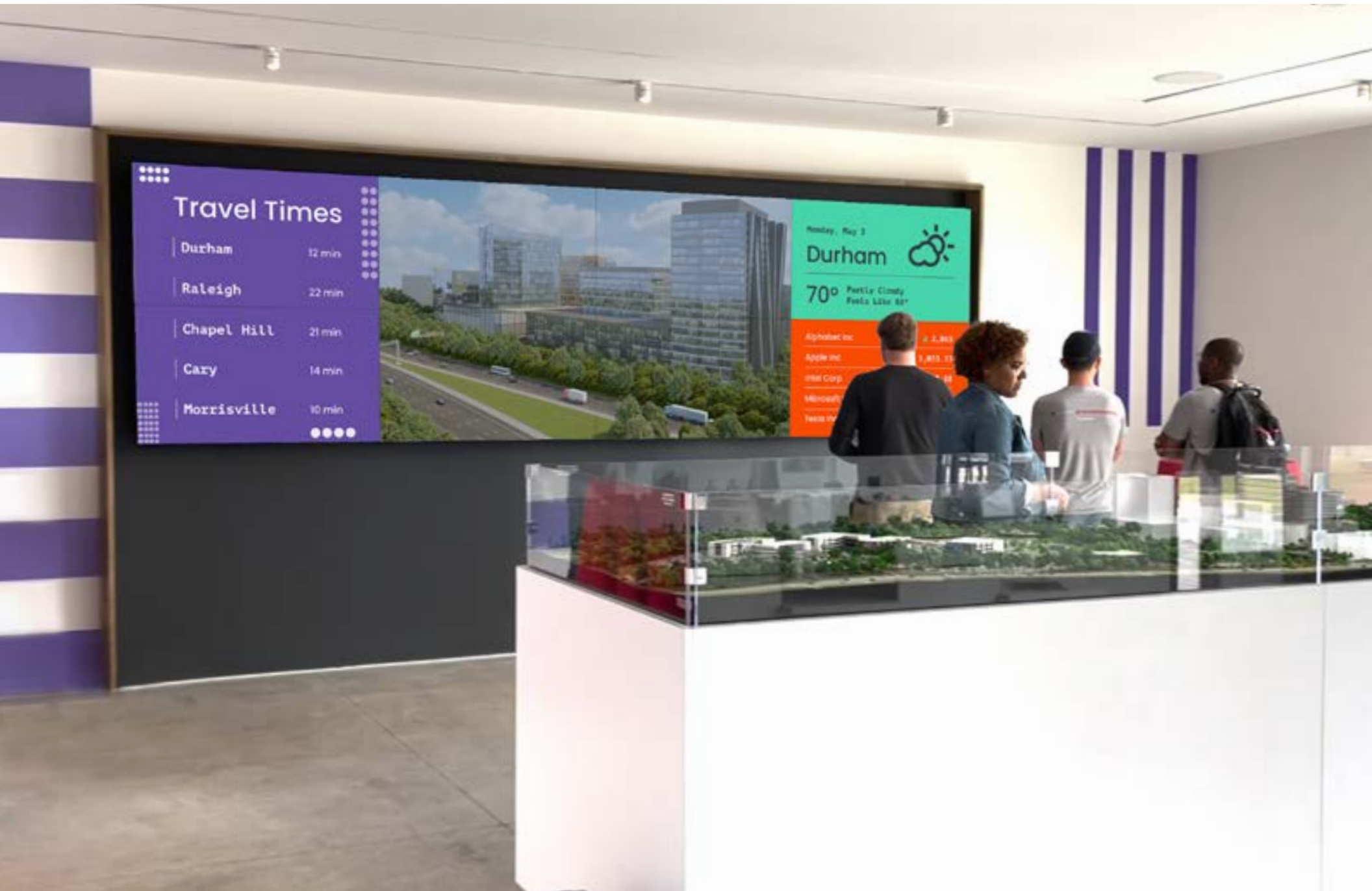
Hello



Hello  
neighborhood

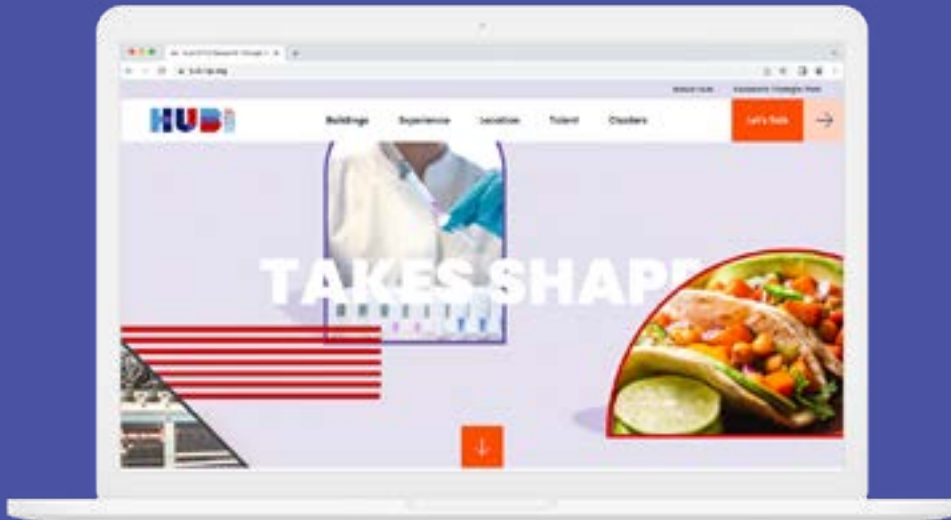
Greenspace & Park  
16 acres

## Brand Patterns In Use

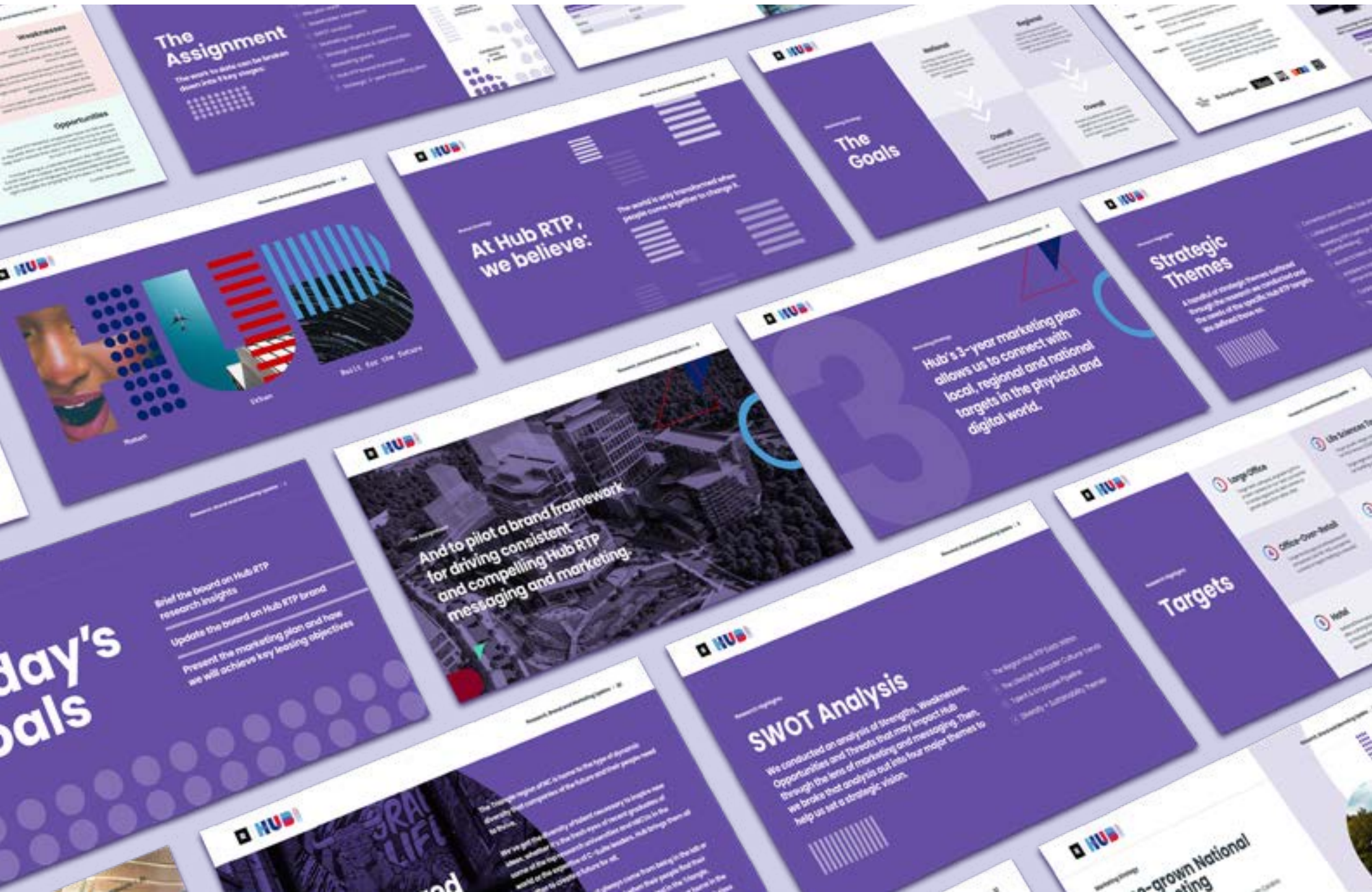


Palette, Shapes & Patterns

## Shapes & Patterns Mixed Use



# Shapes & Patterns Mixed Use



# Shapes & Patterns Mixed Use



The background is a solid blue color with several clusters of horizontal white bars. There are four clusters on the left side and two on the right side, arranged in a roughly circular pattern around the central text. Each cluster consists of five horizontal bars of varying lengths and positions.

# Brand Visuals



**Our brand imagery approach involves a combination of aspirational, conceptual and dynamic lifestyle photography that is authentic, meaningful and immersive.**

Given our scale and scope, no single photographic style can capture the variety of subjects or themes we need to convey. Different types of images are better suited for certain situations and subject matter. We've developed a definitive perspective on the types of imagery that best define Hub RTP in both style and substance.

## Brand Visuals

### Hub RTP Life

Lifestyle photography is best suited for celebrating the beauty and creativity of things, showing how things work, conveying concepts and displaying details.

Reportage and lifestyle photography is primarily used to document the customer/visitor/employee experience.



## Hub RTP Portraiture

Portraiture allows us to isolate individual Hub RTP tenants, clients and teams, visitors, artists and celebrities to capture their character, and focus on the unique personalities and perspectives they provide.



## Brand Visuals

In layouts, the gradient overlay treatment can be used when the photographic background interferes with type legibility. In general, gradient overlays should be used less frequently.

## Photographic Styles

Depending on its application, photographic imagery can be rendered in full-color, black and white, or with a gradient overlay.

Full Color



Black and White



Gradient Overlay



Purple Overlay



## Iconography

Hub RTP icons work in harmony with the brand's visual language. The concepts are unique to Hub and are simplified to their purest form. To give icons a sense of originality and consistency, Hub's signature purple is the primary color used, with one line segment with one line segment always rendered using Hub's master brand gradient. On dark backgrounds, icons are rendered in one color (white).

### Full Color



Parking



Retail



Cafe



Pool



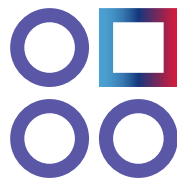
Wi-Fi



Conference Center



Splash Pad

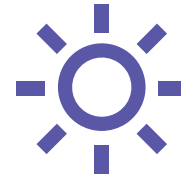


One-Of-A-Kind

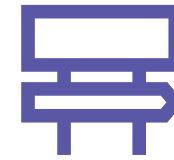


24-7

### One Color



Rooftop



Signage Package



Energy Star



Fitness Center



Dog Park



Playground



Terrace



Wellness



Co-Working

## Brand Visuals

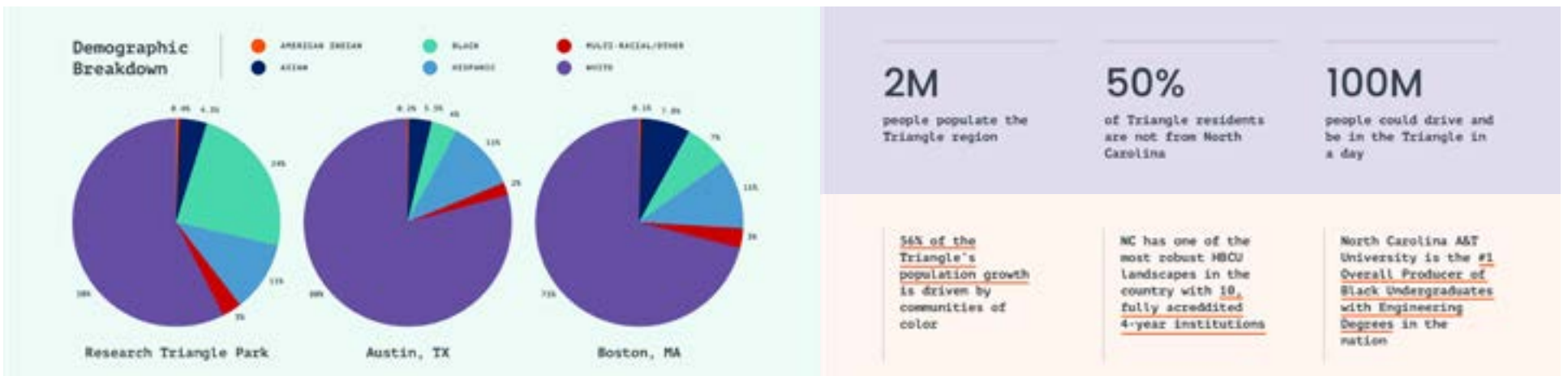
### Infographics

Hub infographics take on many forms and ultimately have a job to do. They should always have a clear purpose, support content and guide a user to understand difficult concepts. Clear and simple graphics help us provide meaningful engagement to our users.

#### Map Styles



#### Data Styles



Mixed Visuals

community of restaurants and shops, multifamily residences, offices and labs.

1200 residential units

1M+ SF of customizable office space

16 Acres of parks and green space

modern, three-night designed fully furnished luxury apartments are tailored to the needs of couples, families and everyone in between.

Fitness Center
 Dog Park
 Clubhouse
 Pool

Energy Star
 Retail
 Fly Direct
 Sun Deck

Visit Boxyard RTP, a new experience for diverse food and culture.

Lawrence Barbecue
 Carnburritos
 Fullsteam RTP
 Bulgogi

**HUB** | Buildings | Experience | Location | Talent | Startup

Talent

The world's most ambitious challenges call for the world's most ambitious people. By locating at Hub RTP, you will gain access to top talent.

Diversity-driven talent

Research Triangle Park (RTP) has always viewed the intersection of cultures, people and ideas as imperative to successfully delivering innovation to North Carolina and the world. Today, the Triangle region's diverse and growing population, coupled with a rich network of colleges, universities and community colleges, offers one of the top talent pools in the nation.

30% of the Triangle's population growth is driven by commuters of color

NC has one of the most robust HBCU landscapes in the country with 28 public HBCU institutions, 10 private HBCU institutions

North Carolina Agricultural and Technical State University is home to the top public HBCU business school in the nation

North Carolina Agricultural and Technical State University produces more African American engineers and agricultural scientists than any institution in the nation

NC is the #1 state for tech, with 3x as of the technology jobs held in NC

NC has a deep pool of highly skilled military veterans, with 15,000 service members contributing to the workforce each year

Educated talent

North Carolina's higher education system is driven by world-class institutions, powerful industry partnerships and a dedication to continuous learning. Home to Duke University, the University of North Carolina at Chapel Hill and NC State University, the Triangle region offers high-quality talent within an educated population, both through and during care among the most educated cities in the nation, and the region offers unbeatable choice when it comes to a highly educated workforce.

All universities | Top 5 research | Undergrad | Technical colleges | Military



# Typography



## Typography

Creative agencies wishing to license and download Poppins or PT Mono for use can do so by following these links:

<https://fonts.google.com/specimen/Poppins>

<https://fonts.google.com/specimen/PT+Mono>

## Typographic Styles

The Hub RTP typefaces are Poppins and PT Mono. Both are clear, clean and extremely legible. It gives weight to messaging and offsets the playfulness of other visual elements. Poppins Bold and Regular weights should be used most commonly. PT Mono Bold can be used secondarily in headlines on large format pieces for added visual interest.

Poppins SemiBold | Primary purple | Title Case

# Headline

---

PT Mono Bold | Slate | Sentence Case

## Secondary Headline

---

Poppins Regular | Slate | Title Case

### Subhead

---

PT Mono Bold | Slate | Sentence Case

**Theme Text**

---

Poppins SemiBold | Slate | Sentence Case

**CTA Text**

---

Poppins Regular | Slate | Sentence Case

Body text lorem ipsum dolor sit amet, consectetur adipiscing elit. In posuere mauris et erat ultrices, commodo porta nisl rutrum.

## Program Typography

Consistent treatment in typography is an important part of the Hub RTP brand. The principal font is always Poppins, and we have a methodology for applying it to Hub-owned programs and activations.

# Concert Series

## The Pixies

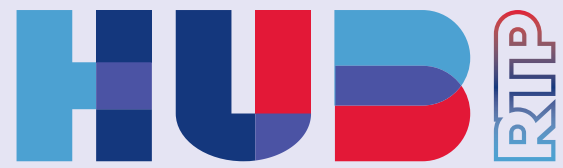
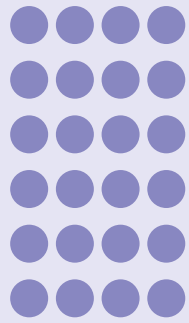
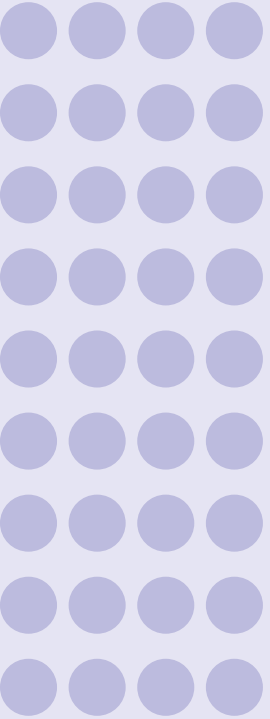


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# Art in the Park

## How to Look





Brand Manual 2022

