RTP BRAND GUIDELINES

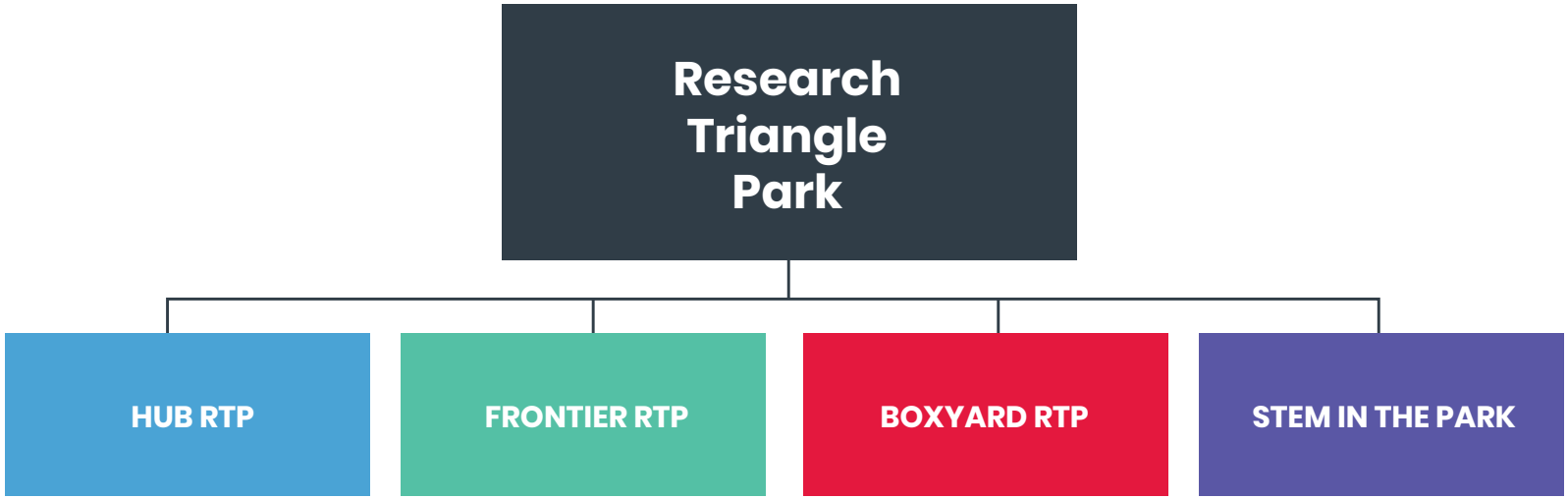


BRAND ARCHITECTURE

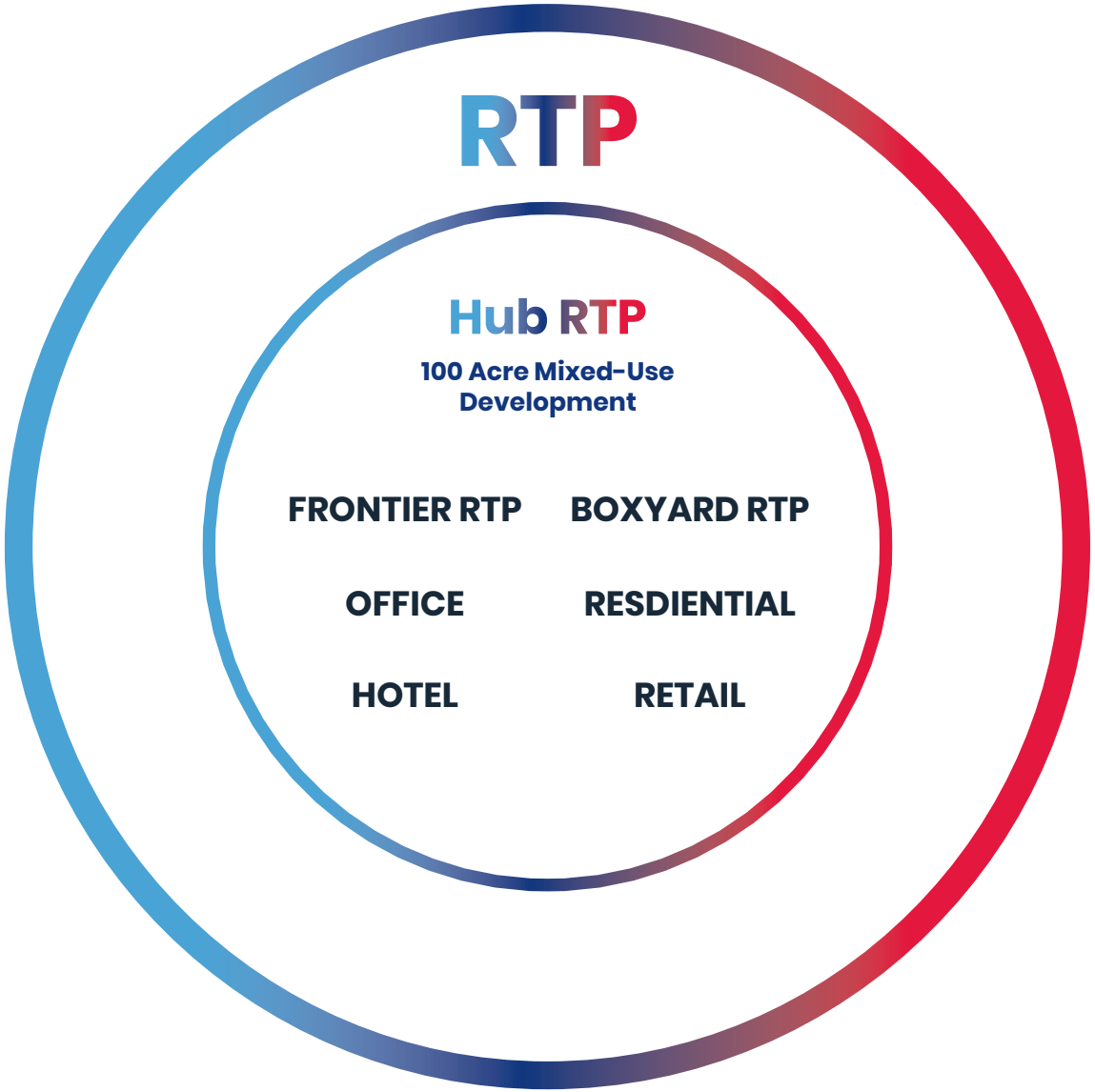
BRAND HIERARCHY

MASTER BRAND

SUB-BRANDS



BRAND LOCATIONS



IDENTITY SYSTEM

IDENTITY SYSTEM:
MASTER BRAND/CORPORATE LOGO

APPLICATIONS

Wayfinding/Signage
Collateral
Stationery and business cards
Advertising
Promotional merchandise
Pitch decks



IDENTITY SYSTEM: BRAND BADGE

APPLICATIONS

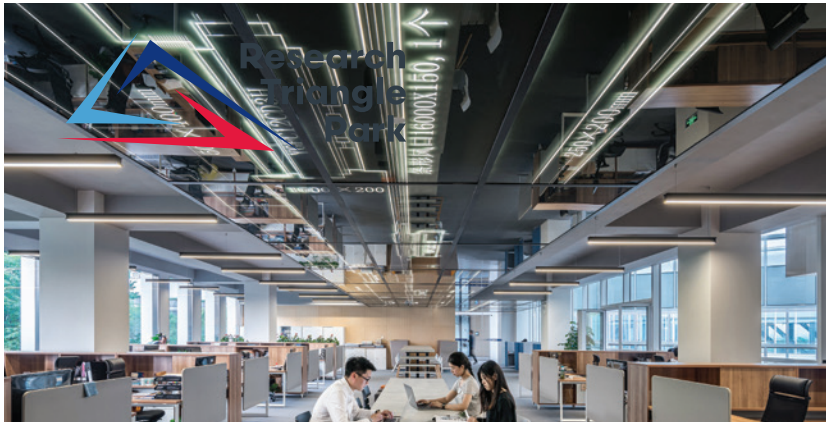
Sub-brand logos
Stationery and business cards
Promotional materials



IDENTITY SYSTEM: USAGE
FULL COLOR CORPORATE LOGO USAGE

The corporate 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

IDENTITY SYSTEM: USAGE
ONE COLOR CORPORATE LOGO USAGE

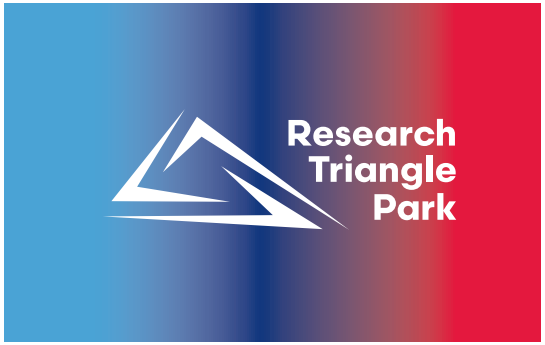
To ensure the founding university colors are always equally weighted, never apply one of the master brand colors without using all three.



✓ **THE LOGO CAN BE REPRODUCED IN A DARK NEUTRAL ON A LIGHT IMAGE**



✓ **THE LOGO CAN BE REPRODUCED IN REVERSE ON A DARK IMAGE**



✓ **THE LOGO CAN BE REPRODUCED IN REVERSE ON A BRAND GRADIENT**



✓ **WHEN REPRODUCED IN ONE COLOR, USE ONLY NEUTRAL COLORS**



✗ **DO NOT USE THE LOGO IN REVERSE ON A FIELD OF AN ACCENT COLOR**



✗ **WHEN REPRODUCED IN ONE COLOR, DO NOT USE MASTER BRAND COLORS OR ACCENT COLORS**

IDENTITY SYSTEM: USAGE
ONE COLOR CORPORATE LOGO USAGE

The brand badge should always be used with contrast and legibility in mind.









USE FULL COLOR BRAND BADGE ON LIGHT BACKGROUNDS

DO NOT USE FULL COLOR BRAND BADGE ON DARK BACKGROUNDS

IDENTITY SYSTEM: USAGE
ONE COLOR BRAND BADGE USAGE

To ensure the founding university colors are always equally weighted, never apply one of the master brand colors without using all three.



THE BADGE CAN BE REPRODUCED IN A DARK NEUTRAL ON A LIGHT IMAGE



THE BADGE CAN BE REPRODUCED IN REVERSE ON A DARK IMAGE



THE BADGE CAN BE REPRODUCED IN REVERSE ON A BRAND GRADIENT



WHEN REPRODUCED IN ONE COLOR, USE ONLY NEUTRAL COLORS



DO NOT USE THE BADGE IN REVERSE ON A FIELD OF AN ACCENT COLOR



WHEN REPRODUCED IN ONE COLOR, DO NOT USE MASTER BRAND COLORS OR ACCENT COLORS

IDENTITY SYSTEM: SUB-BRANDS

Brands owned by Research Triangle Park can be connected to the master brand with the brand badge.

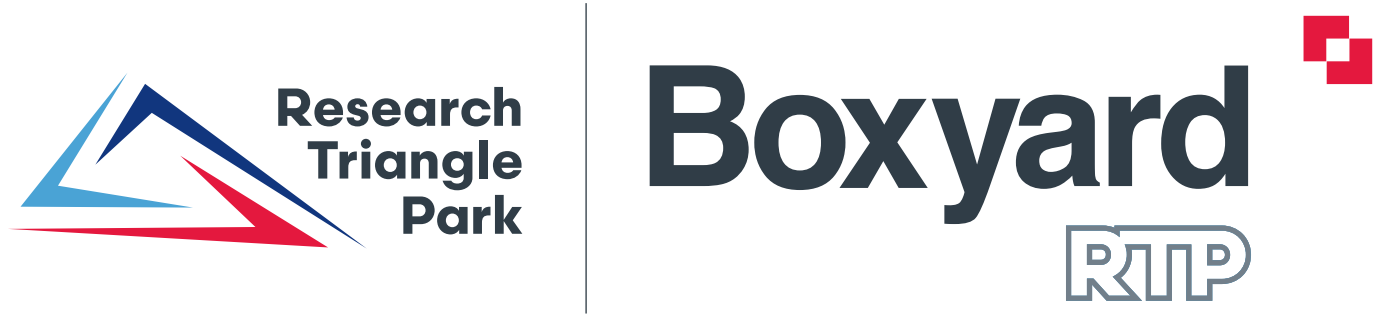
FRONTIER RTP

Boxyard RTP

NOTE: SUBBRANDS SHARE SLATE/PMS 432 WITH THE MASTER BRAND BUT HAVE UNIQUE ACCENT COLORS

IDENTITY SYSTEM: CO-BRANDING

Sub-brand or partner logos can be locked up with the master brand logo, but should be visually separated by a thin rule.



VISUAL IDENTITY

VISUAL IDENTITY: COLOR PALETTE

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

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

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

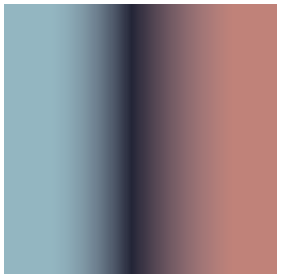
Accents

NCCU
PMS 202
C9 M100 Y64 K48
HEX #4B9CD3

Orange
PMS 1655
C0 M73 Y98 K0
HEX #FC4C02

Purple
PMS 2096
C76 M76 Y0 K0
HEX #654EA3

Master Brand Gradient



UNC → Duke



Duke → NC State



NC State → UNC



VISUAL IDENTITY: BRAND TYPEFACE (PRINT AND WEB)

Poppins

BODY COPY: PMS 432



Slate
PMS 432
C65 M43 Y26 K78
HEX #333F48

STYLES

CHARACTERS

Bold

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

Medium

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

Light

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

NOTE: POPPINS IS A WEB-SAFE FONT THAT CAN BE DOWNLOADED FOR FREE AT: https://fonts.google.com/specimen/Poppins

VISUAL IDENTITY: TYPOGRAPHY EXAMPLES

RETAIL <--BOLD CAP SECTION HEADER

A showcase for our creative community. <--BOLD HEADLINE

A UNIQUE CARGOTECTURE DEVELOPMENT <--MEDIUM CAPS CALLOUT

Unwind and enjoy the unique micro-retail experience of Boxyard RTP. Sustainably constructed from repurposed shipping containers and committed to social entrepreneurship, Boxyard RTP will be home to creative eateries and specialty shops showcasing the talents of up-and-coming chefs, makers and entrepreneurs.

LIGHT BODY COPY->

BOLD CALL TO ACTION-> **See what's next** →

See what's next →

LIGHT/BOLD CALL TO ACTION-> .01 **.02** .03

A headline style. <--BOLD HEADLINE

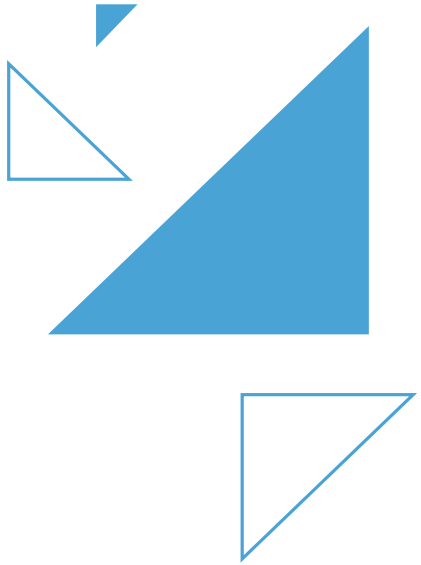
EllacessSum quos nobis arum at aut qui omnit aut dolum ut et ipiciis sitat rehenti busdae qui nis sitas mostis molutamus ius dolo dolor sam quia derferem facea volorempe earciam elitis aut es solupta tessequas et quo cus volorepe quassum enecepre sed ma as et porum andant et ommo odita pa nitius ut eatatur si odi beat.

Urit, nest laccus et ullorio temolori cus, tenis si intiur, sin conseditatum aut ulpa coressi nem quam facepudis magname nihilique seriber chiciducit omnis cum soloruntus que endipicidunt que re, ut audam fuga. Porepernam eos eturiss inciis mollesciat.

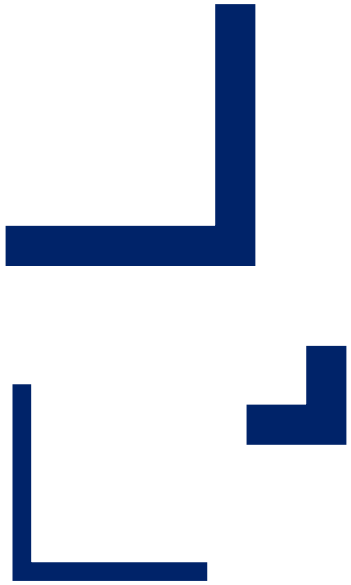
IT'S THIS IDEA OF CONTINUOUS TRANSFORMATION THAT MAKES YOU AN INNOVATION COMPANY. <--MEDIUM CAPS CALLOUT

Bis a voluptia et et eumquas assite nis dicab im faccus estisqu aeprempor mosae possim et et ero quis eles ut faceat autatur, nonsenim inimenist, sant ium qui tem harunte pro quias ab illam fugia dolore plitia corectius doloria. <-LIGHT BODY COPY

VISUAL IDENTITY: BRAND SHAPES



FILLED AND OUTLINED TRIANGLES

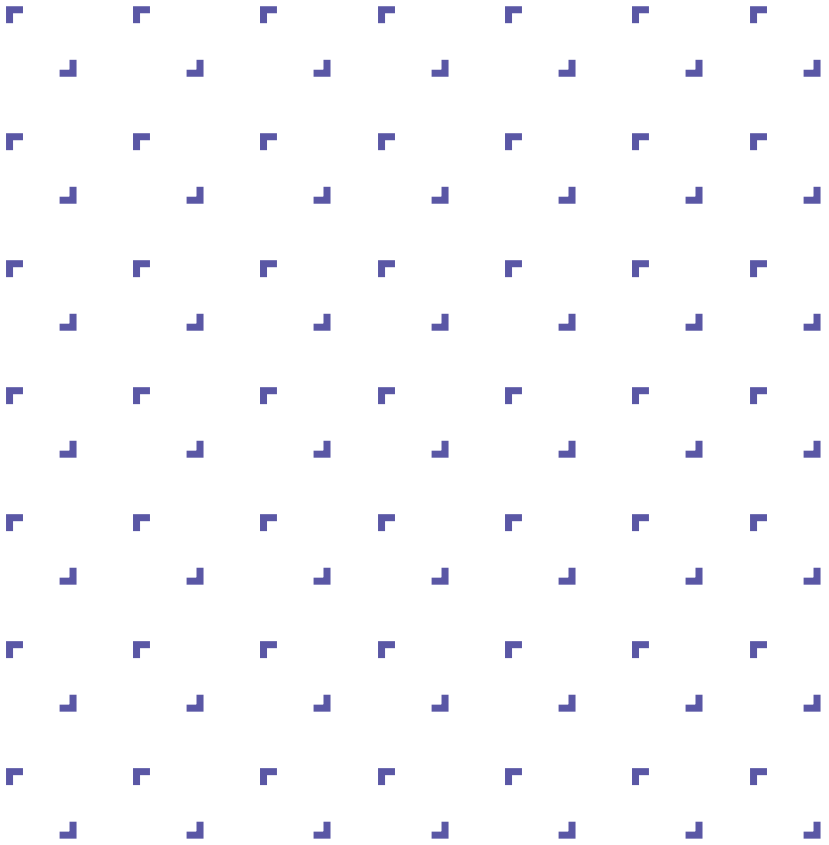


OPEN TRIANGLES

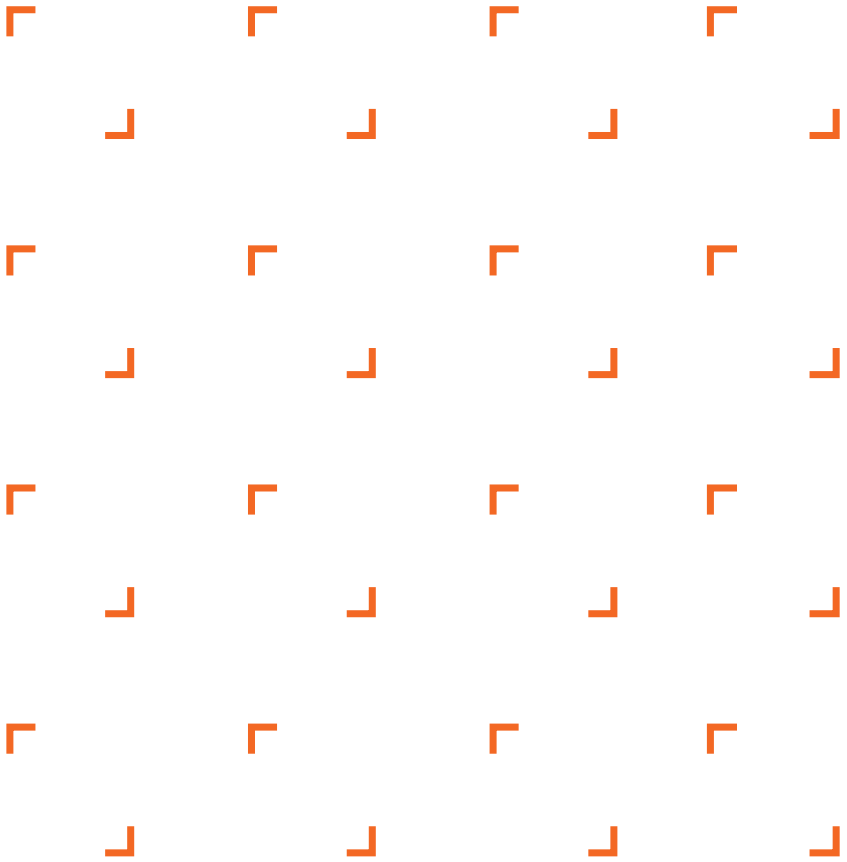


TRIANGLE SEGMENTS

VISUAL IDENTITY: BRAND SHAPES
OPEN TRIANGLES

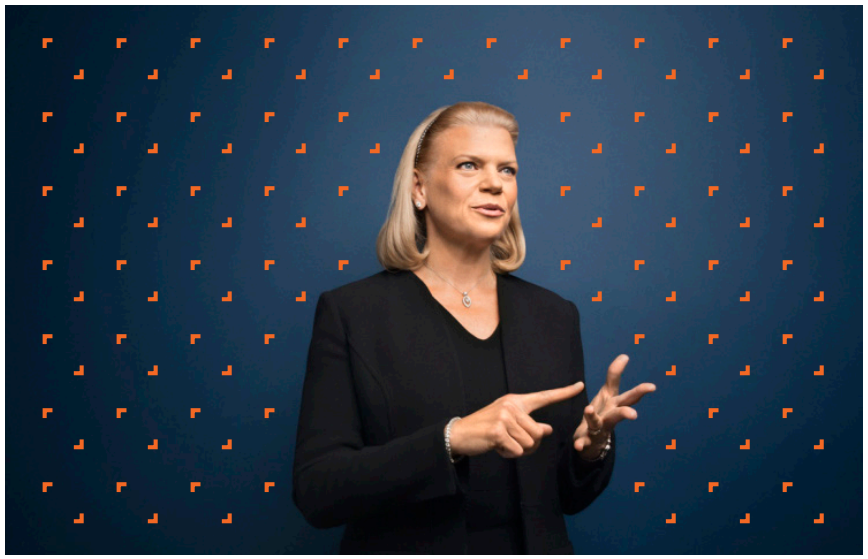


OPEN TRIANGLE TIGHT PATTERN



OPEN TRIANGLE LARGE PATTERN

VISUAL IDENTITY: BRAND SHAPES
OPEN TRIANGLES









OPEN TRIANGLE TIGHT PATTERN ON IMAGES

VISUAL IDENTITY: BRAND SHAPES
OPEN TRIANGLES



OPEN TRIANGLES LAYERED WITH IMAGES

VISUAL IDENTITY: BRAND SHAPES
GRAPHIC QUOTES

Research is creating new knowledge.

NEIL ARMSTRONG

The secret of getting ahead is getting started.

MARK TWAIN

**I have no special talent.
I am only passionately curious.**

ALBERT EINSTEIN

VISUAL IDENTITY: BRAND SHAPES
LOOSE SHAPES



APPLICATIONS

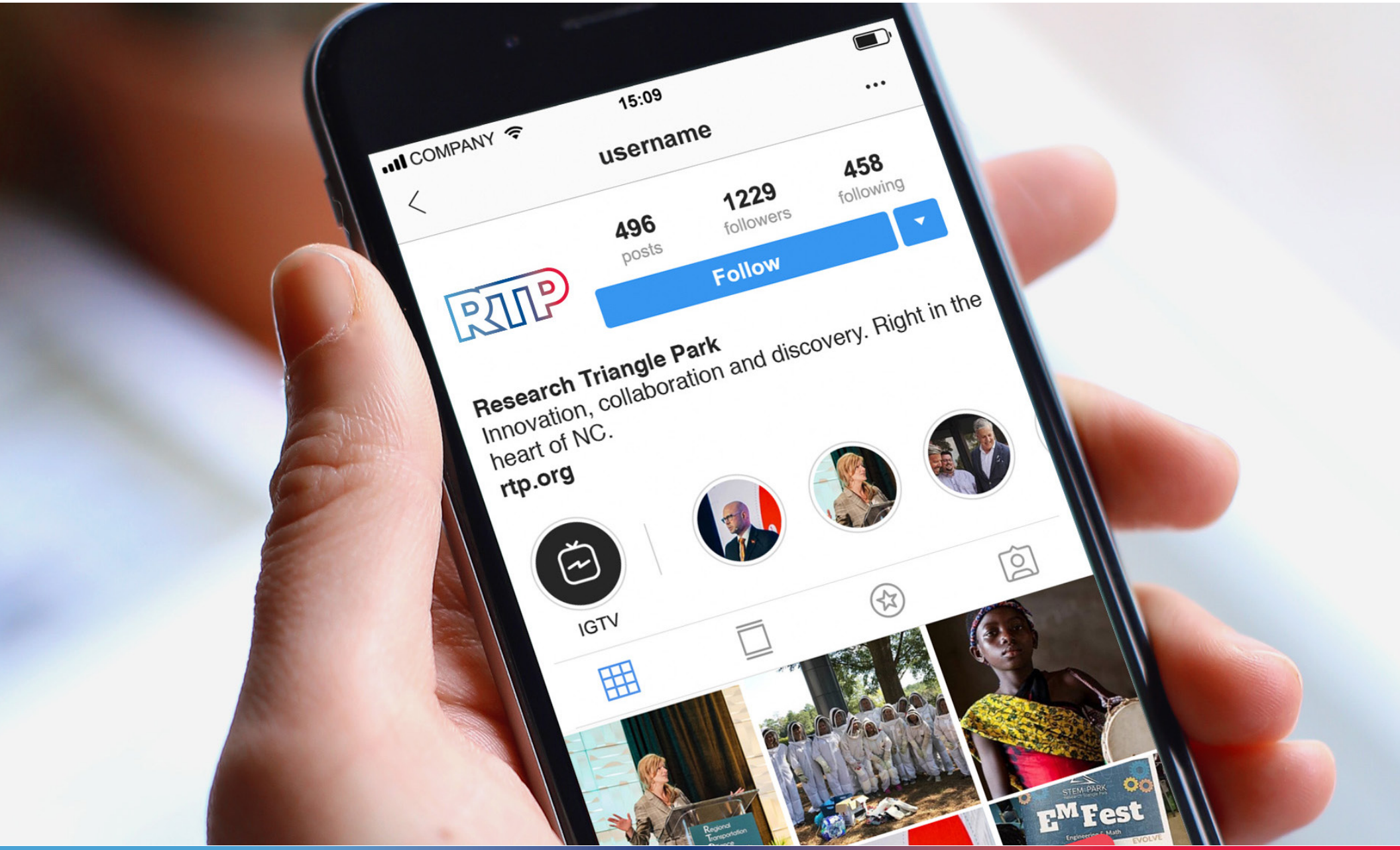
COLLATERAL


Research Triangle Park
12 Davis Drive
Research Triangle Park, NC 27709
parkinfo@rtp.org
RTP.ORG
RTP
RTP.ORG
Research Triangle Park
Morgan Weston
Marketing and Communications Manager
D: 919.433.2017
M: 919.609.6619
weston@rtp.org
RTP

PROMOTIONAL



SOCIAL MEDIA



CO-BRANDING


The future of the Park starts now.
Learn more at rtp.org/hubrtp
Research Triangle Park
HUB
RTP
HUB


Research
Triangle
Park

Point of View

We believe in convening a community whose innovations and contributions drive positive change worldwide.

Brand Promise

Investing in RTP enhances collaboration between the Triangle's universities and businesses, creating a beneficial economic impact for the citizens of North Carolina.

Brand Personality

RTP is an evolving, innovative, collaborative and thriving community.

A new vision for RTP

Emerging ideas and talents come together to create opportunities for North Carolinians

Innovative businesses growing in scale join with businesses of scale furthering innovation

A flourishing entrepreneurship ecosystem sparks creativity amongst professionals and students

Universities, institutions, pioneering companies and the public merge to enrich North Carolina

Food, retail and culture collide to create a thriving and attractive place to be

Where greenspaces connect our community

Brand Voice

By defining the RTP brand, we can help differentiate ourselves within commercial, retail and residential markets; and innovation centers around the world.

RTP is...

CENTRAL. RTP is convenient to the Triangle's cities and major roads.

ACCESSIBLE. RTP is open to businesses of every type and size.

COLLABORATIVE. RTP creates the platform where partnerships are convened.

ROOTED IN ACADEMIA. RTP is the only innovation community fueled by three Tier 1 research universities and supported by nine additional institutions of higher learning. These schools contribute billions in research and ensure a strong talent pipeline.

FORWARD-LOOKING. RTP is perpetually evolving to support the future growth of the Park and prosperity of the region.

CONVENING. RTP is a regional partner who is taking the lead to close North Carolina's education and economic gap.

LEADING. The researchers, scientists, engineers and entrepreneurs in RTP have been awarded more than 3,000 patents to date, and they continue to build game-changing new technologies and intellectual property globally.

RTP is NOT...

ROOTLESS. Our rich history, vibrant present and potential for the future ground us.

NAÏVE. We pride ourselves on our awareness of the world around us, and believe bringing new perspectives together spurs innovation.

OLD-SCHOOL. Our social and structural evolution is constant.

CLOSED. RTP is making room for businesses of every size and life stage in our inclusive community.

HUB RTP

A place where business thrives.

With 6 million square feet at the center of the Park, Hub RTP will be a complete destination, offering start-up and large-scale workspaces, greenspaces, a uniquely connected infrastructure, restaurants and retail.

A place where people thrive.

Hub RTP is designed to attract and retain top-tier talent, and for the first time, invite the public in to enjoy the Park's amenities and live there. The walkable commercial and residential district will create a lively street shopping experience with food and drink elements. Robust programming, including professional development, socializing and fitness opportunities for the entire community will also be provided.

A place where nature thrives.

Hub RTP combines the best of urban office settings with the greenspaces of a park to create a dynamic and inviting environment for workers. As the entryway for the entire Research Triangle Park, Hub RTP will feature large open areas of communal space, gardens, informal seating areas and an outdoor amphitheater across more than 13 acres of greenspace by project end.

RTP Strategic Positioning Statement

RTP has an international reputation that attracts the world's most innovative companies and top-tier talent to North Carolina. Anchored by the University of North Carolina, Duke University and North Carolina State University, RTP is the only innovation community supported by three Tier 1 research universities, as well as nine additional local institutions of higher learning, that invest billions in research and ensure a robust talent pipeline. The Park is perpetually evolving to meet the needs of tomorrow's workforce—offering a wide range of unique and scalable workspaces within an environment thoughtfully built to foster community, connection to nature and convenience. From industry titans to disruptive startups, businesses of all sizes choose RTP to put their company on the map.

BRAND HIERARCHY

MASTER BRAND

RTP

SUB-BRANDS

Hub RTP

Frontier RTP

Boxyard RTP

STEM in the Park

BRAND DESCRIPTORS

Research Triangle Park

Research Triangle Park (RTP) is an internationally renowned innovation community for companies of all sizes. It offers robust programming to convene global industry leaders, researchers, entrepreneurs and academics who come to the Park to work, live and enjoy leisure time. With a diverse array of workspaces and greenspaces, plus access to Tier 1 research universities, RTP is a unique innovation community where businesses and people thrive.

Join our dynamic community today. →

Hub RTP

Hub RTP brings people together in the heart of the Park. Offering everything from start-up to large-scale workspaces, restaurants and retail, and greenspace, this unique district creates a vibrant community and inclusive experience for workers, residents and visitors.

Shape the future of RTP — learn about opportunities in Hub RTP. →

Research Triangle Foundation of North Carolina

Research Triangle Foundation of North Carolina, a private, nonprofit organization, is responsible for driving the strategic vision of Research Triangle Park and stewarding its development. Its mission is to foster and promote collaboration between the Triangle's universities and businesses, and to create economic growth for the citizens of North Carolina.

See how the Foundation is shaping the future of RTP. →

Get in touch for more info about RTP. →

From real estate to partnerships, contact the Foundation for more info. →

Boxyard RTP

Unwind and enjoy the unique micro-retail experience and entertainment in Boxyard RTP. Sustainably constructed from repurposed shipping containers and committed to social entrepreneurship, Boxyard RTP will be home to creative eateries and specialty shops showcasing the talents of up-and-coming chefs, makers and entrepreneurs. Entertainment programming will include everything from live music to outdoor yoga.

Bring your vision to life in Boxyard RTP — inquire today about available space. →

Join the creative community in Boxyard RTP — get leasing info today. →

Frontier RTP

Frontier RTP provides creative, affordable and flexible workspaces and co-working for emerging companies and entrepreneurs. Offering both indoor and outdoor environments, and robust programming and networking opportunities, Frontier RTP convenes a community of doers and makers exploring new ideas and charting their path forward.

Launch your business from RTP — contact Frontier RTP about space today. →

Experience our vibrant community — visit us today. →

Community in the Park

RTP is a lively community that brings together workers in the Park and people in the region for work and play. With an emphasis on discovery and knowledge transfer, RTP offers dynamic programming to convene a healthier more collaborative environment throughout the Park. Activities include networking, professional development, socializing and fitness opportunities.

Maximize your RTP experience. →

Get involved today. →

Find your niche in RTP. →

Stem in the Park

RTP is committed to helping the state education system create more equitable opportunities for students. Through partnerships, RTP is building a strong pipeline of STEM talent — one that is inclusive of women, under-represented groups and low-income students. To foster connections with the STEM community, this program provides students with hands-on mentoring from STEM professionals, as well as immersive experiences for their teachers to better understand STEM opportunities. These partnerships, mentoring programs, and STEM tools and activities have touched more than 6,000 lives to date.

Help the next generation of STEM professionals in RTP. →

Get involved in STEM in the Park. →

Sign up to be a mentor. →


Research
Triangle
Park

VISION

Research Triangle Park (RTP) is a dynamic innovation center that attracts companies and talent from across the globe. To uphold and build upon its prestigious international reputation, it is important to capture the brand in a consistent and cohesive voice across all communications. Use the following writing style guidelines to craft content that authentically represents who RTP is and the trajectory it is on.

Tone

RTP is an internationally acclaimed innovation community and a valuable asset to the state and Triangle residents. Language choices should create a tone that embodies the stature of RTP, but also its accessibility.

The Brand Personality of RTP is...

Evolving, innovative, collaborative, thriving community

Is not...

Complacent, boring, siloed, stagnant

Voice

Through word choices, sentence structure and messages, the voice of RTP should shine through to audiences to convey that it is:

CENTRAL. RTP is convenient to the Triangle's cities and major roads.

ACCESSIBLE. RTP is open to businesses of every type and size.

COLLABORATIVE. RTP creates the platform where partnerships are convened.

ROOTED IN ACADEMIA. RTP is the only innovation community fueled by three Tier 1 research universities and supported by nine additional institutions of higher learning. These schools contribute billions in research and ensure a strong talent pipeline.

FORWARD-LOOKING. RTP is perpetually evolving to support the future growth of the Park and prosperity of the region.

CONVENING. RTP is a regional partner who is taking the lead to close North Carolina's education and economic gap.

LEADING. The researchers, scientists, engineers and entrepreneurs in RTP have been awarded more than 3,000 patents to date, and they continue to build game-changing new technologies and intellectual property globally.

Voice

We also want to avoid words that contradict what the voice of RTP is, such as...

ROOTLESS. Our rich history, vibrant present and potential for the future ground us.

NAÏVE. We pride ourselves on our awareness of the world around us, and believe bringing new perspectives together spurs innovation.

OLD-SCHOOL. Our social and structural evolution is constant.

CLOSED. RTP is making room for businesses of every size and life stage in our inclusive community.

Grammar

- Use AP Style for abbreviations, punctuation, capitalization, numbers, etc.
- Avoid passive voice
- Write for clarity
- Assess the audience and subject to determine if contractions are appropriate
  - For example, a social media post reminding workers about a happy hour could include contractions, while a press release about a research breakthrough would not be.

Messaging

All written content should be tailored for the target audience, and should reinforce the following key messages about the Park:

- Research Triangle Park is an internationally renowned center of innovation for companies of all sizes.
- RTP offers robust programming that fosters a lively community among global industry leaders, researchers, entrepreneurs and academics working in, living in and enjoying the Park.
- RTP offers a diverse array of workspaces and greenspaces, plus access to three Tier 1 research universities.
- RTP is a vibrant innovation community offering an environment where businesses and people thrive.

Identifying Names

When referring to Research Triangle Park and its entities, adhere to the following naming conventions:

RESEARCH TRIANGLE PARK

- **The official name is “Research Triangle Park”**
- **The word “the” does NOT precede the name**
- **The first reference on materials should use the official name**
- **Subsequent references may use the abbreviation “RTP” or “the Park”**
    - **When using “the Park” capitalize the P**
- **Avoid using the possessive form, such as “Research Triangle Park’s” or “RTP’s”**
- **Titles and subtitles can use the abbreviated names in lieu of the official name**

Identifying Names

HUB RTP

- All instances should use the official name of “Hub RTP”
- Include a space between “Hub” and “RTP”
- The word “the” does NOT precede the name
- Do NOT use an abbreviation, such as HRTP

BOXYARD RTP

- All instances should use the official name of “Boxyard RTP”
- “Boxyard” is always one word
- Include a space between “Boxyard” and “RTP”
- Do NOT use an abbreviation, such as BRTP

FRONTIER RTP

- All instances should use the official name of “Frontier RTP”
- Do NOT omit “RTP”
- Do NOT add “the” before “Frontier RTP”
- Include a space between “Frontier” and “RTP”
- Do NOT use an abbreviation, such as FRTP