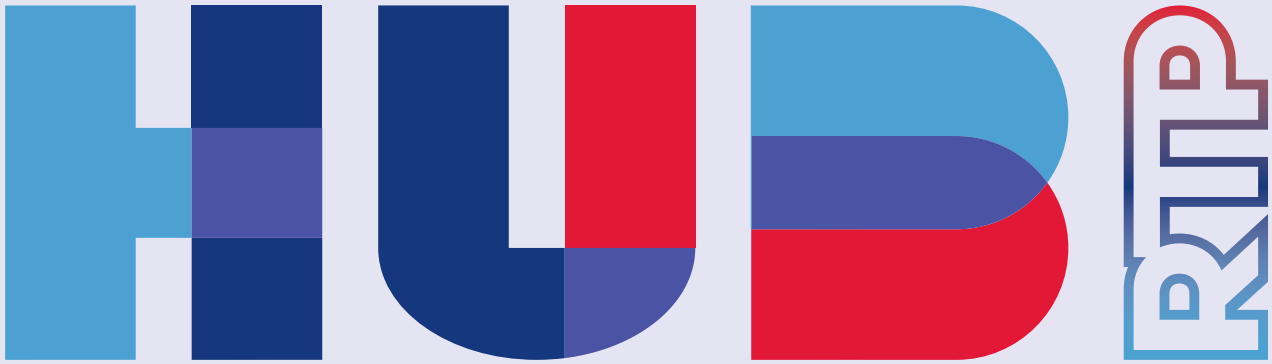


Brand Manual

Table of Contents

Introduction **4**

Our Brand **6**

What We Believe 7

Our Promise 8

Brand Personality 9

Our Logo **10**

Primary Brand Logo 11

Secondary Stacked Logo 12

Vertical Logo 13

Limited Use Logos 14

Logo Color Use 15

Location Lock-ups 16

Partner Lock-ups 17

Palette, Shapes & Patterns **18**

Color Palette 19

Brand Shapes 20

Brand Shapes In Use 21

Images In Brand Shapes 23

Brand Patterns 25

Brand Patterns In Use 26

Shapes/Patterns Mixed Use 29

Brand Visuals **32**

Approach 33

Hub RTP Life 34

Hub RTP Portraiture 35

Photographic Styles 36

Iconography 37

Infographics 38

Mixed Visuals 39

Typography **40**

Typographic Styles 41

Program Typography 42



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?

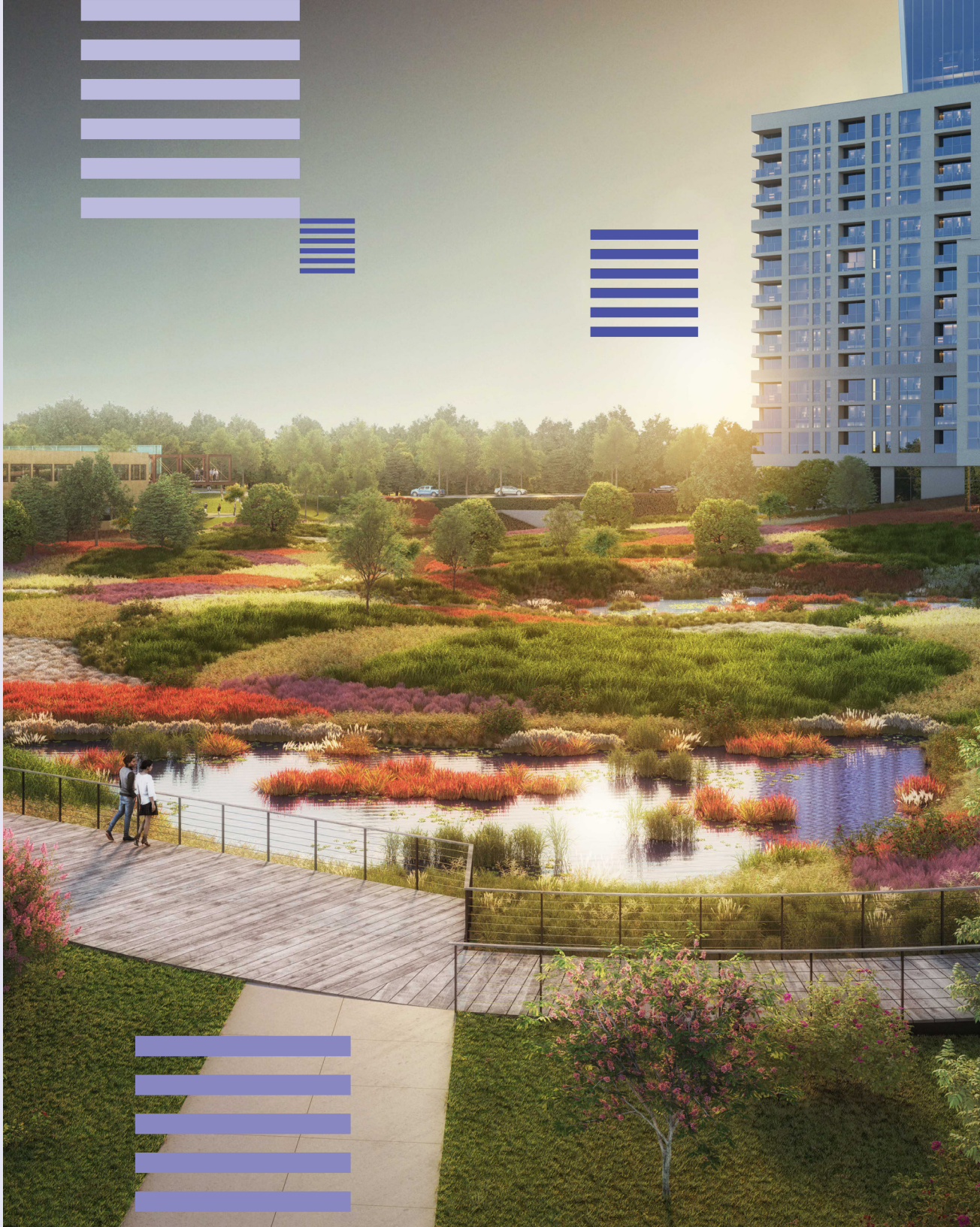
Anyone who activates anything for the brand Hub RTP. These brand standards should be used by all RTF functions as well as all partners, agencies and other parties involved in any Hub RTP touch point.



Our Brand

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



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

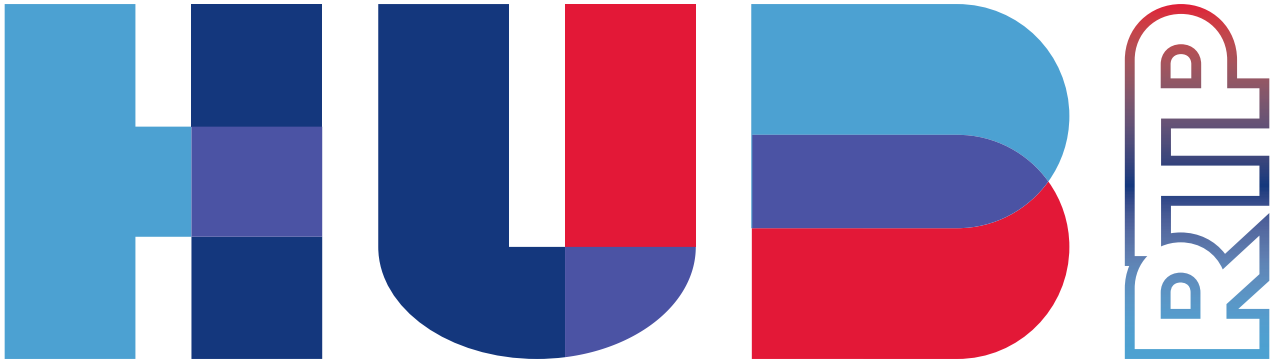
Iconic
We apply our logo clearly and proudly on all Hub RTP communications.

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.



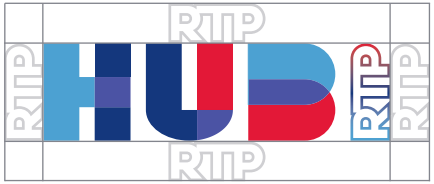
Reverse



One Color



Clear Space



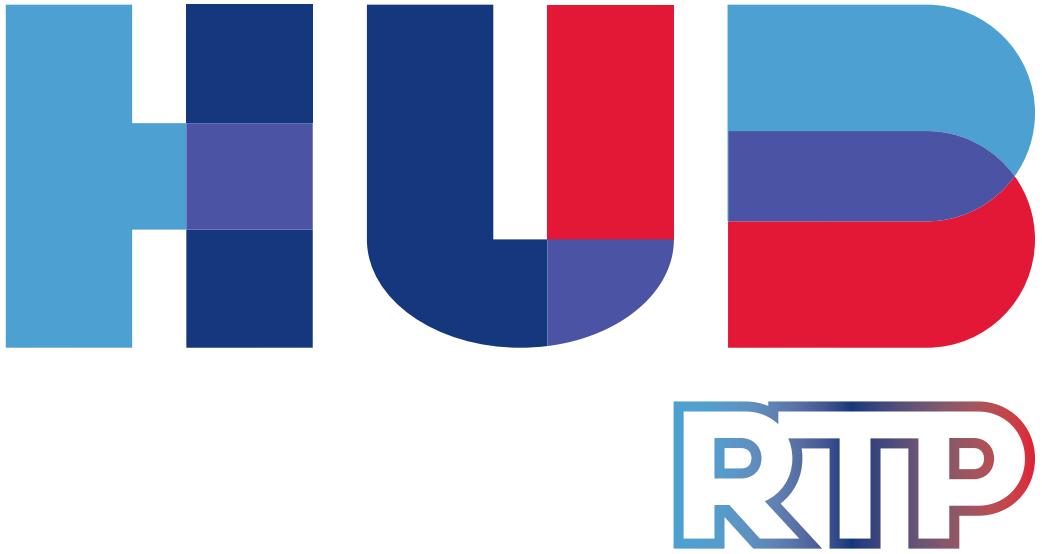
Logo

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.



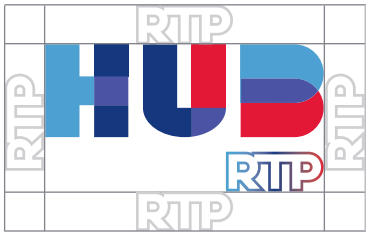
Reverse



One Color

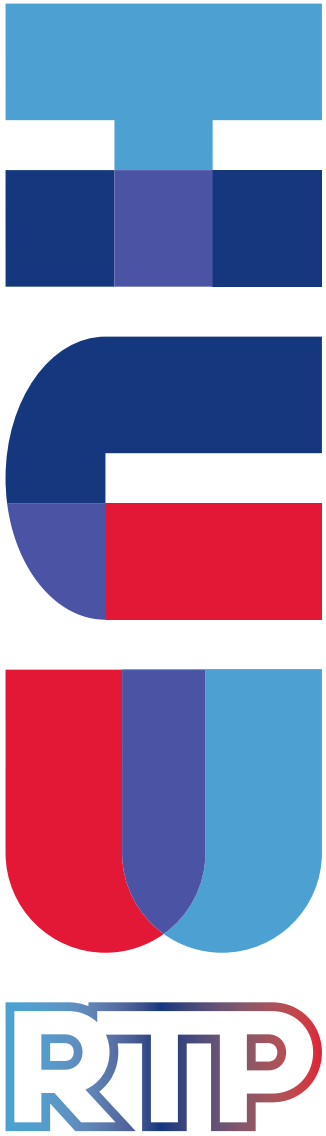


Clear Space



Vertical Logo

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



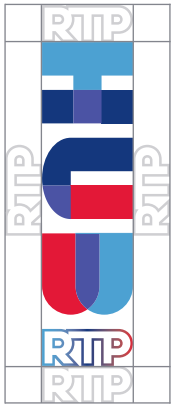
Reverse



One Color



Clear Space

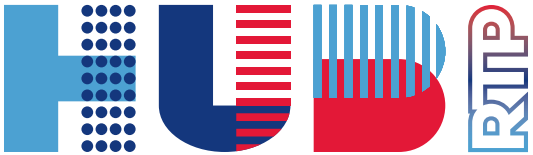


To use Limited Use Logos on applications such as t-shirts or sculptural signage, consult the Hub RTP marketing department for clearance before proceeding.

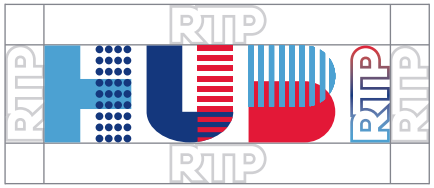
Limited Use Logos

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.

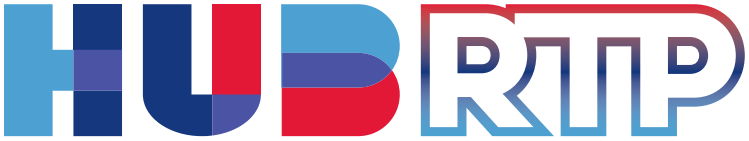
Horizontal Pattern Logo



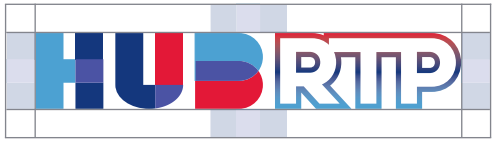
Clear Space



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.

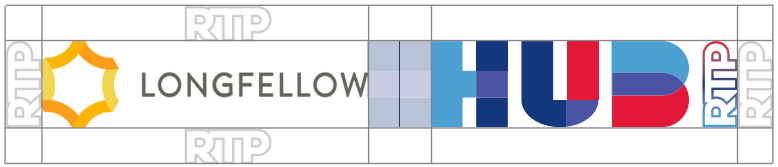
Partner Lock-ups

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

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.

Primary Purple
PMS 2096
C76 M76 Y0 K0
HEX #654EA3

UNC
PMS 542
C60 M19 Y1 K4
HEX #4B9CD3

Duke
PMS 280
C100 M85 Y5 K22
HEX #012169

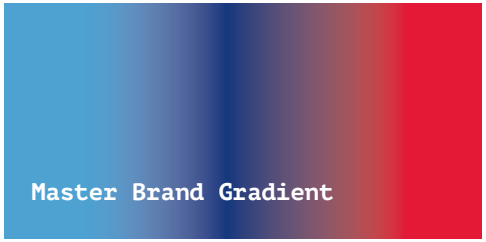
NC State
PMS 186
C0 M100 Y81 K4
HEX #CC0000

Mint
PMS 3395 C
C43 M0 Y28 K0
HEX #47D7AC

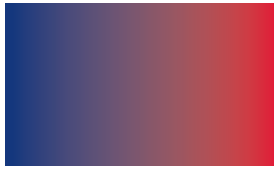
Orange
PMS 1655
C0 M73 Y98 K0
HEX #FC4C02

NCCU
PMS 202
C9 M100 Y64 K48
HEX #840029

Slate
PMS 432
C65 M43 Y26 K78
HEX #333F48




UNC → Duke

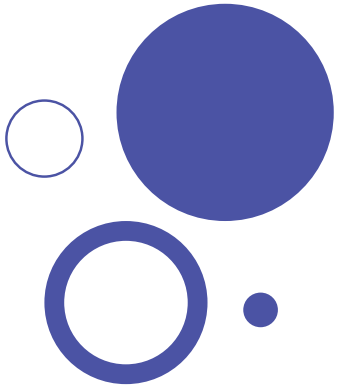

Duke → NC State


NC State → UNC

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.

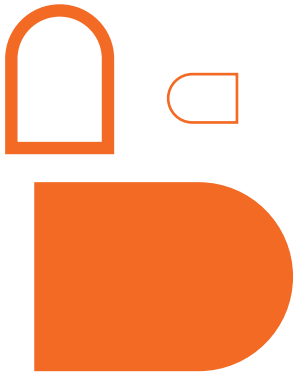
Circles



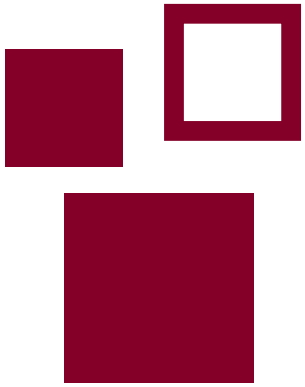
Pie Shapes



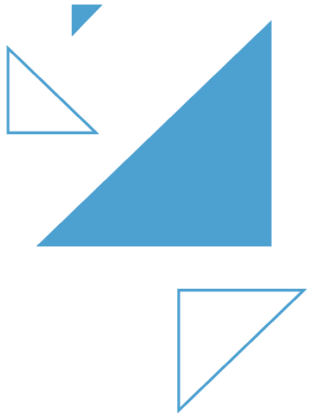
Arches



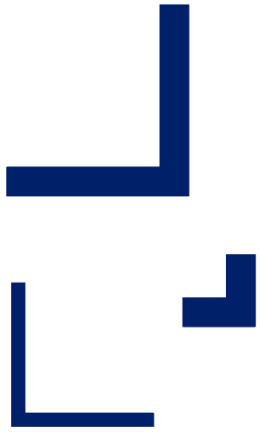
Boxes



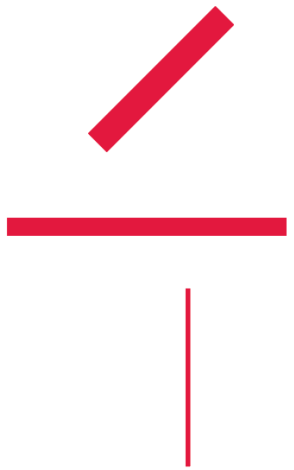
Triangles



Open Triangles



Strokes



Brand Shapes In Use



A center for cutting-edge scientific research.



At the nexus of

Durham, Raleigh and Chapel Hill.

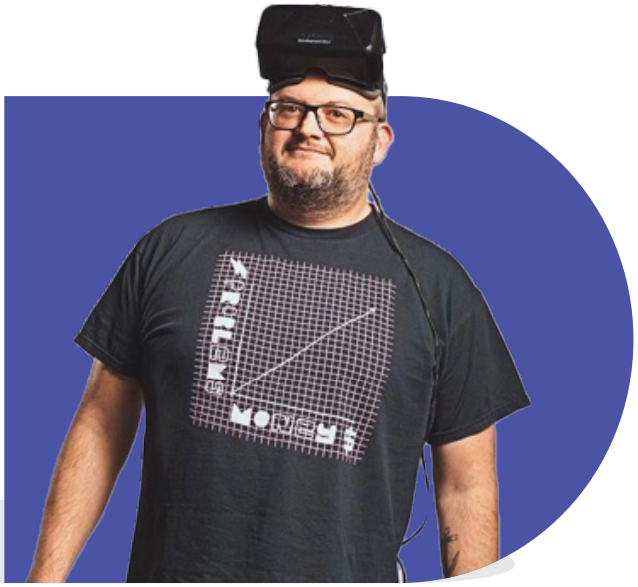
A local hub for everything the region has to offer.

Brand Shapes In Use



Photography In Brand Shapes

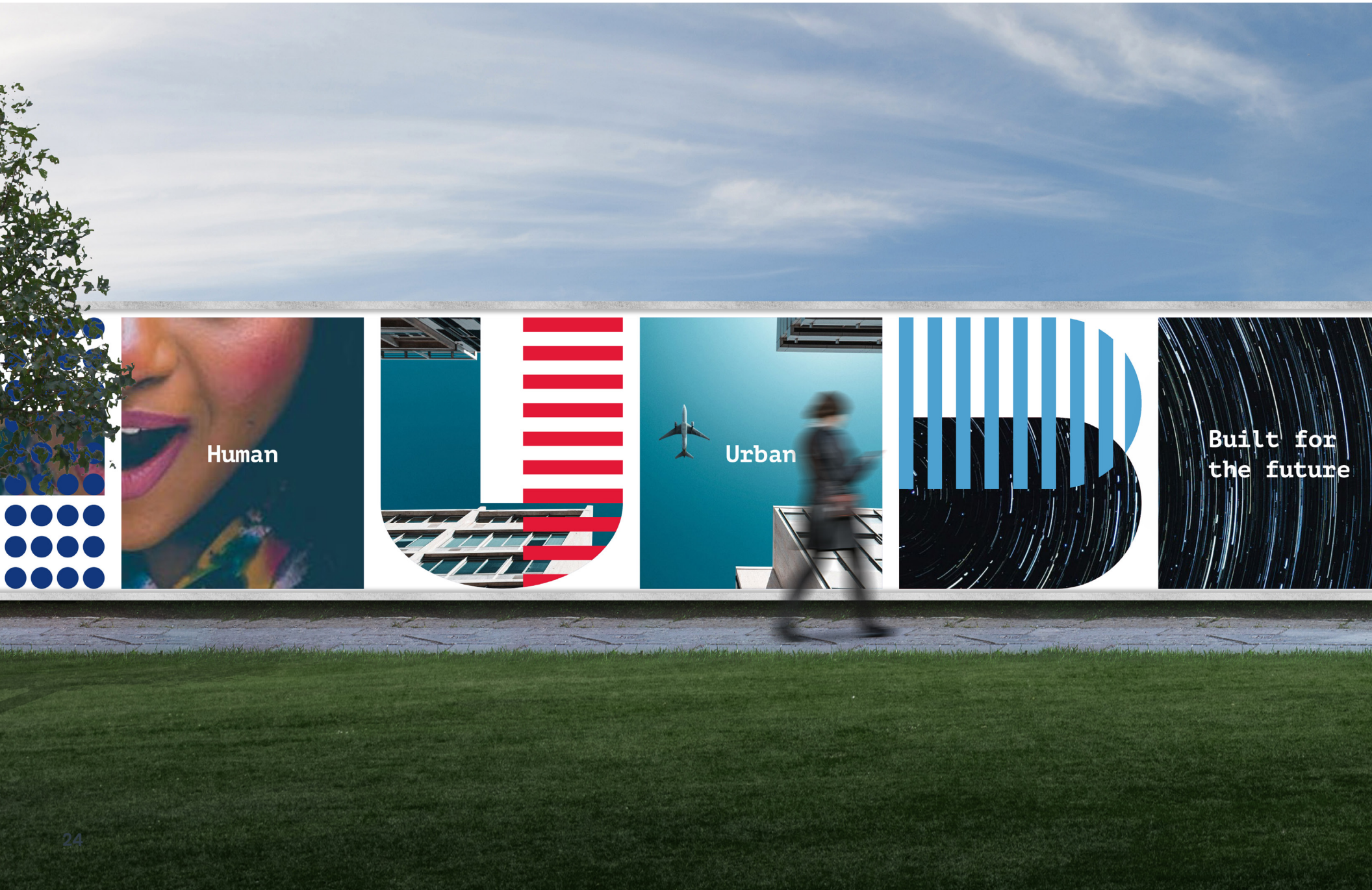
Depending on its application, imagery can live in a traditional frame, or more dynamically inside the brand shapes and patterns. Imagery can be framed in one shape or span multiple shapes. Shapes and patterns with imagery can be combined.







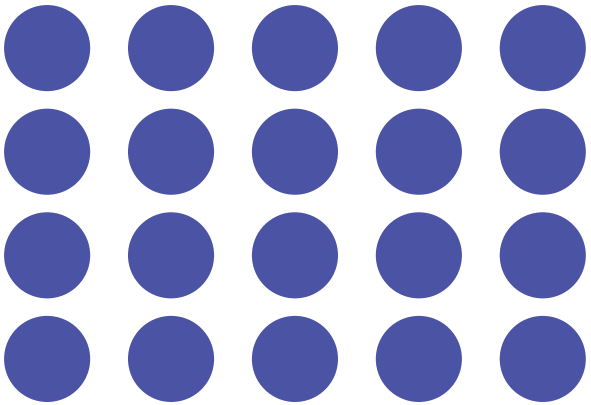
Photography In Brand Shapes



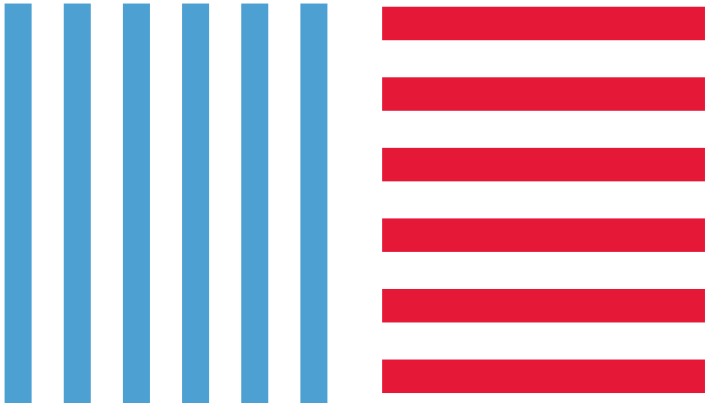
Brand Patterns

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.

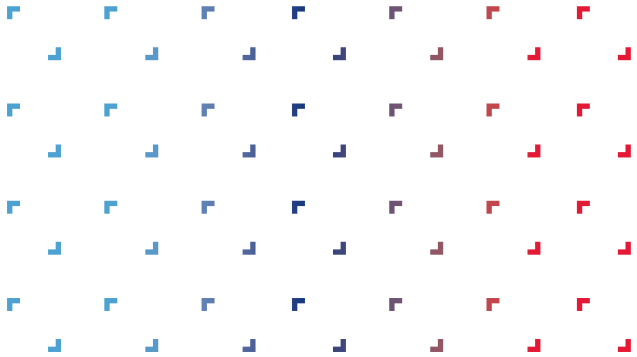
Circle Pattern



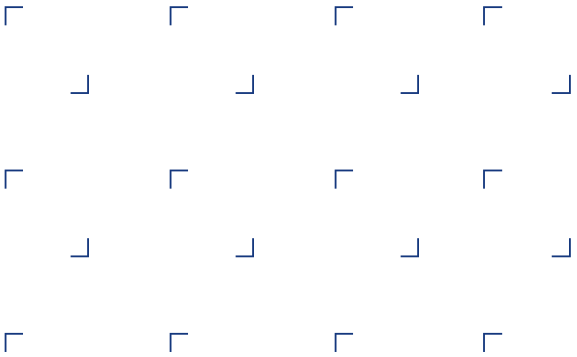
Striped Patterns



Tight Open Triangle Pattern



Large Open Triangle Pattern

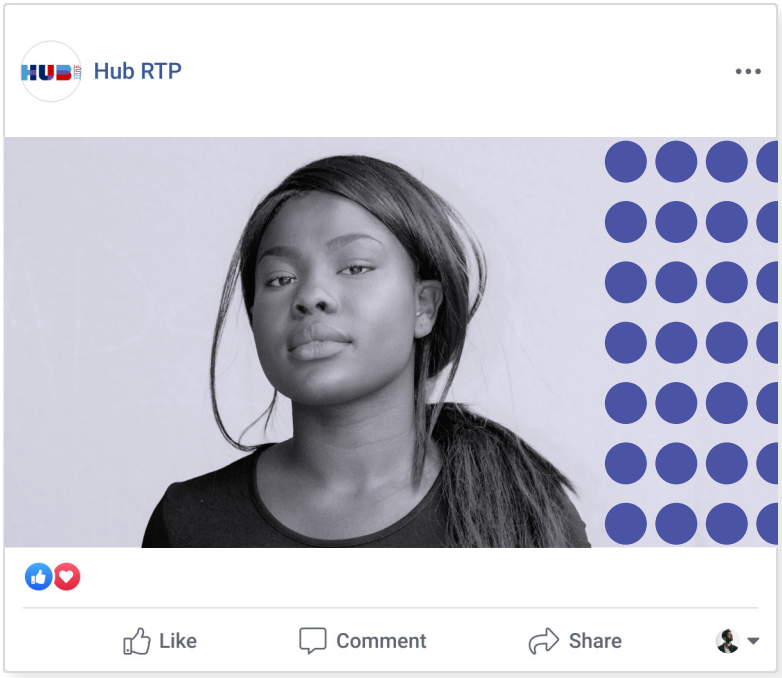


Brand Patterns In Use

Website Banner



Social Images

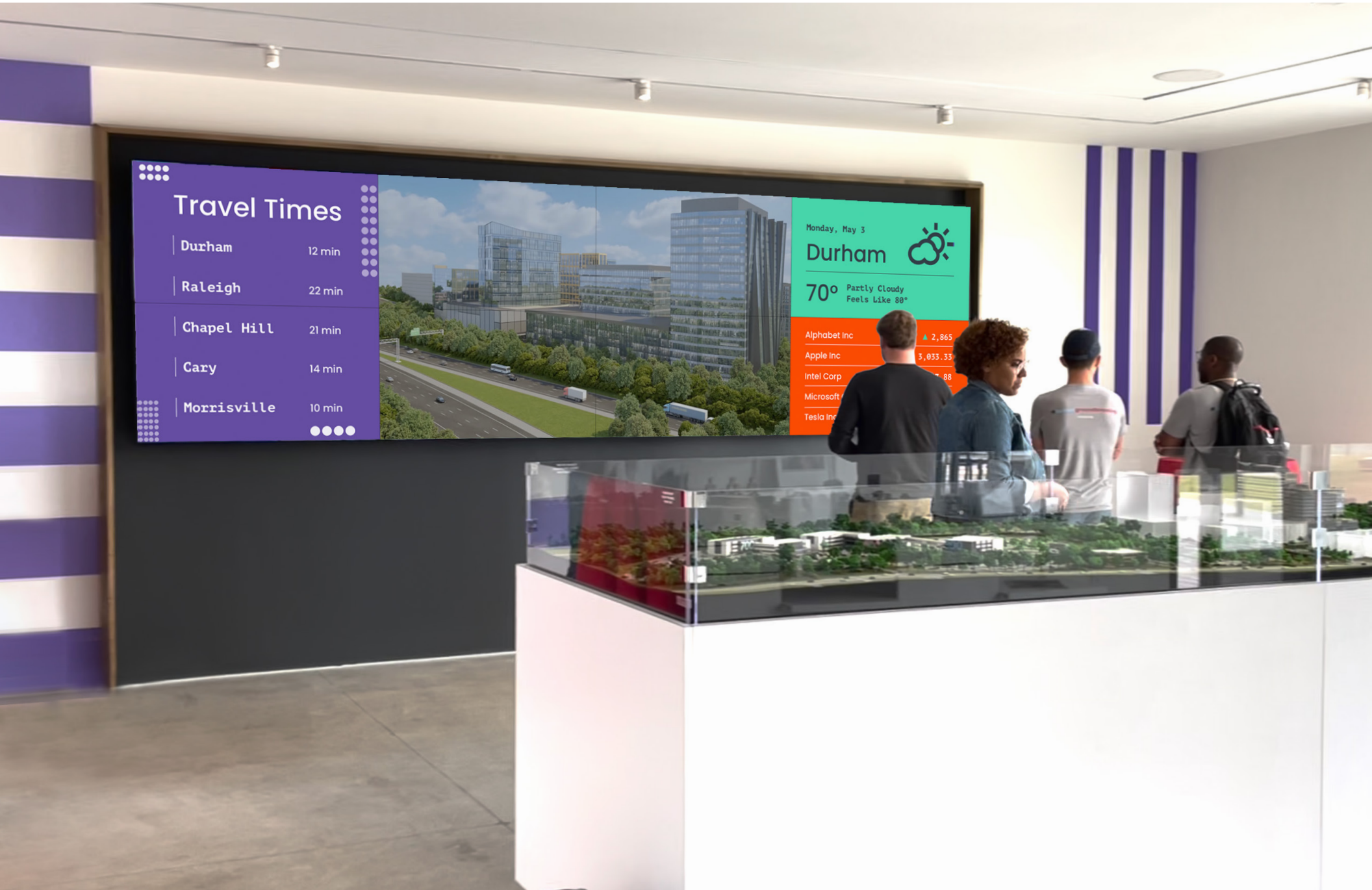




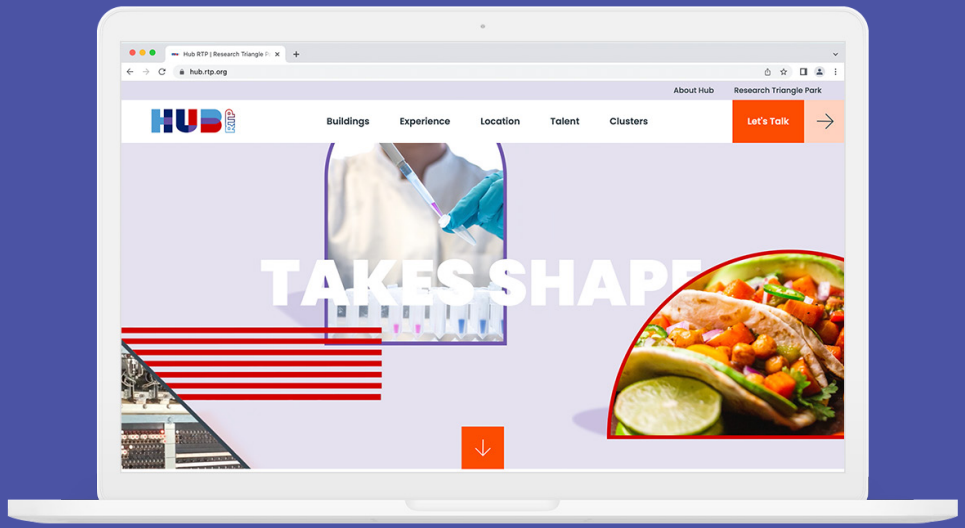
Brand Patterns In Use

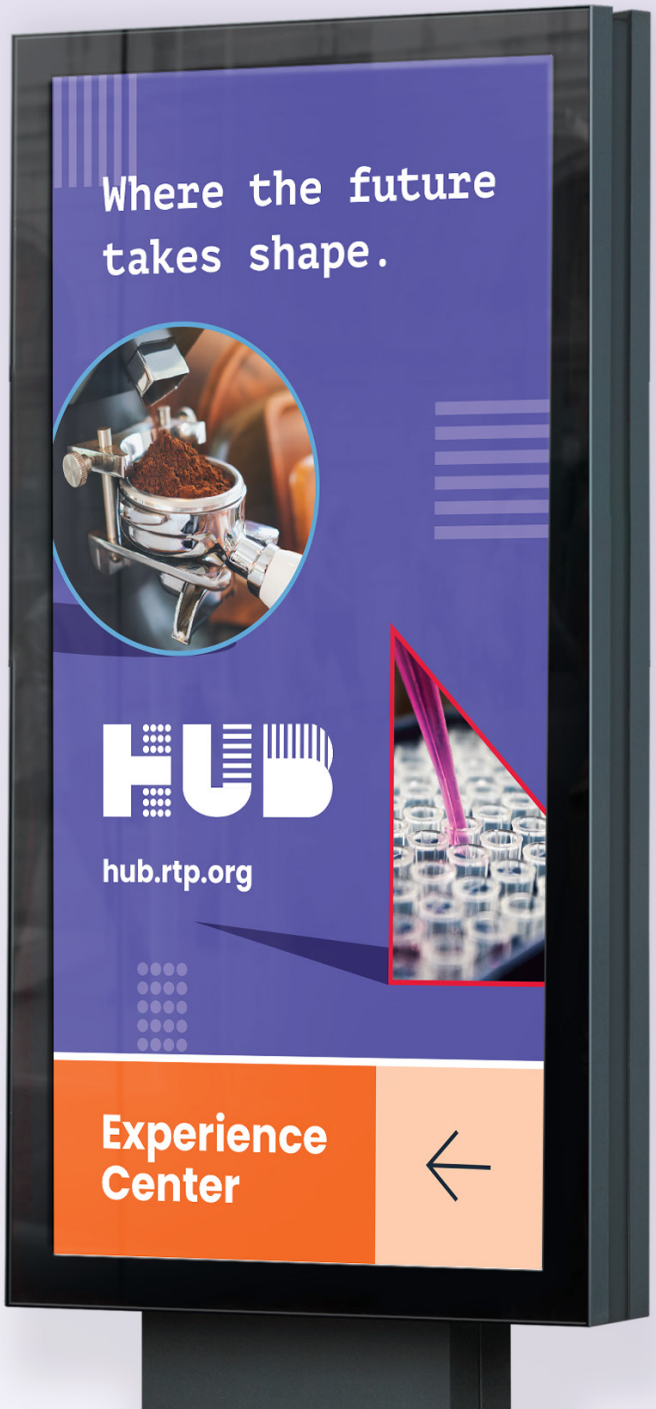


Brand Patterns In Use



Shapes & Patterns Mixed Use





Shapes & Patterns Mixed Use



Shapes & Patterns Mixed Use



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.

Hub RTP Life

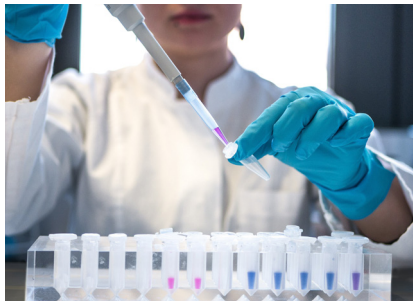
Lifestyle photography is best suited for celebrating the beauty and creativity of things, showing how things work, conveying concepts and displaying details.

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.















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

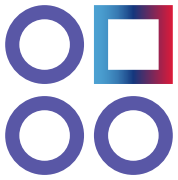

Cafe


Pool


Wi-Fi

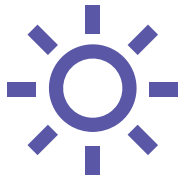

Conference Center


Splash Pad


One-Of-A-Kind

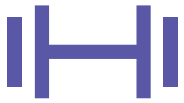

24-7

One Color


Rooftop


Signage Package


Energy Star


Fitness Center


Dog Park


Playground


Terrace

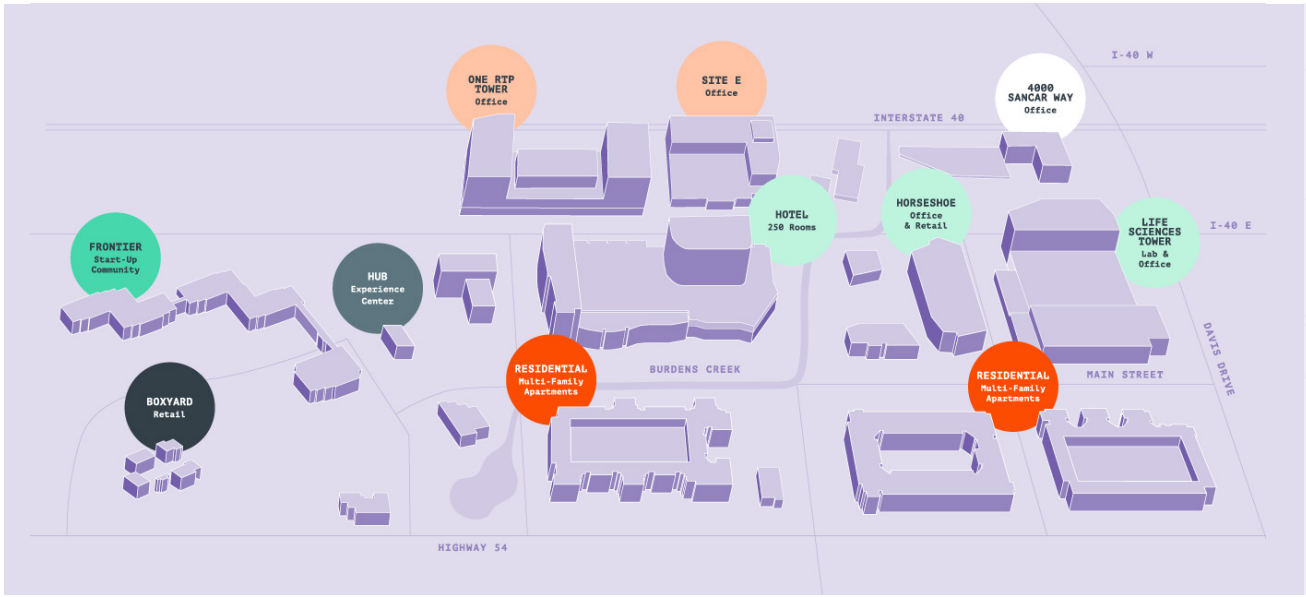

Wellness

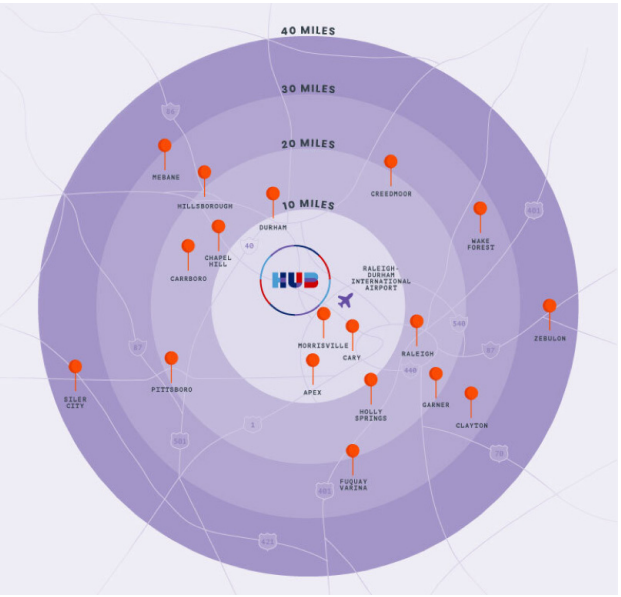

Co-Working

Infographics

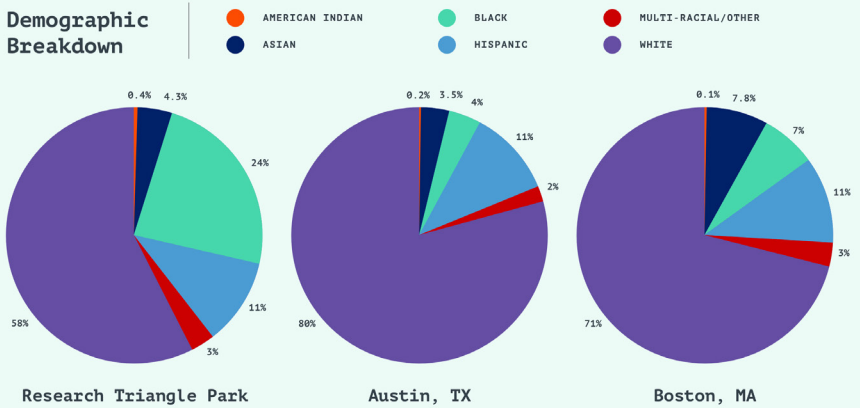
Hub infographics take on many forms and ultimately have a job to do. They should always have a clear purpose, support content and guide a user to understand difficult concepts. Clear and simple graphics help us provide meaningful engagement to our users.

Map Styles





Data Styles



2M
people populate the Triangle region

50%
of Triangle residents are not from North Carolina

100M
people could drive and be in the Triangle in a day

56% of the Triangle's population growth is driven by communities of color

NC has one of the most robust HBCU landscapes in the country with 10, fully acreddited 4-year institutions

North Carolina A&T University is the #1 Overall Producer of Black Undergraduates with Engineering Degrees in the nation

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

Hub RTP Flythrough Video



mortar, these highly designed, fully amenitized luxury apartments are tailored to the needs of couples, families and everyone in between.

Fitness Center | Dog Park | Clubhouse | Pool

Energy Star | Retail | Play Space | Sun Deck

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


Lawrence Barbecue


Carrburritos


Fullsteam RTP

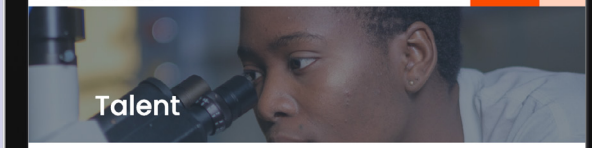

Bulkogi

01 | 14

About Hub | Research Triangle Park

HUB RTP

Buildings | Experience | Location | Talent | Clusters | Let's Talk



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.







56% of the Triangle's population growth is driven by communities of color

NC has one of the most robust HBCU landscapes in the country with 10, fully accredited 4-year institutions

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

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

NC is the #1 state for Women in Tech, with 36.5% of the technology jobs held in NC

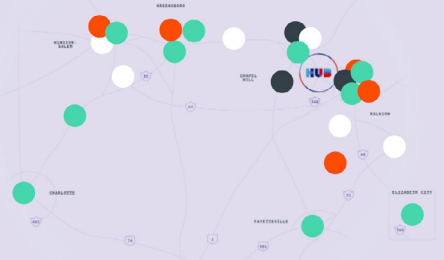
NC has a deep pool of highly skilled military veterans, with 75,000+ service members transitioning to the workforce each year



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 Raleigh and Durham rank among the most educated cities in the nation, and the region offers unbeatable choice when it comes to a highly educated workforce.

All Universities | Tier-1 Research | Universities | Technical Colleges | HBCUs



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	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

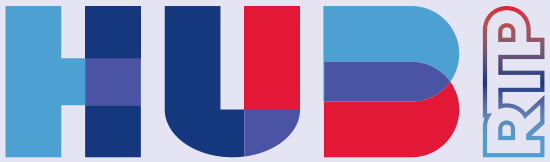
The Pixies



Art in the Park

How to Look





Brand Manual