



**Duke**Medicine

embrace  
create  
adopt  
protect  
guide

A guide to communicating the Duke Medicine brand







## How to Use This Book

The book you are holding is packed with useful information. It exists for many reasons:

- to help you in your work by providing easy-to-follow guidelines for the proper use of Duke Medicine brand elements;
- to help ensure consistency in communication of the brand;
- to provide a statement that declares, protects, and strengthens the brand.

Designers and other communicators are encouraged to take a look at the entire book before diving into the designer's toolkit. Digital assets are explained here and can be downloaded from [branding.dukemedicine.org](http://branding.dukemedicine.org).

Managers and others charged with communicating the Duke Medicine brand may want to begin with the list of frequently asked questions and the overview. These are good starting points for learning about the Duke Medicine brand. Also, look for the glossary in the back of the book, with definitions of technical terms you may encounter.

### Keep in Touch

Help and explanation is always just a phone call or click away: [branding.dukemedicine.org/contact](http://branding.dukemedicine.org/contact), or 919-419-3270.



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## Frequently Asked Questions

### **How can I download the Duke Medicine logo?**

Go to the Logos page at [branding.dukemedicine.org](https://branding.dukemedicine.org).

### **Whom should I contact to get help with a project that involves the Duke Medicine brand ... such as a trade show banner, promotional item, or a brochure?**

Call your marketing or communications director, if there is one. Or, contact Marketing and Creative Services at 919-419-3270 or [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact).

### **How do I order Duke Medicine supplies (stationery, lab coats, scrubs) for my department or practice?**

Visit [branding.dukemedicine.org](https://branding.dukemedicine.org).

### **Should I discard my current stationery if it does not reflect the new Duke Medicine brand?**

Duke Medicine is committed to environmental sustainability. For this reason you are encouraged to use up existing supplies before ordering new letterhead, envelopes, and business cards.

### **What fonts are used as part of the Duke Medicine brand?**

The typefaces used in Duke Medicine communications are Sabon and Frutiger. Both fonts can be purchased at Adobe.com and fonts.com. Free alternative fonts are Times New Roman and Arial.

### **Do I need permission to use the Duke Medicine brand elements?**

In general, it is not a good idea to use the Duke name, brand, or trademarks without permission. Please contact Marketing and Creative Services first.

### **Whom should I contact with questions?**

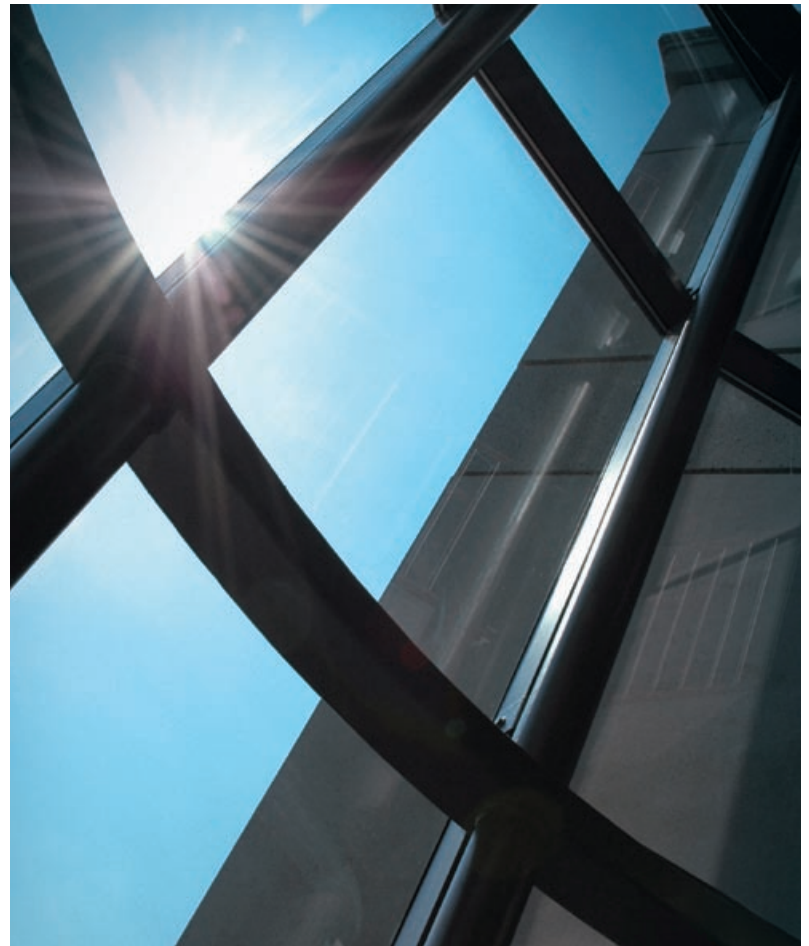
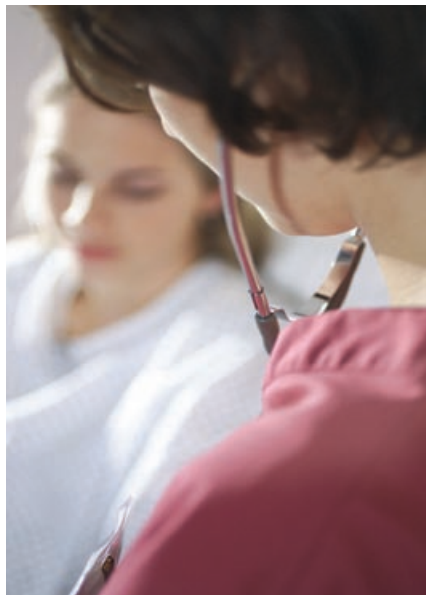
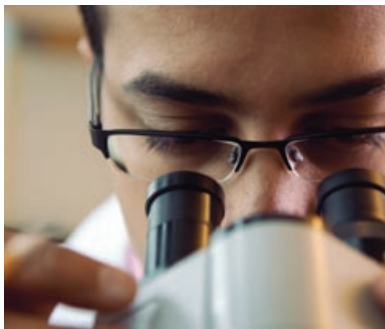
Please send inquiries to [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.



## This Is Duke Medicine

Duke Medicine conceptually integrates the Duke University Health System, the Duke University School of Medicine, and the Duke University School of Nursing. It is the combination of research, clinical care, and education that takes place through the efforts of our faculty, staff, students, and trainees at many different sites throughout our region and worldwide.

Duke Medicine is also a brand, a way of expressing our identity. It communicates the essence of Duke Medicine to everyone it touches. Using this brand consistently will strengthen it.



Our Mission

As a world-class academic and health care system, Duke Medicine strives to transform medicine and health locally and globally by conducting innovative scientific research, rapidly translating breakthrough discoveries into clinical practice, educating future clinical and scientific leaders, advocating and practicing evidence-based medicine to improve community health, and leading efforts to eliminate health inequalities.





# Protecting the Duke Name

Duke University has a longstanding policy of protecting the symbols that are associated with its name and its reputation as one of the finest universities in the country. Duke owns and controls its name(s) and other marks, logos, insignias, seal, designs, and symbols that have become associated with the institution.

In addition, in order to comply with and assure protection under federal, state, and international trademark laws, Duke University is required to monitor and control all uses of its trademarks. Unauthorized use of Duke trademarks is subject to civil and criminal penalties. Duke reserves the right to take appropriate action when confronted with unauthorized use of its trademarks. Such actions may include confiscation of goods, financial penalties, and legal action.

The above is an excerpt from the Duke Trademark Licensing Policy. Find the complete policy at [trademarklicensing.duke.edu](https://trademarklicensing.duke.edu). For further information or assistance, contact Duke's Office of Trademark Licensing at 919-684-2065.

## DUKE MEDICINE SYMBOL



## ACADEMIC EMBLEMS, SYMBOLS, WORDMARKS



Duke University

Duke  
UNIVERSITY

## OFFICIAL USE ONLY



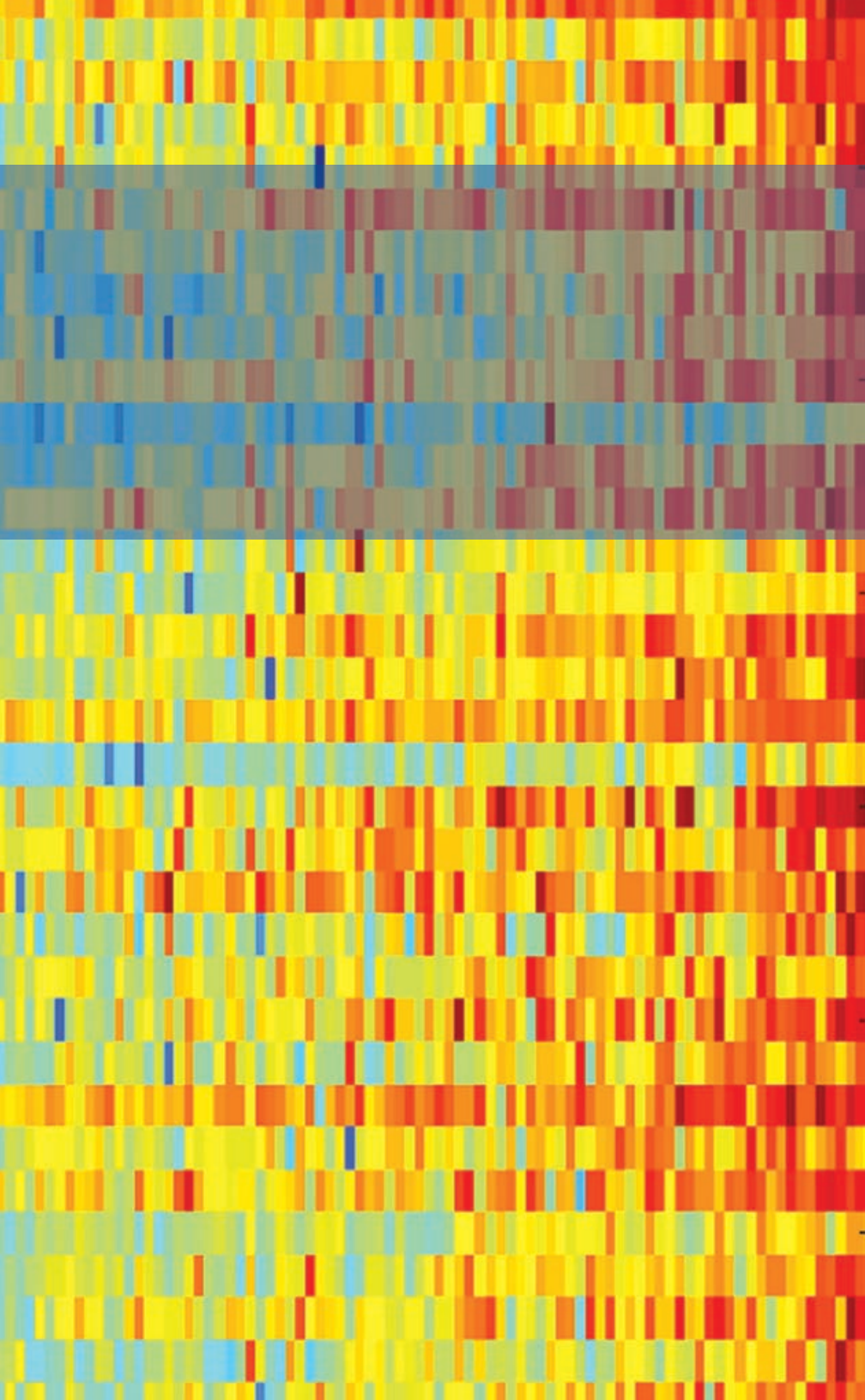






# Embracing the spirit of innovation: The Duke Medicine brand

A guide to communicating the Duke Medicine brand



Embracing the spirit  
of innovation:  
The Duke Medicine brand

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## Our Identity

The Duke Medicine symbol evokes the image of Duke's Gothic architecture, conveying a sense of tradition.

The open-ended right side of the arch depicts movement toward the future. The symbol reflects the extension of a longstanding campus entity into a comprehensive network with many points of access.

No alterations should be made to the symbol, logo, wordmark or signature. Always use approved digital artwork for all communications, including print, Web, signage, and promotional items.

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### The Master Symbol

This symbol is the visual icon for Duke Medicine.



---

### The Master Logo

The logo encases the symbol in reverse. The master logo, presented within a box or boxed outline, can be used only with the Duke Medicine wordmark.



---

### The Master Wordmark

The wordmark is the stylized treatment of Duke Medicine and serves the same functional purpose as a symbol.

**DukeMedicine**

---

### The Master Signature

The master signature consists of the master logo and wordmark in balanced relationship with each other.





## Master Signature

No alterations should be made to the symbol, logo, wordmark or signature.

Visit [branding.dukemedicine.org](https://branding.dukemedicine.org) for approved digital artwork for all usage, including print, Web sites, signage, and billboards.



# DukeMedicine

Color

The two primary colors used in the Duke Medicine brand are Duke blue (PANTONE® 287) and black.



Each color has been translated to four-color, RGB values, and black for diverse environments.

	PANTONE®	CMYK	RGB
PRINT			
Duke Blue	PMS 287	100C, 68M, 0Y, 12K	—
Duke Black	—	100K	—
MONITOR SCREEN			
Duke Blue	—	—	0R, 54G, 152B
Duke Black	—	—	0R, 0G, 0B

Horizontal is the preferred signature orientation.

The optional vertical signatures can be used when necessary.

---

Preferred Horizontal Signature



---

Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

The optional horizontal wordmark should be used only when space constraints prohibit inclusion of the symbol. See pages 32-37 for clarification.

---

Optional Vertical Signature

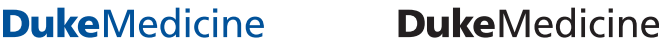
For use in space-limited environments



---

Optional Horizontal Wordmark

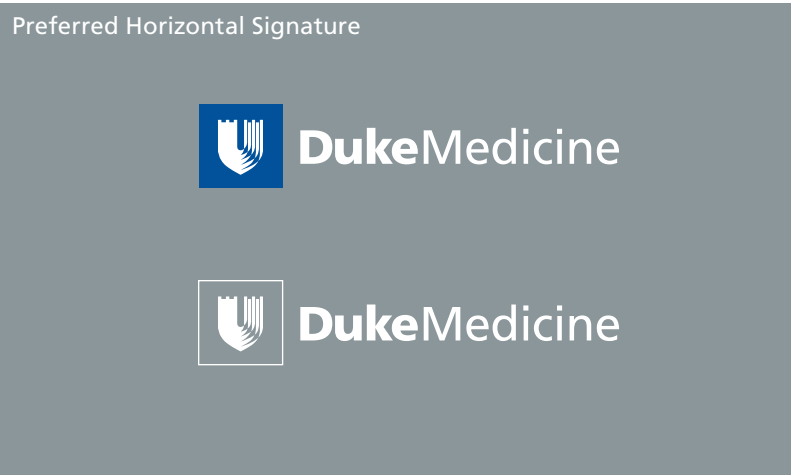
See pages 32-37 for clarification.





These signatures are to be used for environments with dark or black backgrounds.

The horizontal signature is the preferred signature orientation. The optional signatures can be used for space-limited environments.



Proper spacing around the signature elements  
allows for optimal recognition.

Preferred Horizontal Signature



= 1X

X is a unit of measure to guide the  
optimal space requirements.

Options for Space-Limited Environments



Clearspace for Signage

For use in space-limited environments

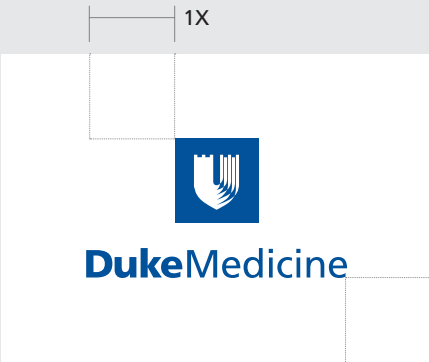


Clearspace allows for optimal recognition.

Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

Optional Vertical Signature

Space-Limited Environments



X is a unit of measure to guide the optimal space requirements.

Optional Horizontal Wordmark

Use only if space constraints prohibit proper sizing of the signature. See pages 32-37 for clarification.



The D represents a unit of measure to guide the optimal space requirements.

The optimal reproduction size for the Duke Medicine signature on most printed materials is 0.4375". The recommended minimal reproduction size is 0.325".

Preferred Size



The Duke Medicine wordmark can be reproduced at smaller scales as needed for promotional materials.

Minimum Size



Wordmark

Use only if space constraints prohibit proper sizing of the signature. If the logo or wordmark must be reproduced in ways other than those specified here, permission must first be granted by the brand manager. Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270.





## Unacceptable Treatments of the Signature

Maintaining the integrity of the signature is necessary to a consistent identity. The signature should not be manipulated or altered in any way. These are examples of unacceptable treatments.

---

Do not manipulate or alter  
the signature color or shape



---

Do not present the Duke Medicine  
signature with a service line signature



---

Avoid high-contrast backgrounds  
that render the brand illegible



# Creating new synergies: Duke Medicine sub-brands

A guide to communicating the Duke Medicine brand





## Creating new synergies: Duke Medicine sub-brands

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## Brand Architecture

From our hospitals and clinics to our academic centers and programs, each Duke Medicine entity has unique functions and responsibilities. The following pages outline how individual signatures relate to the overarching Duke Medicine brand.

The chart below outlines how individual signatures relate to the overarching Duke Medicine brand.



Academic and Research Brands

**Duke** University Medical Center

**Duke** University School of Medicine

**Duke** University School of Nursing

**Duke** University  
School of Medicine

**Duke** University  
School of Nursing

Alternate Treatments for Academic Brands\*

DUKE UNIVERSITY SCHOOL OF MEDICINE

DUKE UNIVERSITY SCHOOL OF NURSING



\*Note that the Times New Roman font is permissible in this legacy configuration.

Clinical Care-Delivery Brands

**Duke** University Health System

Hospital Brands

**Duke** University Hospital  
DUKE UNIVERSITY HEALTH SYSTEM

**Duke** Raleigh Hospital  
DUKE UNIVERSITY HEALTH SYSTEM

**Durham** Regional Hospital  
DUKE UNIVERSITY HEALTH SYSTEM



\*Note that the Duke Children's brand is the only service brand allowed to use a logo other than the shield.

Duke Facility Signage & Naming



Building or Facility Naming

Duke Medical Plaza  
Duke Health Center  
Duke Primary Care

Duke Service Line Brands

**Duke** Eye Center

**Duke** Cancer Center

**Duke** Heart Center

**Duke** Sports Medicine

**Duke** Diet & Fitness Center

**Duke** HomeCare & Hospice

**Duke** Integrative Medicine

Visit [branding.dukemedicine.org](https://branding.dukemedicine.org) for a comprehensive service-line list.

Duke Primary Care Brands\*

**Duke** Primary Care

Triangle Family Practice  
Harps Mill Internal Medicine

**Duke** Urgent Care

Duke Affiliate Relationships

**DukeMedicine** AFFILIATE

MANAGED BY **DukeMedicine**

For specific examples review pages 90-95.



## Hospital Signatures

Hospital signatures retain the visual essence of Duke Medicine. They may use a modifying line — “Duke University Health System” — or, for the Duke Children’s logo, “Hospital and Health Center” (see following pages). These modifiers signify a uniform standard of excellence across all clinical delivery enterprises.

### Signature



### Wordmark

**Duke University Hospital**

The signature comprises the wordmark and the symbol (shield). A wordmark is an alternate treatment of the brand name and serves the same purpose as a signature.

Hospital Signatures



Preferred Signatures



Preferred Signatures



Light Backgrounds



Dark Backgrounds



Clearspace

Clearspace — the minimum area around an identity — allows for optimal recognition and legibility.

Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

Preferred Horizontal Signature



Horizontal Signature for Space-Limited Environments



X is a unit of measure to guide the optimal space requirements.

Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

Optimal Reproduction Size

Follow the guidelines below to ensure legible reproduction of sub-brand signatures on most printed materials.

Light Backgrounds

Recommended maximum reproduction size



Minimum Reproduction Size



Dark Backgrounds

Recommended maximum reproduction size



Minimum Reproduction Size





Maintaining the integrity of the signature is necessary to a consistent identity. The signature should not be manipulated or altered in any way. These are examples of unacceptable treatments.

UNAUTHORIZED

Do not manipulate or alter the signature color or shape



Do not present the master logo with a sub-brand signature



Avoid backgrounds that render the brand illegible



## Academic Signatures

Academic signatures express the essence of Duke Medicine's academic programs. They are composed of the wordmark and the symbol, or the wordmark alone.

### Signature



### Wordmark

**Duke** University School of Medicine



Academic Signatures  
Examples

Our academic signatures may use the sans serif typeface of the Duke Medicine brand (Frutiger) or a more formal typeface such as Times New Roman.



Preferred Signatures

 **Duke University Medical Center**

 **Duke University  
Medical Center**

Preferred Wordmarks

**Duke University Medical Center**

**Duke University  
Medical Center**

Legacy Signatures

Legacy signatures may be used on more formal communications. Please consult with brand management. Visit [branding.dukemedicine.org](https://branding.dukemedicine.org) or call 919-419-3270 if you have questions.

 **DUKE UNIVERSITY MEDICAL CENTER**

 **DUKE UNIVERSITY  
MEDICAL CENTER**

Academic Signatures  
Examples

Signatures retain the visual essence of the Duke Medicine brand. The signature is composed of the wordmark and the symbol. A wordmark is the stylized treatment of the brand name and serves the same purpose as a symbol.

Legacy signatures may be used on more formal communications. Please consult with brand management. Visit [branding.dukemedicine.org](https://branding.dukemedicine.org) or call 919-419-3270 if you have questions.

Preferred Signatures



Legacy Signatures



Preferred Wordmarks



Academic Partnership Signature



Academic Signatures  
Examples

Signatures retain the visual essence of the Duke Medicine brand. The signature is composed of the wordmark and the symbol. A wordmark is the stylized treatment of the brand name and serves the same purpose as a symbol.

Legacy signatures may be used on more formal communications. Please consult with brand management. Visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 if you have questions.

---

Preferred Signatures



---

Legacy Signatures



---

Preferred Wordmarks





Optional vertical signature for use in  
space-limited environments

Please visit [branding.dukemedicine.org/  
contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further  
clarification or to request approval for  
specific cases.

#### Light Backgrounds

 **Duke University**  
School of Medicine

**Duke University**  
School of Medicine

#### Dark Backgrounds

 **Duke University**  
School of Medicine

**Duke University**  
School of Medicine

Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

Clearspace allows for optimal recognition. The clearspace is the minimum area around an identity or element to provide the maximum legibility.

Optional Horizontal Signature



X is a unit of measure to guide the optimal space requirements.

Space-Limited Environments



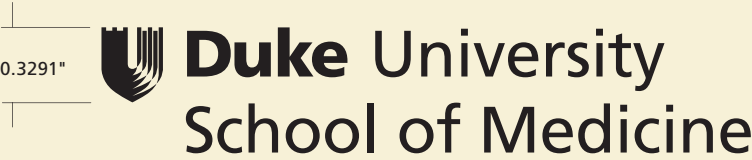
Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

Optimal Reproduction Size

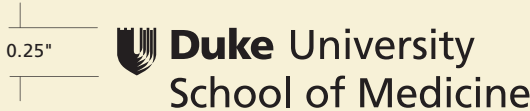
Follow the guidelines below to ensure legible reproduction of sub-brand signatures on most printed materials.

Light Backgrounds

Recommended maximum reproduction size



Minimum Reproduction Size



Dark Backgrounds

Recommended maximum reproduction size



Minimum Reproduction Size



Maintaining the integrity of the signature is necessary to a consistent identity. The signature should not be manipulated or altered in any way. These are examples of unacceptable treatments.

UNAUTHORIZED

---

Do not manipulate or alter  
the signature color or shape



---

Do not present the Master Logo with  
an academic signature



---

Avoid backgrounds that render  
the brand illegible



## Service-Line Signatures

All new service-line signatures need prior approval by brand management. Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for more information or to request approval for specific cases.

### Signature



### Wordmark

**Duke Service Line**

For a list of approved service-line signatures, visit [branding.dukemedicine.org](https://branding.dukemedicine.org).

The signature is composed of the wordmark and the symbol shield. A wordmark is an alternate treatment of the brand name and serves the same purpose as a signature.



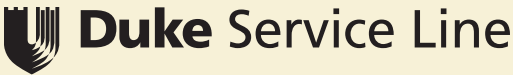
All service-line signatures need prior approval by brand management. Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

Preferred Signature & Wordmark



**Duke Service Line**

Optional Signature & Wordmark  
Light Backgrounds



**Duke Service Line**

Optional Signature & Wordmark  
Dark Backgrounds



**Duke Service Line**

Service-Line Signatures  
Approved

All service-line signatures need prior approval by brand management. Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.



Service-Line Brands (examples)

For a list of approved service-line signatures, visit [branding.dukemedicine.org](https://branding.dukemedicine.org)

**Duke** Cancer Center

**Duke** Eye Center

**Duke** Heart Center

**Duke** Diet & Fitness Center

**Duke** Orthopaedics

**Duke** Integrative Medicine

**Duke** Musculoskeletal Center

**Duke** Sports Medicine

**Duke** HomeCare & Hospice

**Duke** Prostate Center

## Duke Primary Care

All service-line signatures need prior approval by brand management. Please visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact) or call 919-419-3270 for further clarification or to request approval for specific cases.

---

### Physician Practices

Signature and Wordmark



**Duke Primary Care**



---

### Duke Urgent Care

Signature and Wordmark



**Duke Urgent Care**

---

### Multi-Specialty Facilities

Wordmark

**Duke Medical Plaza**

Signature Clearspace

Clearspace allows for optimal recognition of the signature.

Preferred Horizontal Signature



= 1X

**X is a unit of measure to guide the optimal space requirements.**

Space-Limited Environments



Optimal Reproduction Size

Follow the guidelines below to ensure legible reproduction of sub-brand signatures on most printed materials.

Light Backgrounds

Recommended maximum reproduction size



Minimum Reproduction Size



Dark Backgrounds

Recommended maximum reproduction size



Minimum Reproduction Size





Maintaining the integrity of the signature is necessary to a consistent identity. The signature should not be manipulated or altered in any way. These are examples of unacceptable treatments.

# UNAUTHORIZED

---

Do not manipulate or alter  
the signature color or shape



---

Do not present the Master Logo  
with a service-line signature



---

Avoid backgrounds that render  
the brand illegible



## Affiliated Programs

Prior to the development of these brand guidelines, the phrase “affiliated with Duke University Health System” was combined with the brands of other health care entities in order to express a negotiated relationship. Today, the Duke Medicine wordmark is used instead.

The Duke Medicine wordmark can be used to indicate the presence of clinical and/or program-development services on behalf of a third party. The scope of these relationships may include clinical care, research, and education. None of these agreements may be arranged without the approval of senior leadership. For more information, contact Duke Network Services at 919-419-5000.

**A Program Development and Operational Support Agreement**

A licensing agreement is traditionally used for clinical program-development relationships in which Duke provides clinical and quality oversight but does not provide clinical manpower or direct operational oversight. See the next page for specific examples.

**“A Duke Medicine Affiliate”**

The term Duke Medicine Affiliate describes a health care provider whose quality and program development is actively overseen by Duke. This relationship is expressed with the Duke Medicine wordmark (see examples on the following pages).

**“Managed by Duke Medicine”**

In some cases, Duke arranges direct on-site management for an affiliated clinical program. This relationship is expressed with the Duke Medicine wordmark as shown below.

**In all cases**, there is a Performance Improvement and Quality Oversight Program to ensure service levels are appropriate to use the Duke brand.



Affiliated Programs  
Examples

None of these agreements may be arranged without the approval of senior leadership. For more information, please contact network services at 919-419-5000.



Preferred Vertical Signature: Affiliate



Beaufort Memorial

HOSPITAL

DukeMedicine AFFILIATE

IN HEART AND CANCER

Preferred Vertical Signature: Affiliate



Beaufort Memorial

KEYSERLING CANCER CENTER

DukeMedicine AFFILIATE

Optional Horizontal Signature: Affiliate

Space-Limited Environments



Beaufort Memorial

HOSPITAL

DukeMedicine AFFILIATE

IN HEART AND CANCER




Beaufort Memorial

COCHRANE HEART CENTER

DukeMedicine AFFILIATE

Preferred Vertical Signature: Managed Relationship



SOUTHEASTERN  
REGIONAL  
MEDICAL CENTER

MANAGED BY DukeMedicine







# Working together: Communicating across a landscape

A guide to communicating the Duke Medicine brand





Working together:  
Communicating across a  
landscape

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## Advertising

### Advertising: Duke Medicine

It is always desirable to use the Duke Medicine master signature on external communications and advertising. This signature is particularly appropriate when promoting multiple specialties at once.

# Closer to you. Sooner than you think.



Opening December 2008

## Duke Medicine is coming to Knightdale.

Good things are worth waiting for ... and even better when you don't have to wait long. Duke Medicine's Knightdale facility will offer primary care, specialty care, and urgent care. Hwy 64 and I-540.




**DukeMedicine**

[dukehealth.org](http://dukehealth.org)

Advertising: Service Lines



A service line signature such as Duke Eye Center (illustration A) is used when a single health care practice is promoted.

When advertising a single health care category at multiple locations (illustration B), the service line signature is used in conjunction with a list of locations.



### Duke Medicine in your neighborhood

Dana Blumberg, MD, and Karl Csaky, MD, PhD, the newest members of the Duke Eye Center faculty, share our commitment to providing high-quality care in a convenient location. We look forward to continuing to serve Cary's eye care needs.



Dana Blumberg, MD, Glaucoma Specialist

Karl Csaky, MD, PhD, Retina Specialist

Now accepting new patients.

2000 Regency Parkway,  
Suite 100, Cary, NC 27511  
For an appointment,  
call 919-297-0900.

**Duke Eye Center**  
dukeeye.org

5116

Illustration A

### Five reasons to look closer...



and see why Duke is the clear choice for expert eye care.





At the Duke Eye Center, our vision for care is based on the best methods to protect and restore your eye health. That can mean pioneering surgical techniques to treat macular degeneration or glaucoma, expert diagnosis and treatment of pediatric eye conditions, or simply a new pair of eyeglasses that's perfect for you. For all of your eye care needs, our team of ophthalmic experts is proud to deliver world-class care in convenient locations throughout the Triangle.

For more information, call 1-800-422-1575 or visit [dukeeye.org](http://dukeeye.org).

Introducing the newest members of one of the nation's leading ophthalmology teams, ranked #7 by U.S. News & World Report. (pictured above, from left): Kelly Muir, MD, Glaucoma Service; Michael Richard, MD, Oculoplastics, Reconstructive, and Cosmetic Laser Service; Tina Singh, MD, Comprehensive Ophthalmology; Molly Walsh, MD, MPH, Glaucoma Service; and Tammy Yanovitch, MD, Pediatrics and Strabismus Service.

Duke Eye Center  
2351 Erwin Road  
Durham, NC 27710

Duke Eye Center of Cary  
2000 Regency Parkway, Suite 100  
Cary, NC 27518

Duke Eye Center of North Durham  
3116 North Roxboro Street  
Durham, NC 27704

Duke Eye Center at Southpoint  
6301 Herndon Road  
Durham, NC 27713

**Duke Eye Center**

5388


Illustration B



Advertising: Service Lines



Duke Primary Care (illustration A) is the signature used when advertising a single practice that offers primary care, family medicine, or internal medicine.

When advertising a single health care category at multiple locations (illustration B), the service line signature is used in conjunction with a list of locations.



### Duke Medicine in your neighborhood

Alounthith Phichith, MD, and William Griffiths, MD, the newest members of Harps Mill internal medicine, share our commitment to providing high-quality care in a convenient location. We look forward to continuing to serve North Raleigh's primary care needs.



Alounthith Phichith, MD, Internal Medicine

William O. Griffiths, MD, Internal Medicine

Now accepting new patients.

7021 Harps Mill Road, Suite 100  
Raleigh, NC 27615  
919-845-2125

**Duke Primary Care**  
dukehealth.org

5116

Illustration A



### A few big reasons to choose Duke Medicine...





### ...and plenty of little ones.

At Duke Medicine, everything we do is based on our commitment to your family's health, from birth through young adulthood. We provide a comprehensive range of medical and surgical services in a friendly environment designed to make our young patients and their loved ones as comfortable as possible. The relationship you have with your primary care provider is fundamental to your overall health and wellness.

Primary care physicians (also sometimes known as general practitioners) are the first people you go to with common health concerns—and they're also typically the ones who coordinate your care, should you need a referral to a specialist. Duke provides four categories of primary care: family medicine, general internal medicine, obstetrics and gynecology, and pediatric primary care. You've dedicated your life to your children. We dedicate our work to them. **This is Duke Medicine. In Raleigh. Close to You.**

For more information, call 1-888-ASK-DUKE or visit [dukehealth.org](http://dukehealth.org).

**Duke Primary Care**

Locations near you:

- 10441 Moncreiffe Road  
Suite 101  
Raleigh, NC 27617  
919-484-8345
- 7021 Harps Mill Road  
Suite 100  
Raleigh, NC 27615  
919-845-2125
- 11635 Northpark Drive  
Suite 200  
Wake Forest, NC 27587  
919-570-0050
- 2304 Wesvill Court  
Suite 210  
Raleigh, NC 27607  
919-571-9247

Illustration B





## Signage

### Building Identifiers

The Duke Medicine shield or the Duke Medicine signature can be used as a beacon, identifying buildings.





## Building Signage

Multi-Specialty Office Buildings

# Duke Medical Plaza

Signage use only

## Building Signage

The Duke Medical Plaza name describes a place in which Duke extends multi-specialty health care to the community.





#### Community Locations

The Duke Medicine brand signature can be used for building signage when more than one clinic is present—letting patients know Duke Medicine is in their neighborhood.

EXAMPLE SHOWN: This building houses obstetrics and gynecology and gastrointestinal medicine.

#### Health Centers

(next page)

The Duke Medicine signature is also used in conjunction with the name Duke Health Center, which denotes a building in which Duke offers a range of health care services.





DukeMedicine

# Duke Health Center

3116 North Duke Street

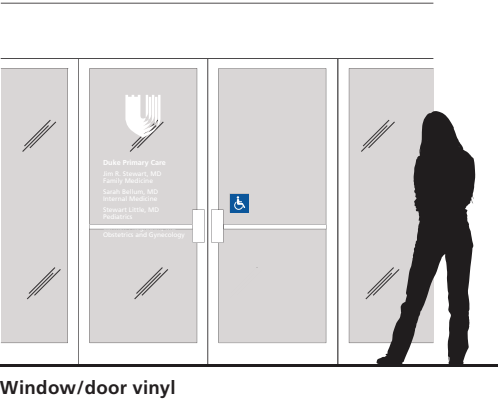
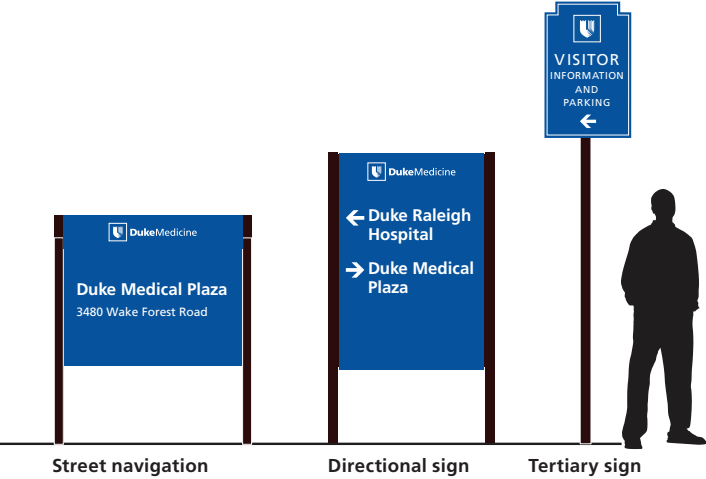




### Primary Care Signage

The Duke Primary Care brand signature can be used at facilities that provide family medicine, internal medicine, obstetrics and gynecology, and/or pediatric primary care services.

Signage System Hierarchy



Signage System

The Duke Medicine brand signature is used as a brand beacon.

The above illustration shows the system to follow when creating signage for multi-specialty health care facilities. The master logo can be used as a beacon after the introduction of the Duke Medicine signature, as illustrated above.

Detail

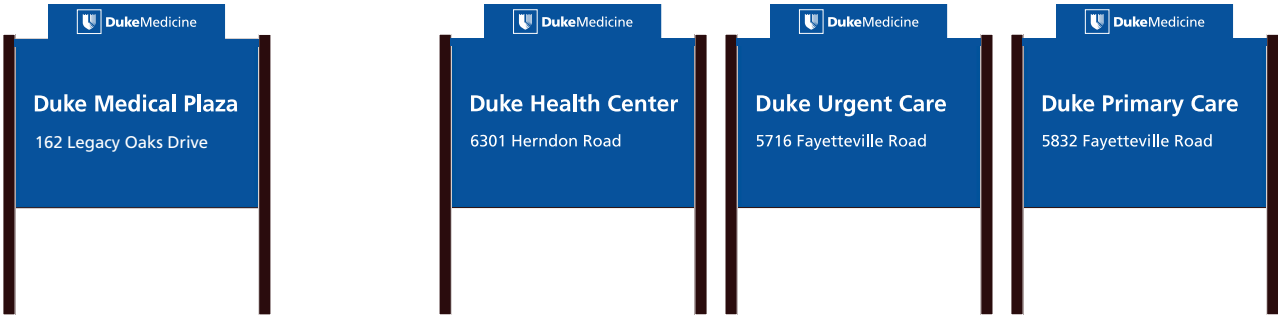


**Duke Primary Care**  
Jim R. Stewart, MD  
Family Medicine  
Sarah Bellum, MD  
Internal Medicine  
Stewart Little, MD  
Pediatrics

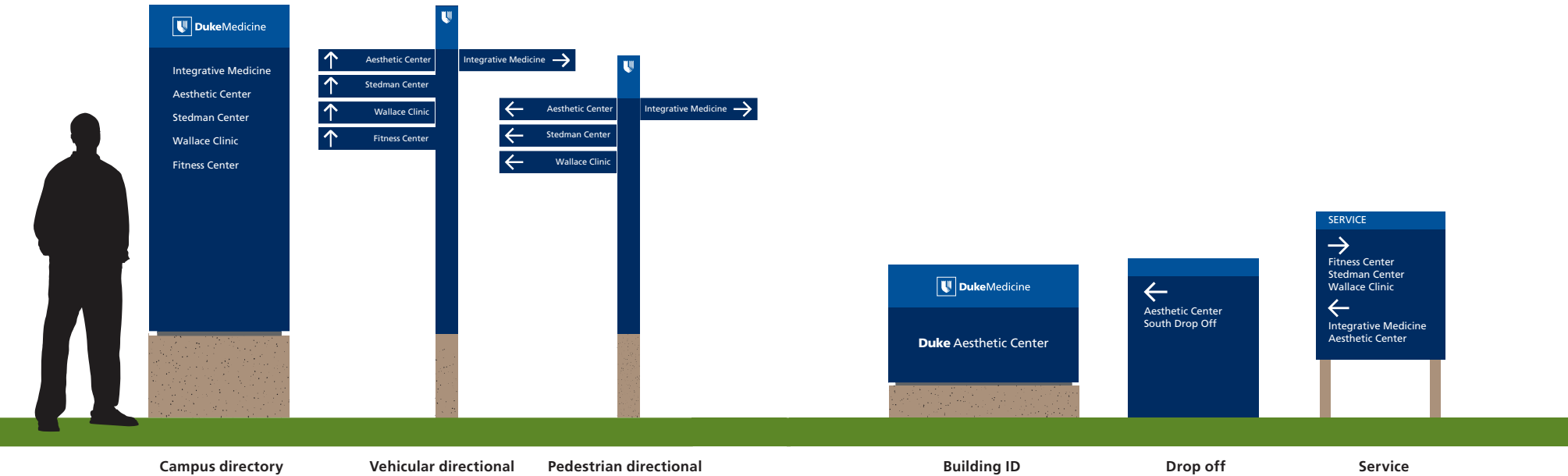
Signage System Hierarchy

The Duke Medicine brand signature is used as a brand beacon to unify all signage.

Primary signage should use the Duke Medicine brand signature. Below is an example of the brand on campus signage.



Duke Campus Settings



Event Sponsorship

Duke Medicine Partnership

Direct-to-consumer partnerships  
use the Duke Medicine signature.



EXAMPLE: Partner signature and language

IN PARTNERSHIP WITH





### Duke Medicine Sponsorship

Direct-to-consumer sponsorships use the Duke Medicine signature for signage and event materials.





### Duke Medicine Sponsorship

Direct-to-consumer sponsorships use the Duke Medicine signature for signage and event materials.



**DukeMedicine**



Duke Medicine Sponsorship

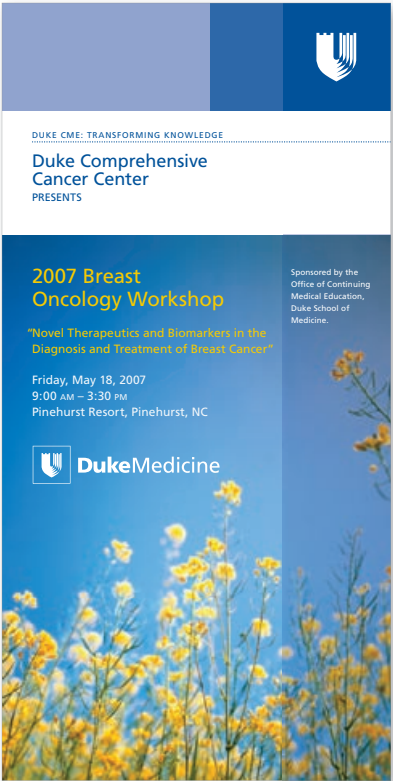
Direct-to-consumer sponsorships use the Duke Medicine signature for signage and event materials.



## Educational Sponsorship

Direct sponsorships and  
co-branded sponsorships use  
the Duke Medicine signature.

4.5" X 9" Brochure



8.5" X 11" Poster



9" X 6" Announcement Postcard



4" X 9" Brochure



8" X 6" Announcement Postcard



Interpersonal/Professional  
Communications

Letterhead, envelopes, and business cards use the Duke Medicine logo. These items can be ordered online at [eprint.universalprinting.com/DukeHS](http://eprint.universalprinting.com/DukeHS)



**DukeMedicine**

Your Name

**DUKE PRIMARY CARE**

Practice Name (Optional)

Title Line 2

BOX DUMC ####, Durham, NC 27710

TEL 919.123.4567

DEL 123 Street Name, Suite ###

EXT 12345

City, NC 27710

PGR 919.222.2222

EMAIL [your.address@duke.edu](mailto:your.address@duke.edu)

PGR X 919.333.3333

[dukemedicine.org](http://dukemedicine.org)

Business card



**DukeMedicine**

**Duke Primary Care**

Practice Name (Optional)

BOX DUMC ####, Durham, NC 27710 TEL 919.123.4567

URL [name.duke.edu](http://name.duke.edu)

[dukemedicine.org](http://dukemedicine.org)

DEL 1234 Street Name, Suite 123 FAX 919.222.2222

City, NC 12345

Letterhead  
(ABOVE)  
Top and bottom  
cross-section shown

No.10 Envelope  
(RIGHT)  
Top corner shown



**DukeMedicine**

**Duke Primary Care**

Practice Name (Optional)

1234 Street Name, Suite 123

City, NC 12345

Interpersonal/Professional  
Communications

Appointment card

**DukeMedicine**

**Duke Primary Care**  
7021 Harps Mill Road  
Suite 100  
Raleigh, NC 27615

APPOINTMENTS: 919.845.2125  
FAX: 919.845.2152  
OFFICE HOURS: Monday – Friday  
8:00 a.m. – 5:00 p.m.

[dukehealth.org](http://dukehealth.org)

**NAME:** .....  
HAS AN APPOINTMENT

M T W Th F     **DATE:** .....

**TIME:** .....

**WITH:**    ☐ Greg Bugaj, MD                      ☐ Alounthith Phichith, MD  
              ☐ Karen Hill-Garrett, MD            ☐ Richard J. Schneider, MD  
              ☐ James O’Rourke, MD

Patients arriving late may be asked to reschedule.  
If unable to keep appointment, kindly give 24 hours’ notice.





# Guiding the brand: A designer's tool kit

A guide to communicating the Duke Medicine brand



Guiding the brand:  
A designer's tool kit

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## Core Elements

The Duke Medicine brand can be visually expressed using a few key elements: color, type, and signature. This set of graphic devices unites Duke Medicine-branded materials. The following pages provide guidance about selecting color systems, photography, and typographic styles to realize the Duke Medicine brand.

### Photography

1



### Color

2



### Type

3

The Duke Medicine typographic style creates a unity that connects diverse uses.

### Signature


4



≡

Duke Medicine brand





## Photography

Photography is a powerful means of establishing consistent visual communications and brands. Duke Medicine's brand expression relies upon an interplay between beautiful images of nature and humanity, along with iconic photos of clinical care. Our photographic system juxtaposes images of people with details from their environment.

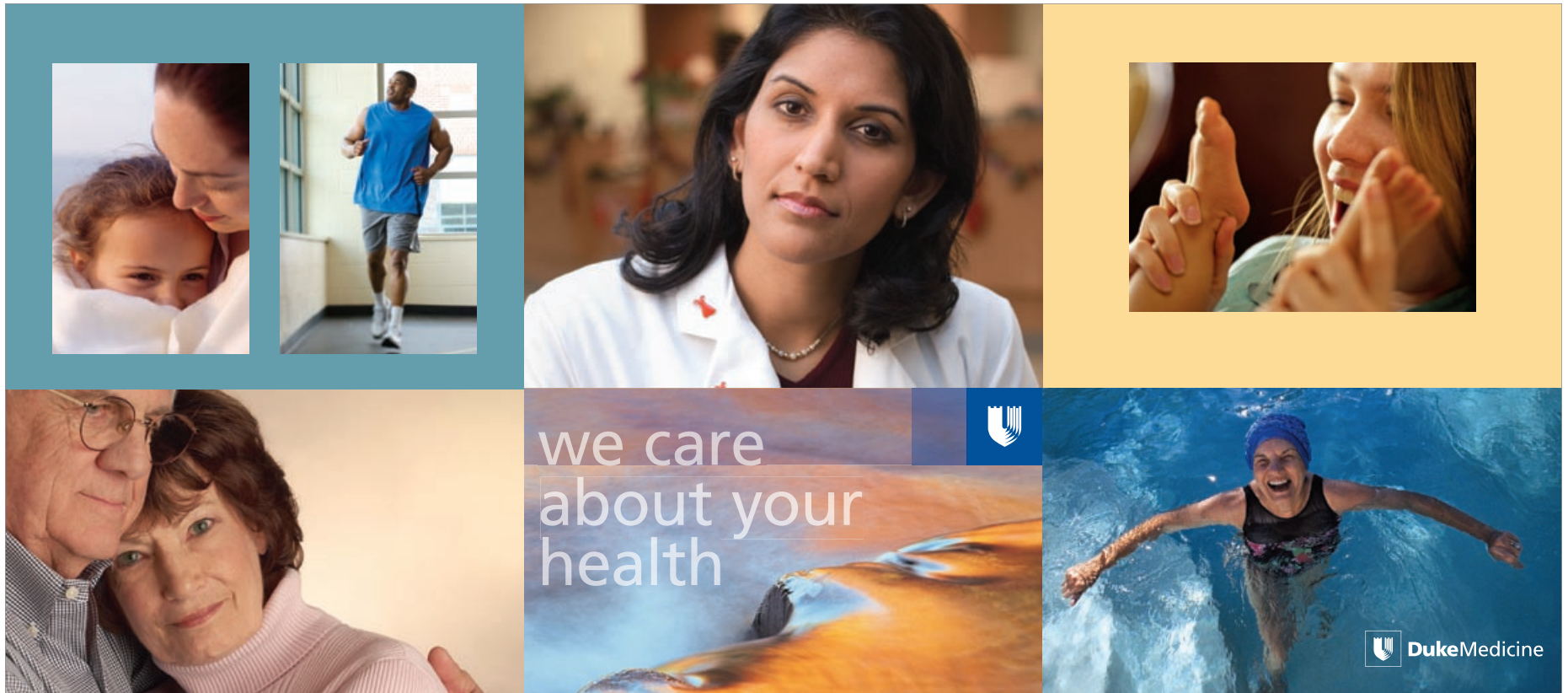
Transformation, one of the core concepts of Duke Medicine, is conveyed not only by the photographic system of images moving from wider apertures to details, but also by the graphic elements: graduated, transparent shapes that overlay the photography. These shapes and bands can imply transition, time, growth, or change.



Our photographic system juxtaposes images of people with details from their environment and panoramic shots with detailed ones.







This system of images illustrates the combination of research, education, and clinical care and can be used for any number of service-line initiatives.



## Typography

Typefaces, also known as fonts, have unique characteristics and are used for specific functions. Using the following fonts consistently and correctly will strengthen the Duke Medicine brand.

### Print Communications

#### Primary Font

##### Frutiger

Developed by Adrian Frutiger in 1968 for use in signage at Charles de Gaulle Airport, Frutiger type is a clean, organic, modern sans-serif\* typeface. It has a universal quality that makes it appropriate for many applications, and it is often chosen for its scalability, practicality, and legibility in print.

#### Secondary Font

##### Sabon

A traditional, formal serif\* typeface, Sabon was created by Jan Tschichold in 1964 and is an excellent choice for a variety of applications. Most people are comfortable with serif typefaces such as Sabon because these fonts are typically used in print media such as newspapers and magazines. As the secondary font, Sabon should be used in supporting copy such as body text and quotes.

The Frutiger and Sabon font families may be purchased from Adobe Systems Incorporated.

\* Serifs are the small “tails” found at the tops and bottoms of some kinds of typeface strokes. Because they offer more contrast between a typeface’s vertical and horizontal characteristics, serif fonts enable the reader’s eye to move more fluidly from one letter to the next—and were developed to increase the legibility of large amounts of copy. Sans-serif fonts have broader legibility in electronic media because their simplified forms translate better into pixels. When viewed on screen, serif fonts can appear distorted.

##### Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

##### Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

##### Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

##### Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

##### Sabon Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

##### Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Online Communications

Alternative font selections for screen-based communications

These fonts—which are typically pre-installed and available free of charge with the Microsoft Office software package—are recommended for non-designers who wish to, for example, create PowerPoint presentations using one of the Duke Medicine templates.

Primary Font

Arial

This contemporary sans-serif font was designed in 1982 by Robin Nicholas and Patricia Saunders. Duke Medicine uses Arial as a substitute for Frutiger, especially for screen-based communications. It should be used in the typographic hierarchy as the primary sans-serif font. It is extremely versatile with a complete family of weights.

Secondary Font

Times New Roman

This popular editorial font was drawn by Victor Lardent and initially released in 1932. Times New Roman is the accepted substitute for Sabon in Duke Medicine brand materials. It should be used in the typographic hierarchy as the secondary serif font and will be most often use in body copy.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

---

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**



DEC 13  
2006





Mandel Center for Hypertension  
and Atherosclerosis

# The Inaugural Mandel Center Seminar

Wednesday, December 13, 4:00 p.m.  
School of Nursing Auditorium  
Trent Drive, Durham

Robert J. Lefkowitz, MD, Inaugural Speaker  
A short reception will follow the seminar.

We invite you to celebrate the establishment of the Mandel Center for Hypertension and Atherosclerosis at Duke, supported by the Edna and Fred L. Mandel, Jr. Foundation.

The kickoff seminar will formally introduce the Mandel Center and begin a yearlong series of seminars on topics related to hypertension and atherosclerosis. We also will officially open the two competitive Requests for Proposals (one for a senior investigator and one for a junior investigator) that will be supported through the Mandel Center. Parking for the seminar is available in the parking deck located on Trent Drive across from the School of Nursing.

Call Robin Fowler at 919.667.2555 or email [robin.fowler@duke.edu](mailto:robin.fowler@duke.edu) to RSVP or for more information.

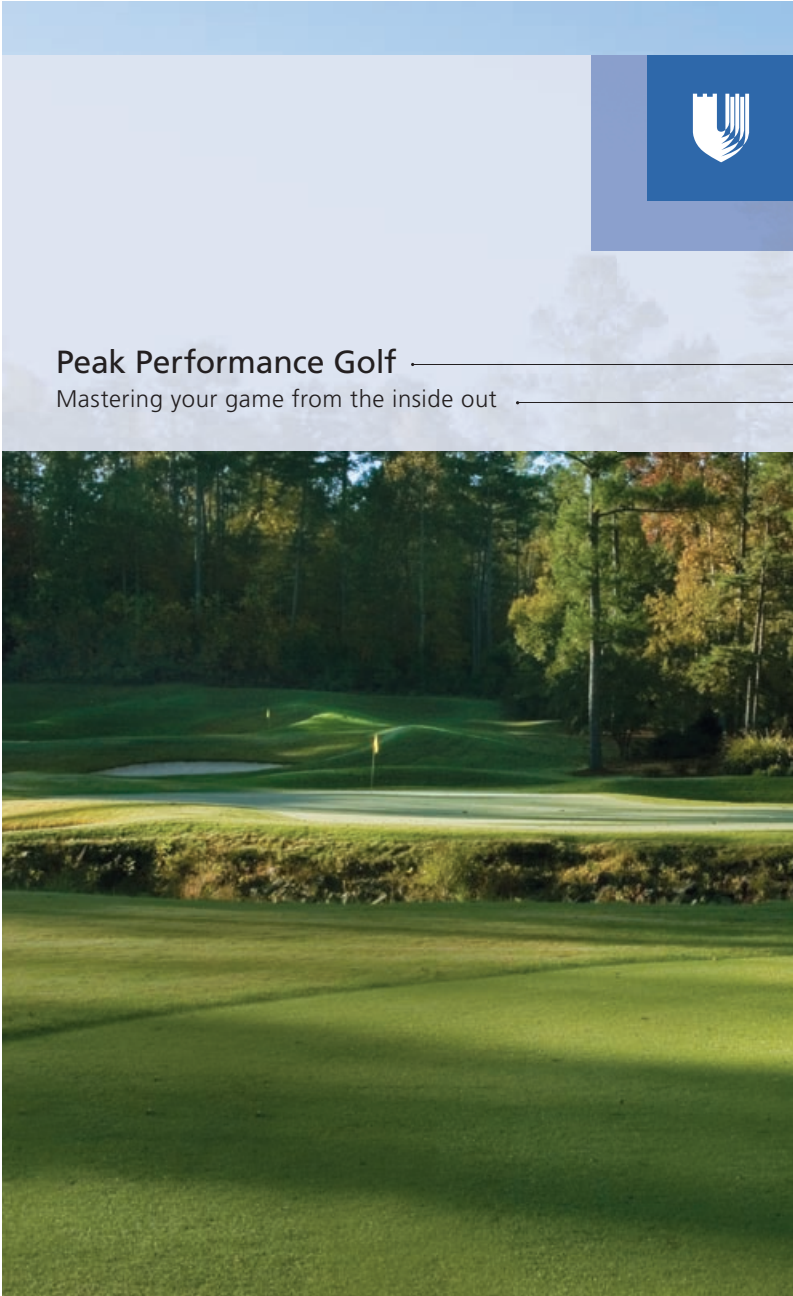
 **Duke**Medicine

This chart below shows which Duke Medicine fonts are to be used in print communications and as graphical art in online media.

Headlines, Subheads, Body Text

	Print	Web Graphic	Power Point
PRIMARY: HEADLINES			
Frutiger 55 Roman	●	●	●
SECONDARY: SUBHEADS			
Frutiger 55 Roman	●	●	●
Frutiger 65 Bold	●	●	●
TERTIARY: BODY TEXT TREATMENTS			
Frutiger 55 Roman	●	●	●
Frutiger 65 Bold	●	●	●
Sabon Roman	●		
EMPHASIZED TEXT			
Frutiger 55 Roman, Caps	●	●	
Frutiger 65 Bold, Caps	●	●	
<i>Sabon Italic</i>	●		
Sabon Bold	●		

Brochure Cover



The lists below and on the following pages provide guidance for a typographic hierarchy. Minor modifications may need to be made to accommodate specific communication goals.

Brochures

8.5" x 11" and smaller

Subhead in Frutiger

Frutiger 45 Light  
12-point text  
14-point leading  
20-point letterspacing

Title in Frutiger

Frutiger 55 Roman  
16-point text  
18-point leading  
0-point letterspacing

Brochures

8.5" x 11" and smaller

<p>Introduction</p> <p>Special type treatments sometimes needed</p>	
<p>Body Text in Frutiger</p> <p>Frutiger 45 Light 9.25-point text 12.5-point leading 10-point letterspacing Left aligned text 5.76-point (0.08") space before</p>	<p>Body Text in Sabon, shown</p> <p>Sabon Roman 9.25-point text 13-point leading 0-point letterspacing Left aligned text 5.76-point (0.08") space before</p>
<p>Bulleted copy in Frutiger</p> <p>Frutiger 45 Light 9.25-point text 12.5-point leading 10-point letterspacing Left aligned text 10.08-point (0.14") indent</p> <p>Bullet Font: Wingdings 8.75-point bullet 2.88-point (0.04") space before</p>	<p>Bulleted copy in Sabon, shown</p> <p>Sabon Roman 9-point text 12-point leading 0-point letterspacing Indent 0.14" 5.76-point (0.08") space before</p> <p>Bullet Font: Wingdings 8.75-point bullet 2.88-point (0.04") space before</p>

The Integrated Golf program at Duke University is rooted in individualized, comprehensive evaluation and instruction, a performance philosophy embraced by top tour professionals that include Tiger Woods, Vijay Singh, and Annika Sorenstam.



Regardless of your skill level, Integrated Golf at Duke can help you achieve your golfing goals. We believe the key to playing your best game lies in a unified approach that evaluates and strives to improve your game on three fronts:

- The mechanics of the swing
- The biomechanics behind the swing
- The psychology behind the swing—and the game

Traditionally, golfers have sought trained PGA professionals for instruction, to fine-tune their games, or to prepare for a tournament. Many golfers now seek the services of health and wellness providers—many of whom have little or no golf-specific expertise—to enhance their physical ability to play the game. Serious tournament players may even consult a sports psychologist to gain a competitive edge.

But because these professionals typically provide their services independently of one another, players can find themselves trying to make sense of conflicting advice or recommendations that don't take into account their unique circumstances.

Integrated Golf at Duke recognizes that every client brings his or her own experience, skill level, strengths and challenges to the game, and we strive to tailor our program to meet each person's individual needs and goals.



## About Our Program

A program that's as much about promoting your health and wellness as it is about helping you play your best game, Integrated Golf at Duke provides comprehensive services that can be tailored to meet each client's unique needs and goals.

Launched in 2002 by Duke assistant professor and physical therapist Eric Hegedus and PGA Master Golf Professional Ed Ibarguen, the program is a partnership between top-ranked Duke University, the acclaimed Duke University Medical Center, and the award-winning Duke University Golf Club.

Integrated Golf at Duke offers the type of experience you just can't get at a typical golf clinic, including:

**A TRULY INTEGRATED PROGRAM—**  
Our professionals work closely with clients of all ages and abilities to help them advance their games from a unified perspective. We also work closely with one another to develop a whole-person plan of action. Our golf professionals, for example, can help clients modify their swings based on their movement and biomechanics assessments, allowing clients to make the most of their physical strengths—and minimize the impact of their limitations.

**CLIENT-CENTERED ATTENTION—**  
We can design virtually any integrated golf experience our clients desire. Just tell us what skills you'd like to work on, whether you have any health concerns or physical limitations, and how much of your session you'd like to spend with each of our professionals. Additional time and/or follow-up sessions can be arranged.

## Brochures

8.5" x 11" and Smaller

### Text Subhead in Frutiger

Frutiger 55 Roman  
9.5-point text  
12-point leading  
0-point letterspacing  
Left aligned text  
5.76-point (0.08") space after

### Lead Text in Frutiger

All cap intro  
Frutiger 45 Light  
9.25-point text  
13-point leading  
Left aligned text  
10-point letterspacing

Sabon Roman  
9.25-point text  
13-point leading  
Left aligned text  
0-point letterspacing



Brochures

8.5" x 11" and smaller

Pull Quote

Frutiger 45 Light  
12-point text  
16-point leading  
0-point letterspacing  
0.1" left indent  
Left aligned text

Quote Attribution

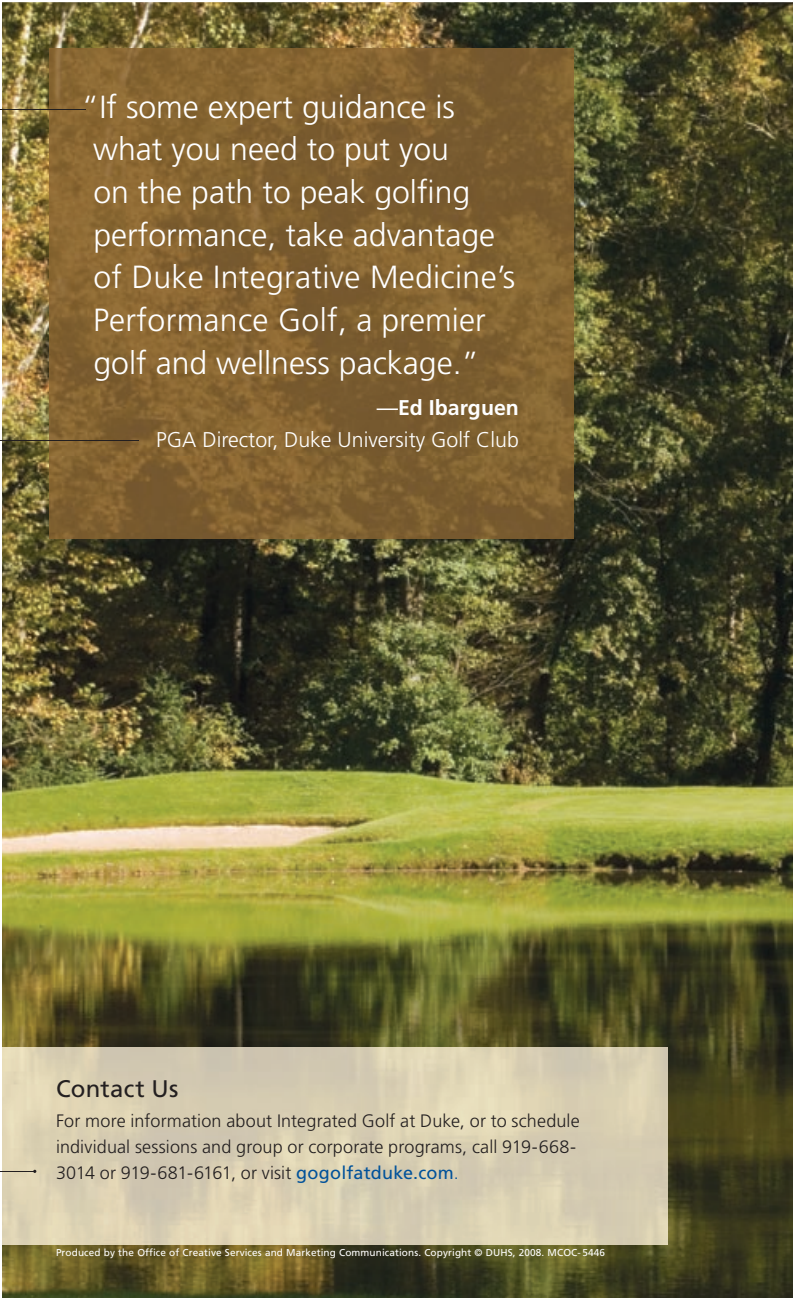
Frutiger 65 Bold  
8-point text  
12-point leading  
0-point letterspacing  
Right aligned text  
  
Em-dash  
Frutiger 55 Roman

Attribution Title

Frutiger 45 Light  
8-point text  
12-point leading  
0-point letterspacing  
Right aligned text

Phone Numbers and Web Sites

Frutiger 65 Bold  
Pantone 287  
8.75-point text  
12.5-point leading  
Left aligned text  
0-point letterspacing



"If some expert guidance is what you need to put you on the path to peak golfing performance, take advantage of Duke Integrative Medicine's Performance Golf, a premier golf and wellness package."

—Ed Ibarguen

PGA Director, Duke University Golf Club

Contact Us

For more information about Integrated Golf at Duke, or to schedule individual sessions and group or corporate programs, call 919-668-3014 or 919-681-6161, or visit [gogolfatduke.com](http://gogolfatduke.com).

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Postal Requirements

Prior to printing, check with your local United States Postal Service office to confirm that all mailing requirements are met.

[www.usps.com](http://www.usps.com)

Measurement Conversions

INCH DEC.	MM	POINTS	PICAS
1.00	25.40	72.0	6.00
0.10	2.54	7.20	0.60
0.08	2.03	5.75	0.48




**DukeMedicine**  
Duke Health Center of Clayton  
11618 US-70 Business West, Suite 200A  
Clayton, NC 27520

**The internal medicine experts at the Duke Health Center of Clayton** provide comprehensive primary care for adults age 18 and up, with a focus on personalized care for preventive health and conditions such as heart disease, high blood pressure, and diabetes.

Whether you need a routine check-up or management of a chronic illness, our friendly, dedicated staff provides the expertise and resources of the entire Duke University Health System within a convenient community location.

**Accepting new patients.**

**Duke Health Center of Clayton**  
11618 US-70 Business West, Suite 200A  
Clayton, NC 27520  
**919-550-6133**  
Monday–Friday  
8:00 a.m.–5:00 p.m.



Copyright © Duke University Health System, 2008 | MKCC-6090

Illustration is 75% of actual size.

# Typography Grid

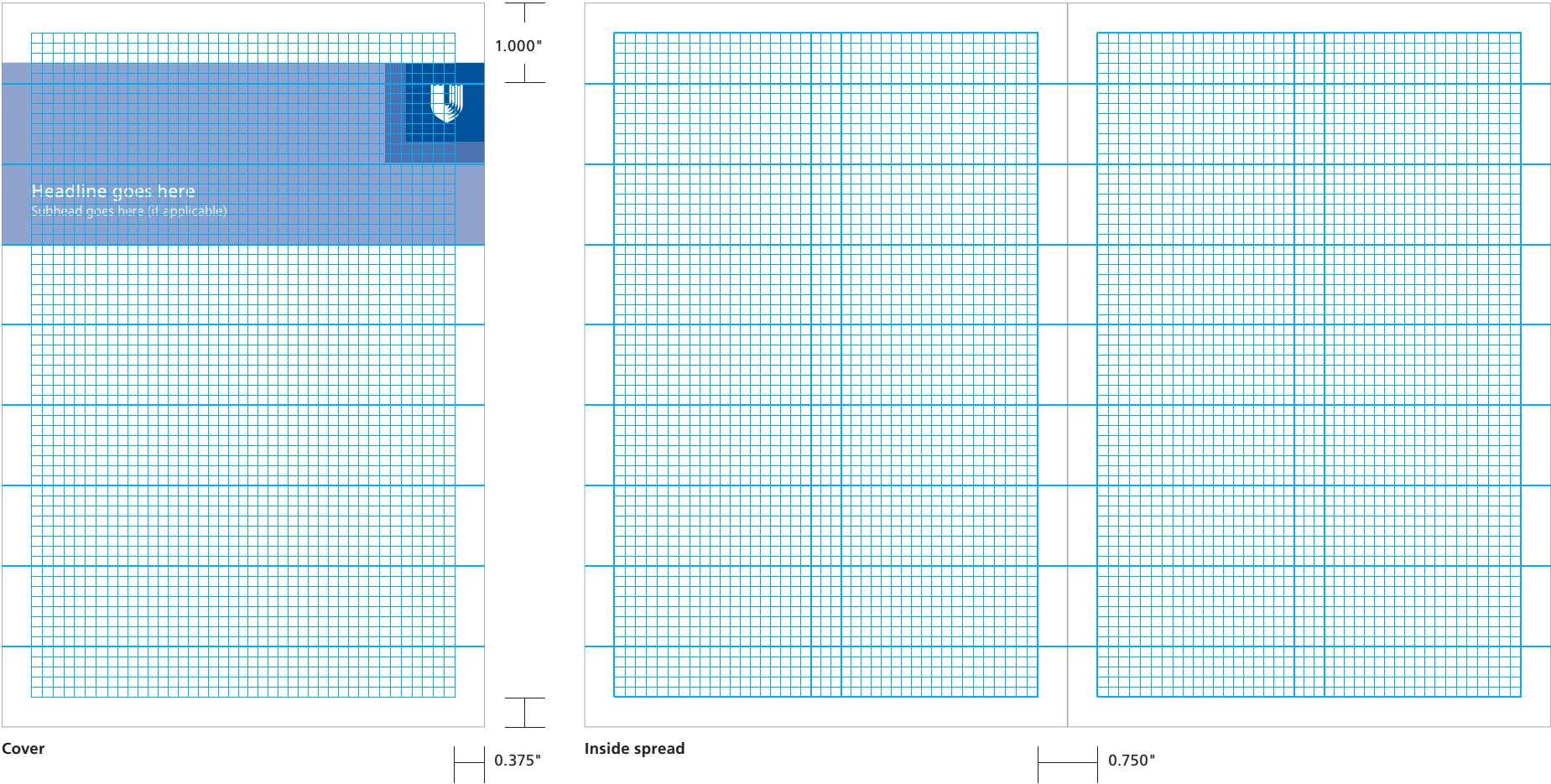
The typographic grid provides a framework that keeps communication media efficient while creating a logical and consistent basis with a maximum and minimum range of variables.

Depending on specific objectives, the grid can be as simple or as complex as needed. This typographic grid is based on an 8.5" x 11" vertical letter size media.

As media change in proportion, the grid may need to be modified. A minimum .375" border and a .3125" gutter must be maintained for continuity. The grid size is 11.6 points square resulting in a space division of 48 columns by 64 rows. When modifying the grid, the grid cell proportions must also be maintained.

Typographic grid based on an 8.5" x 11" vertical letter size. The grid size is 11.6 points square resulting in a space division of 48 columns by 64 rows.

6"x 9" Brochure  
Marketing Brochure



A typical 6"x 9" brochure uses a 1.00" horizontal grid to aid alignment of design elements. A .375" border is used creating a 5.25" (31p6) column width.

This width can be divided into three or four columns with a .375" gutter expanding the grid for typographic variety.



6"x 9" Brochure

Marketing Brochure



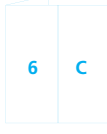
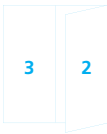
Cover

A typical 6"x 9" brochure uses a 1.00" horizontal grid to aid alignment of design elements. A .375" border is used creating a 5.25" (31p6) column width.

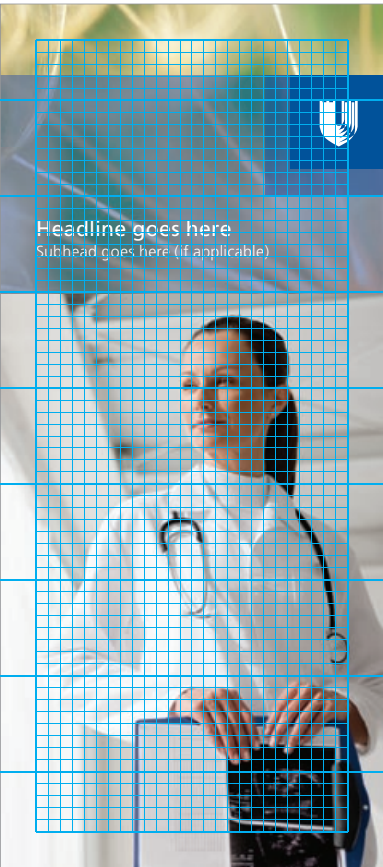
This width can be divided into three or four columns with a .375" gutter expanding the grid for typographic variety.



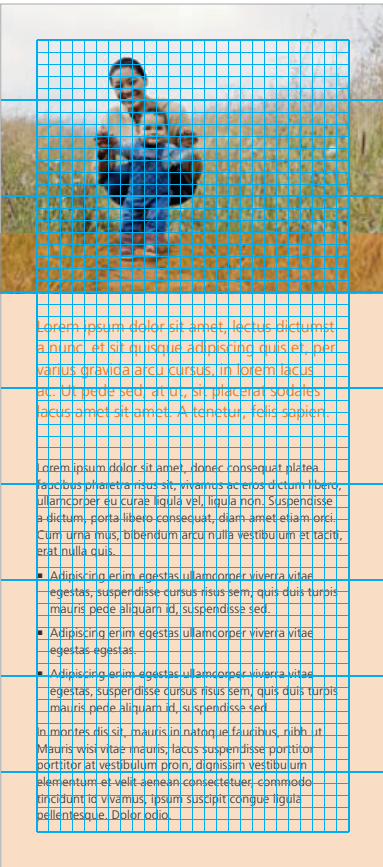
Inside spread



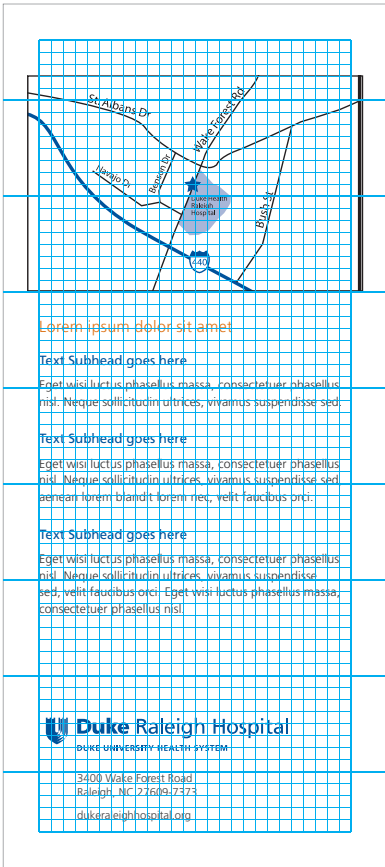
4"x 9" Tri-Fold Brochure



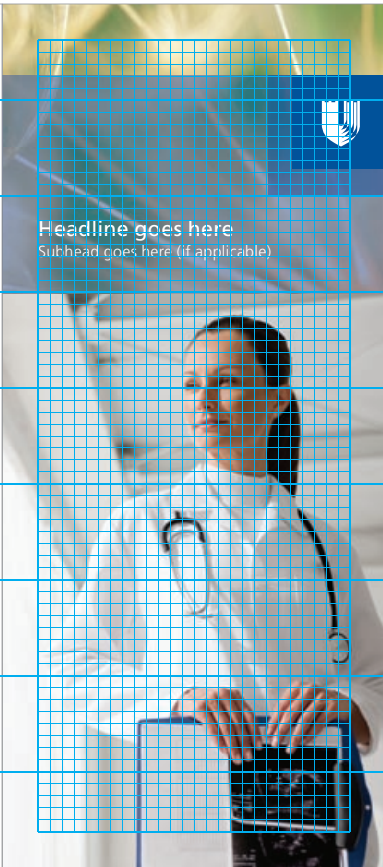
Page 1: Cover



Page 2: First Panel

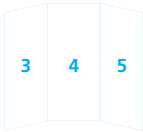


Page 6: Back Panel

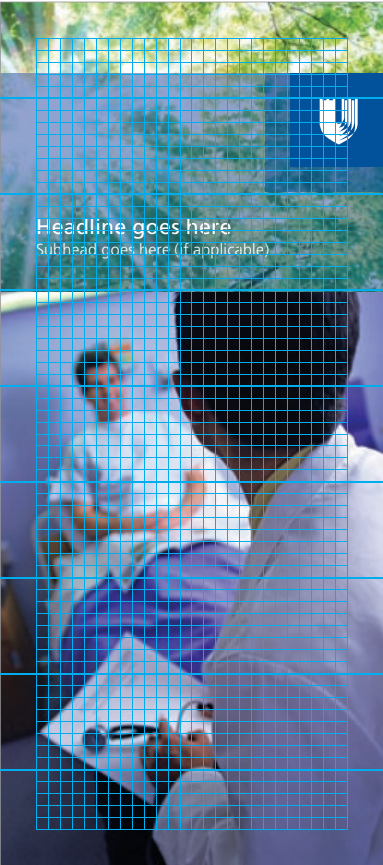


Page 1: Cover

A typical 4"x 9" brochure uses a 1.00" horizontal grid to aid alignment of design elements. A .375" border is used creating a 1.625" (19p6) column width.



4"x 9" Tri-Fold Brochure

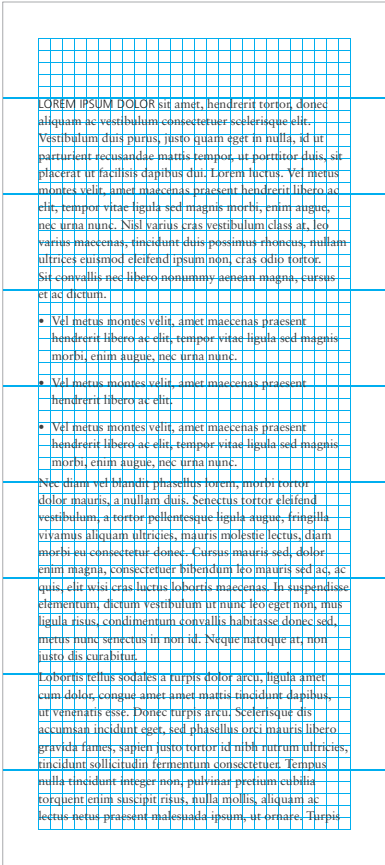


Page 1: Cover

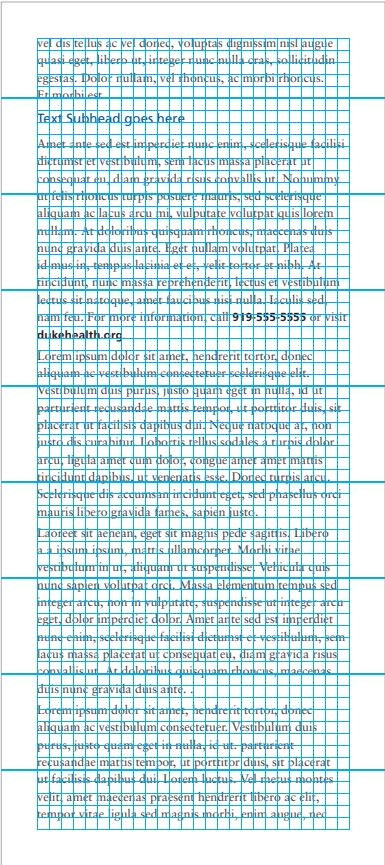
A typical 4" x 9" brochure uses a 1.00" horizontal underlying grid to aid alignment of design elements. A .375" border is used creating a 1.625" (19p6) column width.

1.000"

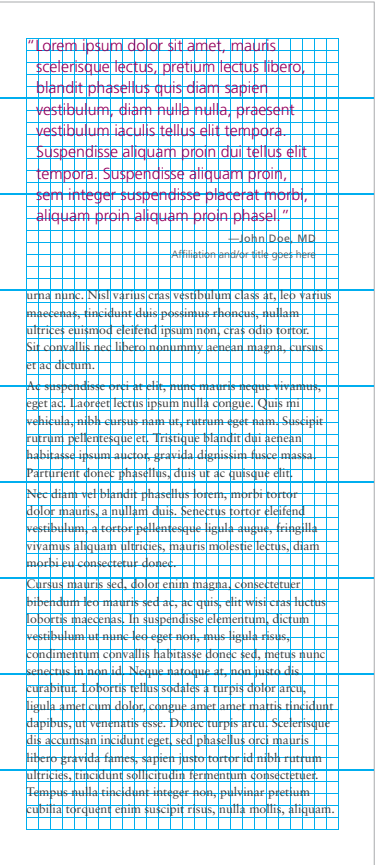
0.375"



Page 3: Inside Spread



Page 4



Page 5

## 6"x 9" Postcard, Front

Example is shown at 75% of original size.

A typical 6" x 9" postcard uses a 1.00" horizontal underlying grid to aid alignment of design elements. A .25" border is used creating a 6.375" (38p3) column width.






6" x 9" Postcard, Back

Example is shown at 75%  
of original size.

Postal Requirements

Prior to printing, check with your  
local United States Postal Service  
office to confirm that all mailing  
requirements are met.

[www.usps.com](http://www.usps.com)

**DukeMedicine**

Duke Oncology Network  
DUMC 3326 Durham, NC 27710

First-Class Mail  
U.S. Postage  
**PAID**  
Durham, NC  
Permit No. 50

FRIDAY, JUNE 8, 2007

11:00–11:30 Registration/Refreshments

11:30–11:35 Welcome/Overview: Andrew Berchuck, MD

**SESSION I CANCER SCREENING AND PREVENTION**

11:35–12:15 HPV Epidemiology and Development of the HPV Vaccine to Prevent Cervical Cancer: Evan Myers, MD, MPH

12:15–12:55 Clinical Implementation of the HPV Vaccine

12:55–1:30 Case Presentation/Tumor Board: Laura Havrilesky, MD and Rex Bentley, MD

1:30–2:30 Lunch-Searle Center

**SESSION II MINIMALLY INVASIVE SURGERY**

2:30–3:15 Laparoscopic Hysterectomy for Benign and Malignant Gynecologic Diseases: Andrew Berchuck, MD

3:15–4:00 Robotic Surgery in Gynecologic Oncology: Angeles Secord, MD

4:00 Wrap-Up and Evaluation

**For additional information, contact:**  
Monica Roberson, Duke Oncology Network, 919-419-5506

Sponsored by the Office of Continuing Medical Education, Duke School of Medicine.

Brochure Forthcoming!

Produced by the Office of Clinical Services and Marketing Communications © Copyright Duke University Health System, 2007 ACC-4849

# Color Themes

Color is a vital element of the Duke Medicine brand. Color can be emotive, expressive, and supportive in careful balance with photography and typography. The following pages contain color themes to use or draw inspiration from when designing material for Duke Medicine.

The following colors are printed four-color representations of the Pantone® Color Standards and are not intended to match the Pantone Color Standards. Refer to the current edition of the Pantone Color Formula Guide for accurate colors.

## Duke Medicine Color Families

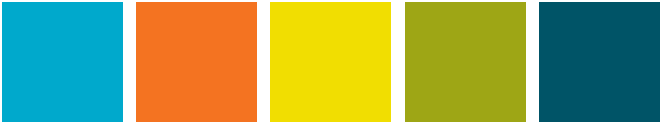
### Duke Blue



### Celebrating



### Inquiring



### Healing



### Caring



### Investing



Celebrating



PANTONE® 287C  
::  
100C  
68M  
0Y  
12K



PANTONE® 5125C	PANTONE® 7416C	PANTONE® 157C	PANTONE® 7406C	PANTONE® 7489C
::	::	::	::	::
65C	0C	0C	0C	60C
86M	60M	43M	18M	0M
49Y	60Y	70Y	100Y	80Y
0K	0K	0K	0K	7K

Emotional Cues:

Warm, seasonal, emotional



Inquiring



PANTONE®  
287C  
::  
100C  
68M  
0Y  
12K



PANTONE® 632C :: 92C 0M 15Y 5K	PANTONE® 1665C :: 0C 68M 100Y 0K	PANTONE® 605C :: 0C 2M 100Y 7K	PANTONE® 384C :: 18C 0M 100Y 31K	PANTONE® 7477C :: 80C 0M 10Y 68K
--	--	--	--	--

Emotional Cues:

Curious, inquisitive, contemplative,  
unveiling, revealing, enlightening





Healing



PANTONE®  
287C

::  
100C  
68M  
0Y  
12K



PANTONE® 5415C	PANTONE® 7413C	PANTONE® 7501C	PANTONE® 424C	PANTONE® 576C	PANTONE® 5493C
::	::	::	::	::	::
42C	0C	0C	0C	49C	43C
8M	53M	4M	0M	0M	0M
0Y	100Y	20Y	0Y	100Y	14Y
40K	4K	6K	61K	39K	21K

Emotional Cues:

Happiness, hope, relief, liberation,  
deliverance, soothing



Caring



PANTONE®  
287C

∴  
100C  
68M  
0Y  
12K



PANTONE® 7419C	PANTONE® 4715C	PANTONE® 142C	PANTONE® 5285C	PANTONE® 7475C	PANTONE® 7494C
∴ 0C 60M 45Y 18K	∴ 0C 42M 45Y 34K	∴ 0C 28M 76Y 0K	∴ 31C 27M 0Y 20K	∴ 50C 0M 25Y 30K	∴ 25C 0M 40Y 15K

Emotional Cues:

Compassionate, nurturing, fostering,  
supportive



Investing



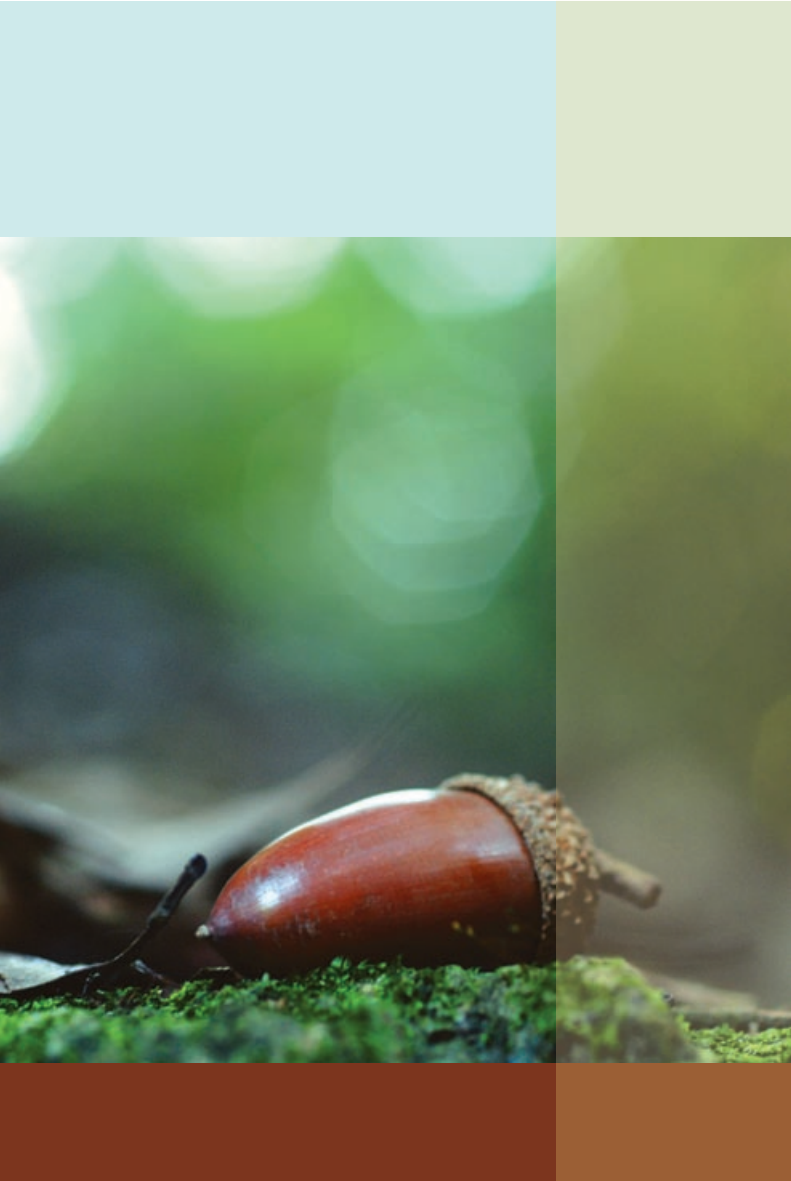
PANTONE®  
287C  
::  
100C  
68M  
0Y  
12K



PANTONE® 478C :: 40C 86M 100Y 30K	PANTONE® 7413C :: 0C 53M 100Y 4K	PANTONE® 7403C :: 0C 10M 50Y 0K	PANTONE® 5545C :: 59C 0M 50Y 52K	PANTONE® 7530C :: 0C 8M 21Y 32K	PANTONE® 317C :: 18C 0M 8Y 0K
---	--	---	--	---	---

Emotional Cues:

Security, investment, future, roots









# Adopting standards: A manager's brand guide

A guide to communicating the Duke Medicine brand



Support materials can be  
found online at  
[branding.dukemedicine.org](http://branding.dukemedicine.org)

Adopting standards:  
A manager’s brand guide

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Duke Medicine

Letterhead

Business Envelope  
Business Card



The paper stock for Duke Medicine stationery is Neenah Environment Ultra Bright White. It is a Forest Stewardship Council-certified mixed-fibers product. The paper contains materials from well-managed forests and post-consumer fiber (80%) and is manufactured chlorine-free.

To order business stationery, letterhead, business cards, and #10 envelopes, go to the Duke Medicine stationery page at Universal Printing.

<https://eprint.universalprinting.com/DukeHS>

Duke Medicine Letterhead  
Personalized Letterhead  
Multiple-Name Listing

**DukeMedicine**

Entity or Service Line  
Department or Division

Your Name  
Title Line 1  
Title Line 2

BOX DUMC ####, Durham, NC 27710 TEL 919.123.4567 EMAIL your.name@duke.edu dukemedicine.org

DEL 1234 Street Name, Suite 123 FAX 919.222.2222 URL name.duke.edu

City, NC 12345

**DukeMedicine**

Entity or Service Line  
Department or Division

Your Name  
Title Line 1  
Title Line 2  
Title Line 3  
Title Line 4

Your Name  
Title Line 1  
Title Line 2  
Title Line 3  
Title Line 4

Your Name  
Title Line 1  
Title Line 2  
Title Line 3  
Title Line 4

Your Name  
Title Line 1  
Title Line 2  
Title Line 3  
Title Line 4

Your Name  
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Title Line 4

Your Name  
Title Line 1  
Title Line 2  
Title Line 3  
Title Line 4

Your Name  
Title Line 1  
Title Line 2  
Title Line 3  
Title Line 4

BOX DUMC ####, Durham, NC 27710 TEL 919.123.4567 URL name.duke.edu dukemedicine.org

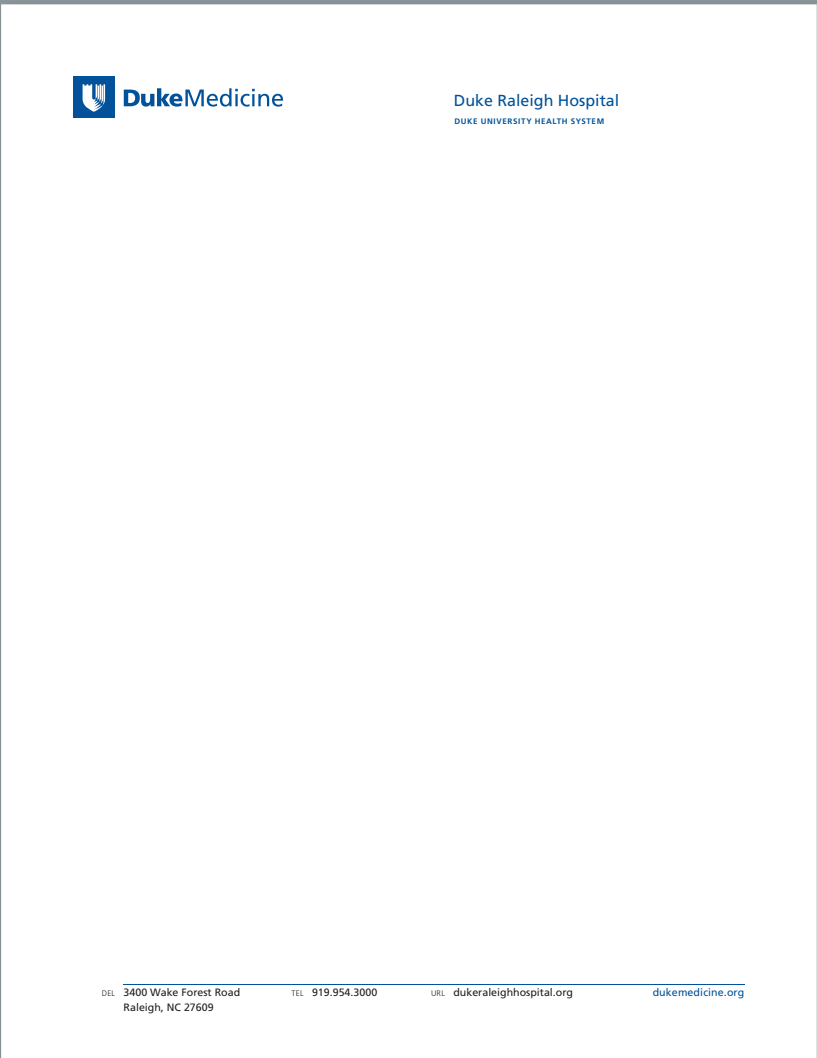
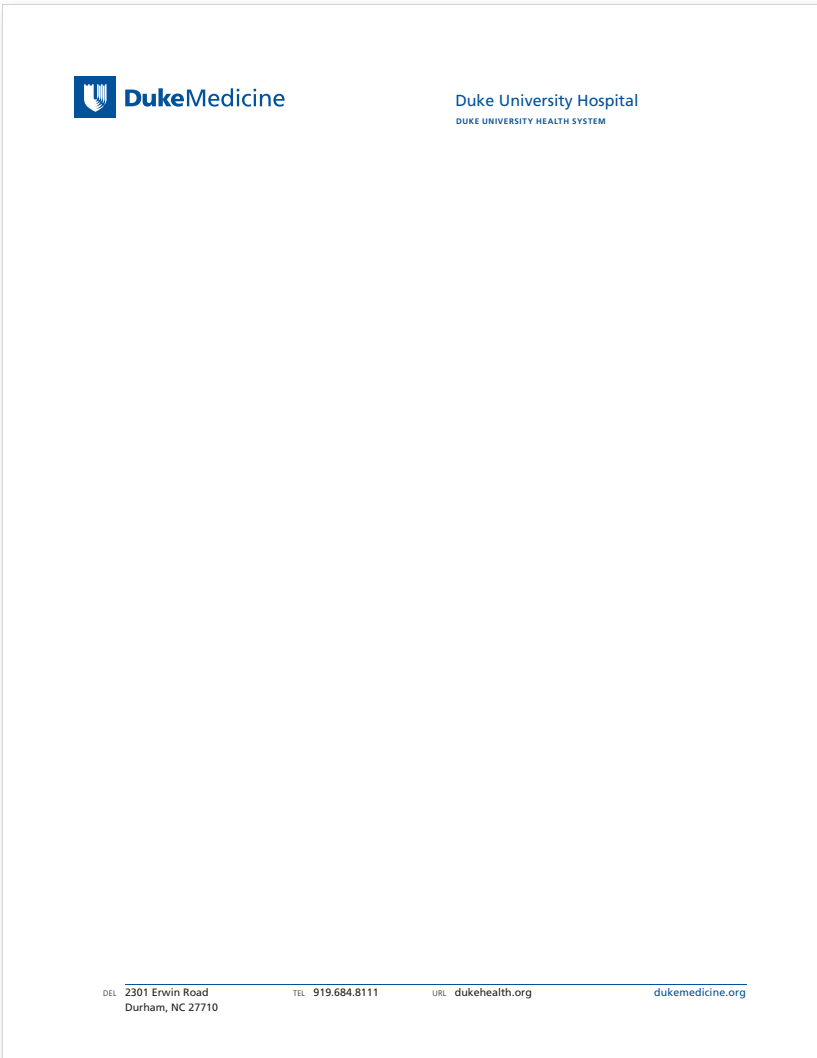
DEL 1234 Street Name, Suite 123 FAX 919.222.2222

City, NC 12345

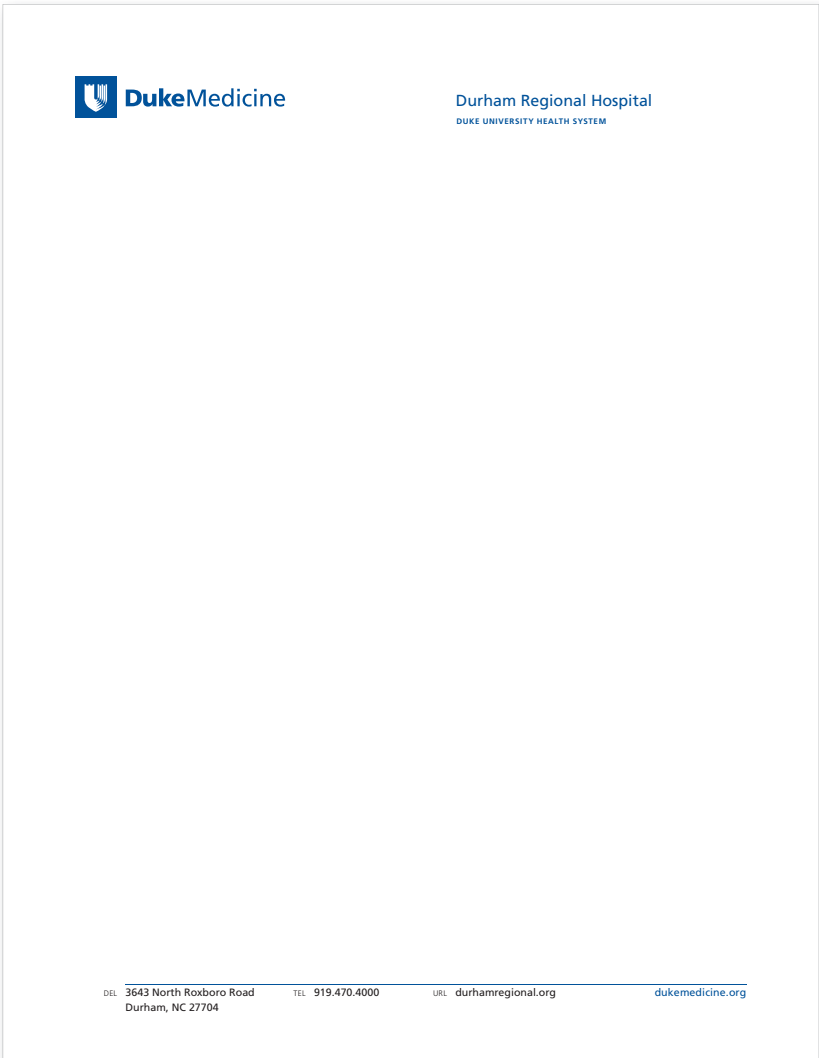


Hospital Letterhead

Duke University Hospital  
Duke Raleigh Hospital



Hospital Letterhead  
Durham Regional Hospital  
Duke Children's Hospital



Duke Children’s Hospital Letterhead

Generic (left)  
Endorsement (right)



**Duke Children's**  
HOSPITAL & HEALTH CENTER

Office of Development

512 S. Mangum Street  
Suite 400  
Durham, NC 27701

FAX 919.667.0309

URL [dukechildrens.org](http://dukechildrens.org)

[dukemedicine.org](http://dukemedicine.org)



**Duke Children's**  
HOSPITAL & HEALTH CENTER

Office of Development

512 S. Mangum Street  
Suite 400  
Durham, NC 27701

FAX 919.667.0309


URL [dukechildrens.org](http://dukechildrens.org)



Children's  
Miracle Network  
We share your passion for children

Service-Line Letterhead

Duke Comprehensive Cancer Center  
Duke Eye Center

**DukeMedicine**

Duke Comprehensive Cancer Center  
A National Cancer Institute-designated Comprehensive Cancer Center

BOX

DUMC 2714, Durham, NC 27710

TEL

919.684.3377

URL

[www.cancer.duke.edu](http://www.cancer.duke.edu)

DEL

2424 Erwin Road


Hock Plaza, Suite 601

Durham, NC 27705

FAX

919.684.5653

[dukemedicine.org](http://dukemedicine.org)

**DukeMedicine**

Duke Eye Center

BOX

DUMC 3802, Durham, NC 27710

TEL

800.422.1575

URL

[dukeeye.org](http://dukeeye.org)

DEL

2351 Erwin Rd

Durham, NC 27710

APP

919.681.3937

[dukemedicine.org](http://dukemedicine.org)

205 Duke Medicine Brand Guidelines v3.0

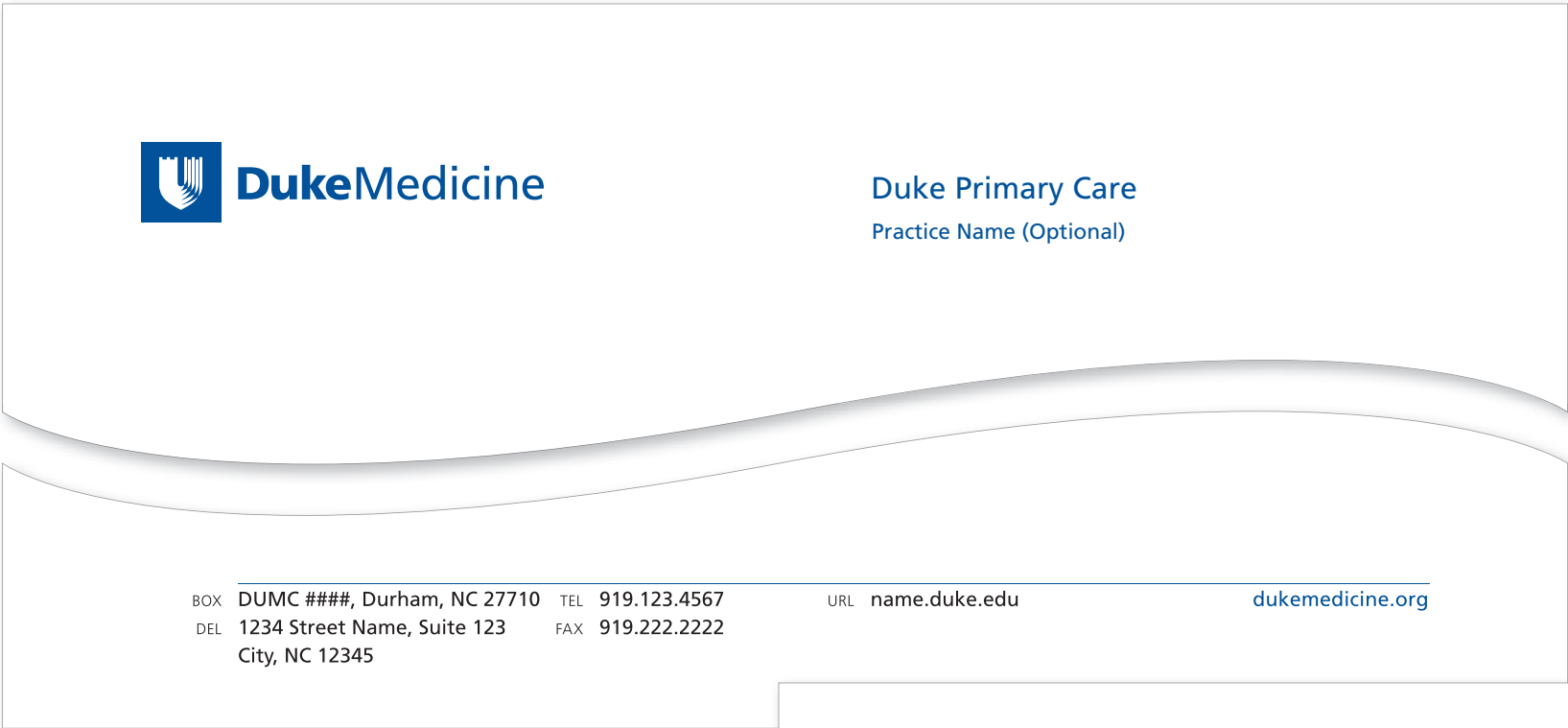


Primary Care Communications

Duke Primary Care communications will use the Duke Medicine brand logo as illustrated here and can be ordered online at [eprint.universalprinting.com/DukeHS](http://eprint.universalprinting.com/DukeHS).

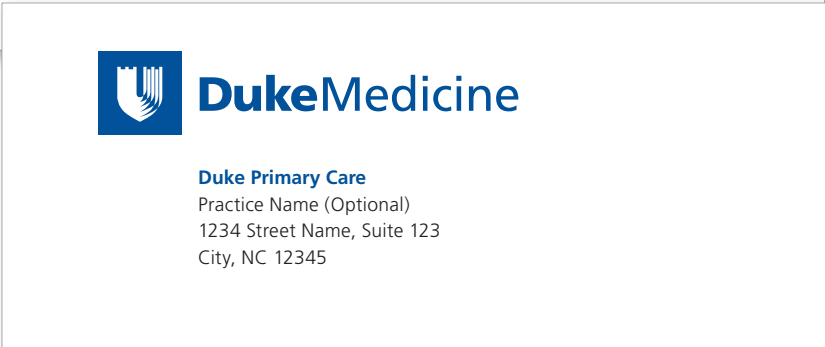


Business card



Letterhead  
(ABOVE)  
Top and bottom  
Cross section shown

No.10 Envelope  
(RIGHT)  
Top corner shown



Secondary Communications  
Appointment Card

**Duke**Medicine

**Duke Primary Care**  
7021 Harps Mill Road  
Suite 100  
Raleigh, NC 27615

APPOINTMENTS: 919.845.2125  
FAX: 919.845.2152  
OFFICE HOURS: Monday – Friday  
8:00 a.m. – 5:00 p.m.

[dukehealth.org](http://dukehealth.org)

Front

**NAME:** .....  
HAS AN APPOINTMENT

M T W Th F     **DATE:** .....

**TIME:** .....

**WITH:**    ☐ Greg Bugaj, MD                      ☐ Alounthith Phichith, MD  
              ☐ Karen Hill-Garrett, MD            ☐ Richard J. Schneider, MD  
              ☐ James O’Rourke, MD

Patients arriving late may be asked to reschedule.  
If unable to keep appointment, kindly give 24 hours’ notice.

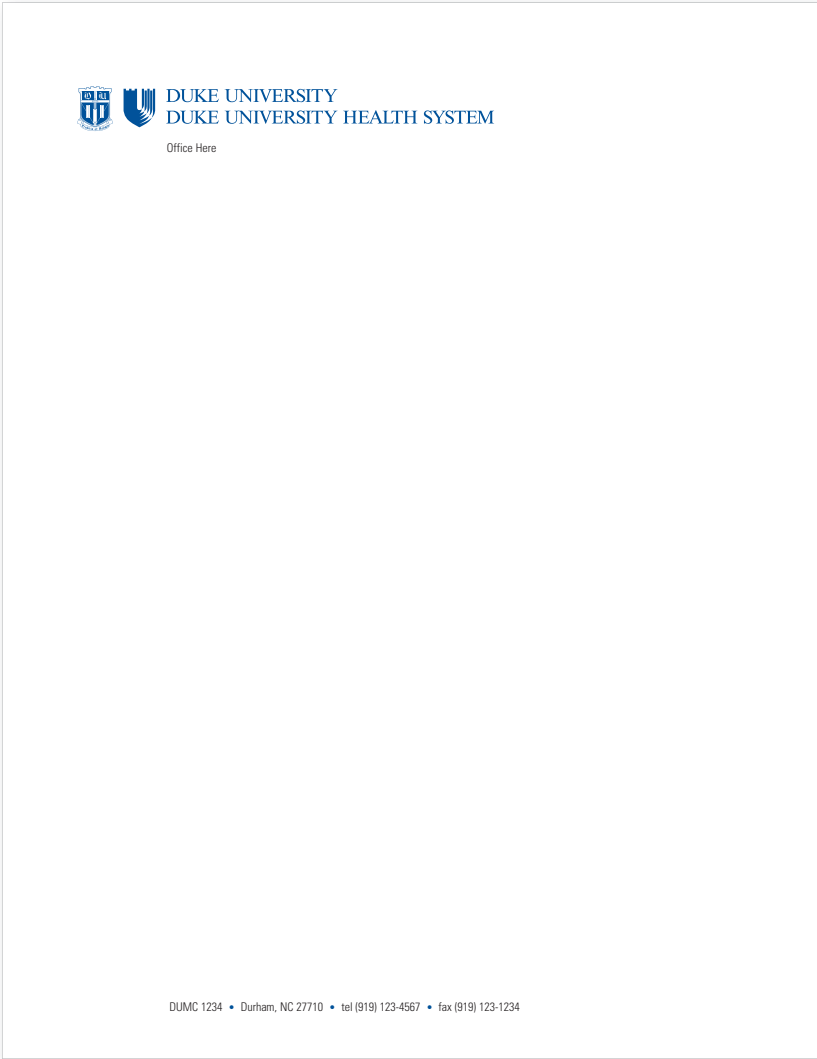
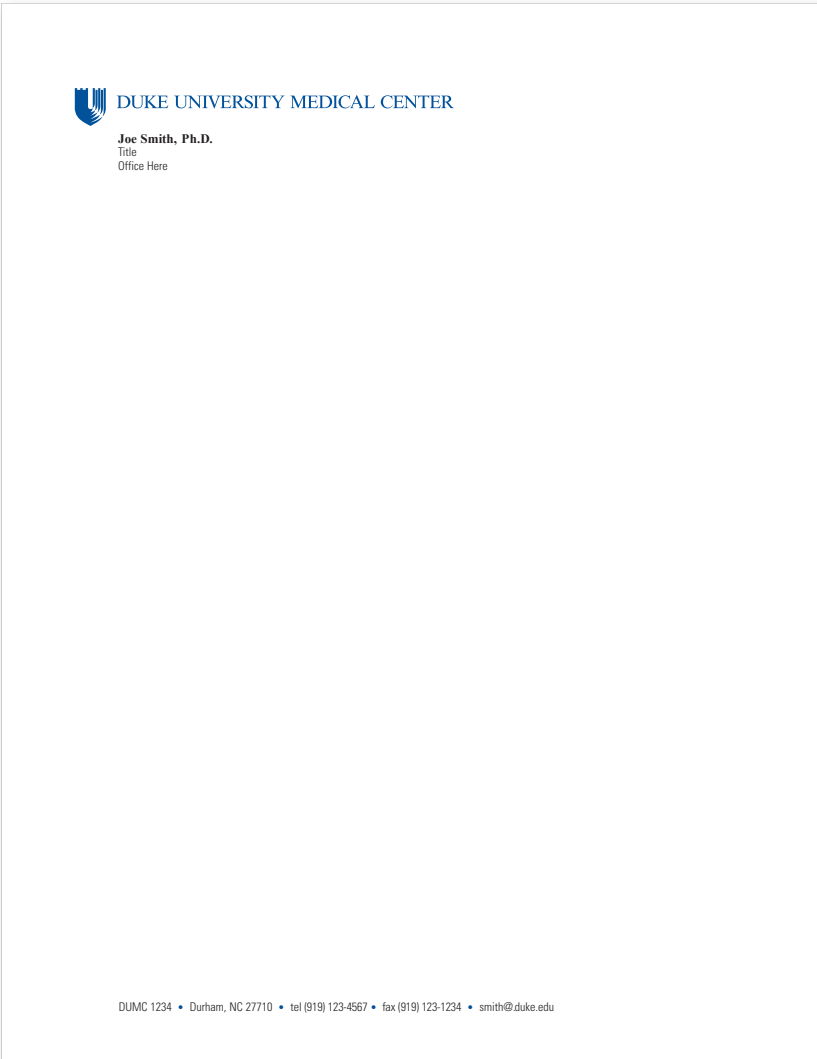
Back

Legacy Letterhead

Medical Center and Health System  
University and Health System

The legacy signature may be used on more formal types of communications.

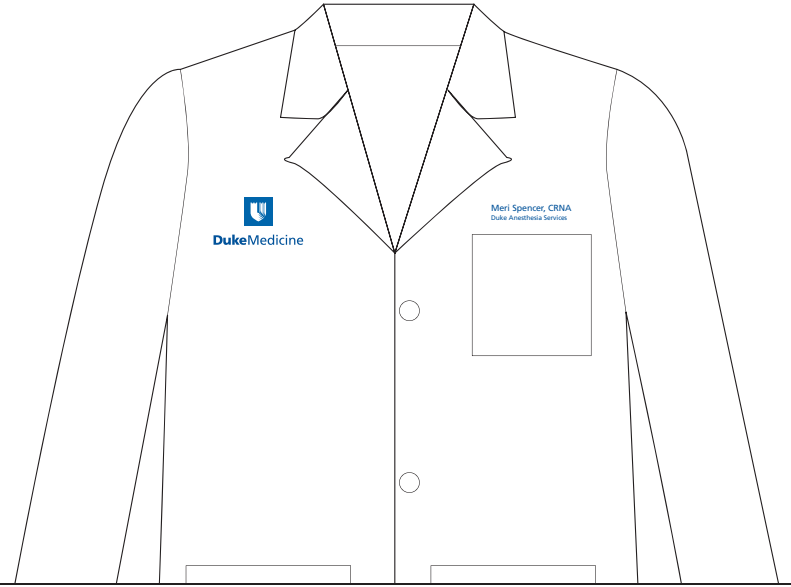
The co-branded legacy signature may be used on more formal types of communications. Please consult with brand management for usage questions. Visit [branding.dukemedicine.org/contact](https://branding.dukemedicine.org/contact)



# Supplies

- Nursing Scrubs
- Lab Coats
- Pens
- Other branded items

Supplies such as scrubs, lab coats, and pens use the Duke Medicine signature in horizontal or vertical orientation as needed. For ordering information visit [branding.dukemedicine.org/contact](http://branding.dukemedicine.org/contact).



## Questions

Please call 919-419-3270 or [branding@dukemedicine.org](mailto:branding@dukemedicine.org)/contact.







# The brand in action: A portfolio of brand exhibits

A guide to communicating the Duke Medicine brand



The brand in action:  
A portfolio of brand exhibits

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Print Exhibits

Event Posters

DEC 13

2006





**Mandel Center for Hypertension  
and Atherosclerosis**

## The Inaugural Mandel Center Seminar

Wednesday, December 13, 4:00 p.m.  
School of Nursing Auditorium  
Trent Drive, Durham

Robert J. Lefkowitz, MD, Inaugural Speaker  
A short reception will follow the seminar.

We invite you to celebrate the establishment of the Mandel Center for Hypertension and Atherosclerosis at Duke, supported by the Edna and Fred L. Mandel, Jr. Foundation.

The kickoff seminar will formally introduce the Mandel Center and begin a yearlong series of seminars on topics related to hypertension and atherosclerosis. We also will officially open the two competitive Requests for Proposals (one for a senior investigator and one for a junior investigator) that will be supported through the Mandel Center. Parking for the seminar is available in the parking deck located on Trent Drive across from the School of Nursing.

Call Robin Fowler at 919.667.2555 or email [robin.fowler@duke.edu](mailto:robin.fowler@duke.edu) to RSVP or for more information.

**DukeMedicine**

24 X 36 Event Poster

Be a part of the

# Duke Medicine Race for the Cure Team

Help raise awareness and funds for breast cancer research



Saturday, June 14, 2008  
Meredith College



**You can participate in 3 ways:**

- Join the Duke Medicine Team by signing up to walk/run at [komennctriangle.org](mailto:komennctriangle.org)
- Be a team captain and recruit a minimum of 10 walkers/runners
- Join us at the race

**For more information contact:**

*Duke University Hospital*  
Tina Piccirilli, [picci003@mc.duke.edu](mailto:picci003@mc.duke.edu)

*Duke Raleigh Hospital*  
Paige Humble, [p.humble@duke.edu](mailto:p.humble@duke.edu)

*Durham Regional Hospital*  
Kellie Peacock, [kellie.peacock@duke.edu](mailto:kellie.peacock@duke.edu)

Duke Medicine is the local presenting sponsor of the 2008 Komen NC Triangle Race for the Cure®





Physician Advertising



# Myth buster, heart mender

Duke cardiologist Kristin Newby, MD, wants women to know that their number one health risk is not what they think.

**What do you think would surprise women about heart disease?**  
Most women believe breast cancer is the biggest threat to their health. It's not. Heart disease is the number one killer of women. Despite all the efforts, women still underestimate the threat of heart disease. Also, the gender gap that exists in regard to heart disease can be very surprising.

**What sort of gender gap?**  
Studies show that women are less likely to receive evidence-based therapies than men. We need to better understand what is underlying that phenomenon so we can be sure women are receiving treatments that we know work today. Women are less likely to receive intensive treatments for heart attack, even though they are more likely than men to die within a year of a first recognized heart attack. Women also develop heart disease later in life than men, so they may not worry about it as much as men do. Even the symptoms of heart attack in a woman are often not the classic ones. Instead, they may experience nausea, fatigue, or neck or shoulder pain.

**What risk factors should women be aware of?**  
The risk factors include high blood pressure, high cholesterol, smoking, obesity, poor diet, lack of exercise, family history, and diabetes. But metabolic syndrome may be the most important marker for early detection of coronary disease in women. Metabolic syndrome often precedes type 2 diabetes. It is a collection of health risks that includes obesity, high blood pressure, high blood sugar, and other abnormal blood work results that your doctor can measure.

The Duke Center for Women's Heart Care is dedicated to raising awareness about women's risk of heart disease and delivering multidisciplinary care.

Duke is the only heart center in the Southeast ranked in the top ten by *U.S. News & World Report*.

## Duke Heart Center

[dukehealth.org/heart](http://dukehealth.org/heart) 1-888-ASK-DUKE

6002



What's new in orthopaedics

# Joint Chief of Staff

Duke's James Nunley, MD, chief of orthopaedic surgery, leads an elite team of bone, muscle, and joint specialists.

**You specialize in foot and ankle surgery. Are ankle replacements common?**  
Ankle replacements are actually extremely uncommon, with less than 3,000 done per year, compared to about 250,000 hip replacements each year. Not many doctors are trained in this kind of surgery. At Duke, we have three leaders in the field, and we've probably done more ankle replacements in the last year than any other place in the United States. We were also instrumental in developing the techniques used for ankle replacement.

**Why has it taken so long for ankle replacements to take off?**  
New prostheses developed in recent years are making ankle replacements a better option. In 1975, we fused hip joints to treat arthritis. Eventually, artificial hips were developed, which are now quite effective. The same thing is happening with the ankle. We started off fusing the ankle joint, but new and better prostheses mean we can do replacements for more patients. Today, we can do things we couldn't do three years ago.

**When should a person consider an ankle replacement?**  
When the pain interferes with lifestyle, you should consider an ankle replacement to improve function and to relieve pain—just as for the hip. Many people live with the pain because they don't know what's possible.

**What research is happening at Duke in orthopaedic surgery?**  
One of our main research labs focused on translational medicine is studying methods of replacing cartilage through the use of stem cells. Another is studying the biomechanics of joints—how they function, particularly the knee and ankle. And in the lab known as the Coach K lab, we're studying problems such as stress fractures in the lower extremities, and how athletes and others can reduce injury and improve performance. All of our labs have a clinical focus, but come at it from different angles. All our research is focused on better patient care.

Duke Orthopaedics is ranked #7 in the nation by *U.S. News & World Report*.

## Duke Orthopaedics

[dukemedicine.org](http://dukemedicine.org)

[dukehealth.org](http://dukehealth.org) | Visit our Web site to learn more about these and future events or to register online.



# DukeMedicine

## June Events



**RACE FOR THE CURE** **14** JUNE

**RALEIGH / CARY**  
Scoliosis and Kyphosis:  
It's Not Just for Kids!  
Tuesday, June 3, 6:30 p.m.  
Presented by Lloyd Hey, MD  
Duke Raleigh Cancer Center  
3404 Wake Forest Road, Lower Level  
Registration Required: 1-888-ASK-DUKE

**2008 Komen NC Triangle**  
Race for the Cure  
Saturday, June 14, 7:00 – 11:00 a.m.  
Duke Medicine is proud to be the local  
presenting sponsor.  
Meredith College  
Registration and Fee Details:  
komenctrangle.org

**North Hills Farmers' Market**  
Saturdays through October,  
8:00 a.m. – noon  
Sponsored by Duke Raleigh Hospital  
The Commons at North Hills  
(Across from the Theater, around Ben & Jerry's)  
Details: northhillsraleigh.com

Join Duke health experts at our events  
throughout the Triangle to learn how to  
improve your health and your life. All  
events are FREE unless otherwise noted.



**HEART HEALTH** **7&14** JUNE

**DURHAM**  
Women: Your Body Type  
and Heart Health Risks  
Saturday, June 7, 10:00 a.m. – 12:30 p.m.  
Free blood pressure and body composition  
screenings, education, and counseling.  
Presented by the Duke Heart Center.  
Durham County Library Southwest Branch  
3605 Shannon Road  
Registration Required: 1-888-ASK-DUKE

**American Red Cross Blood Drive**  
Wednesday, June 11, 10:00 a.m. – 2:30 p.m.  
Durham Regional Hospital  
3643 North Roxboro Road  
Registration Required: 919-470-6524

**Free Community Eye Screenings**  
Wednesday, June 11, 2:00 – 6:00 p.m.  
First-come, first-served. Cosponsored by  
the Duke Eye Center and the Lions Club.  
Kroger, 3825 South Roxboro Street  
Details: 1-888-ASK-DUKE

**Heart Disease and Depression**  
Saturday, June 14, 10:00 – 11:00 a.m.  
Presented by Wei Jiang, MD  
Duke Clinic, Purple Zone Room 3031  
Trent Drive  
Registration Required: 1-888-ASK-DUKE



**HEALTHY HIGHLIGHT** **21** JUNE

**Breast Cancer is Personal:  
A Symposium for Survivors**  
Saturday, June 21  
8:00 a.m. – 1:00 p.m.

Get the newest facts about treatment  
options such as chemotherapy,  
surgery, radiation, reconstruction,  
and complementary alternative  
medicine. Also learn the latest about  
genetic counseling, diet and  
nutrition, and exercise, as well as  
integrative approaches to breast  
cancer care.

Registration Required:  
1-888-ASK-DUKE  
Registration Fee:  
\$10 before June 18  
\$15 at the door  
Brier Creek Country Club  
10404 Lumley Road  
Raleigh, North Carolina


For a full schedule of events, parking  
information, and registration details, visit  
dukehealth.org/events/cancersurvivorsday  
or call 1-888-ASK-DUKE.

Sponsored by the  
Duke Center for Cancer  
Survivorship


**"At Duke we believe that  
individuals become  
cancer survivors at the  
moment of diagnosis and  
continue to be survivors  
for the rest of their lives."**

—Tina Piccirilli  
Director, Duke Center for Cancer Survivorship







Now I can see a  
Duke Specialist without  
leaving Wake County.



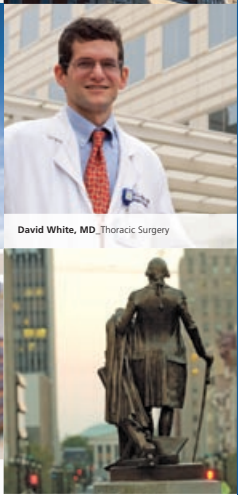
Aaron Woofter, MD, Gastroenterology



David White, MD, Thoracic Surgery



Peter Grossi, MD, Neurosurgery



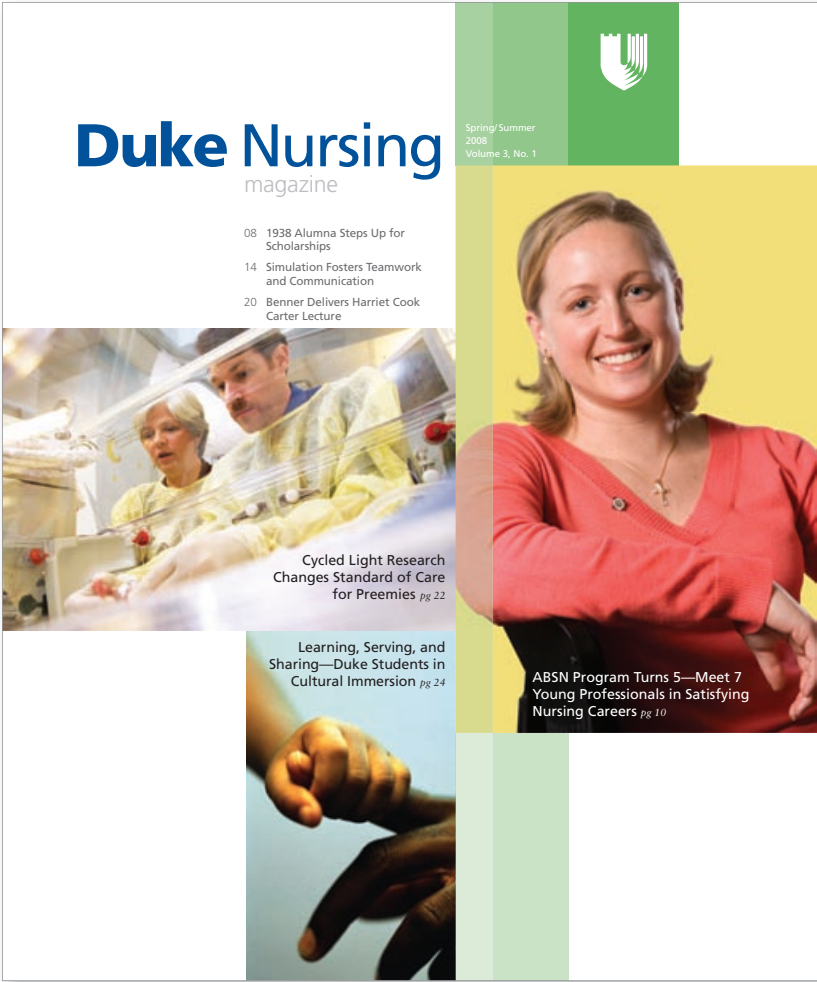
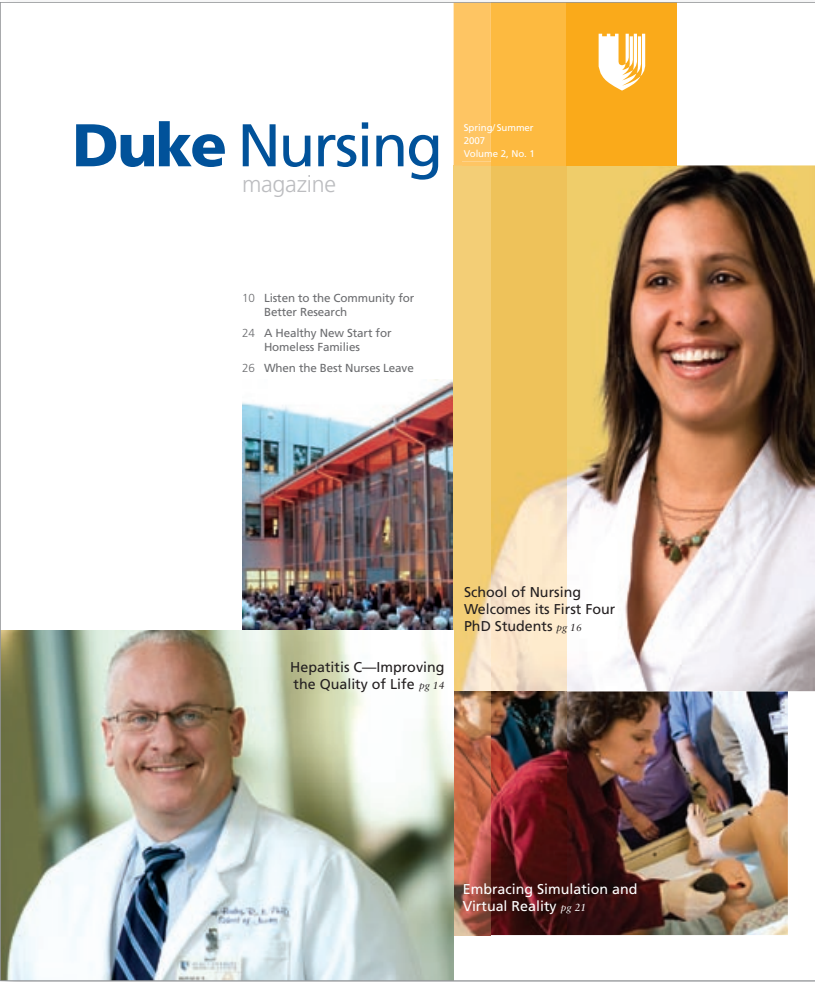
**THE NEW DUKE MEDICINE PLAZA IN RALEIGH** fulfills the promise to bring Duke Medicine closer to you. Today Duke urology, pulmonary, neurology, cardiology, gastroenterology, ophthalmology, thoracic surgery, neurosurgery, and state-of-the-art imaging are all on the Duke Raleigh Hospital campus on Wake Forest Road. You no longer have to leave Wake County to be treated by a Duke specialist. This is Duke Medicine. Closer to you.



For more information or an appointment call  
**1-888-ASK-DUKE** or visit [Dukeraleighhospital.org](http://Dukeraleighhospital.org).









07 The plastic-poison debate 08 How to protect your memory 10 Cancer care gets genetic 12 Heart-helping drugs 16 Put the breaks on osteoporosis 19 Kid sleep woes



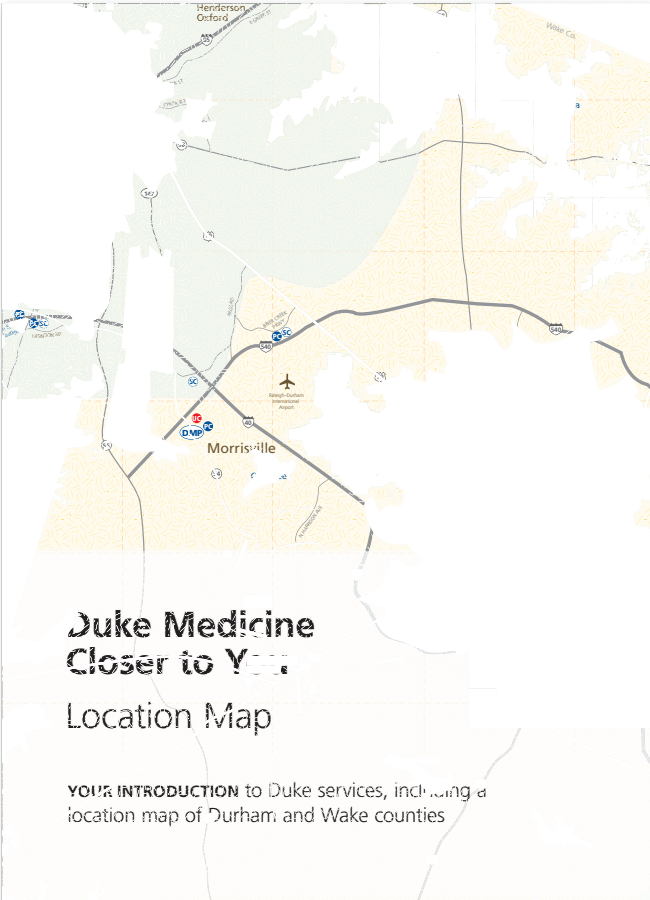
DukeMedicine

connect

Medicine's future brought home to you

FALL 2008






**Duke Medicine Closer to You**

Location Map

YOUR INTRODUCTION to Duke services, including a location map of Durham and Wake counties



Community Communications

A Wide Range of Specialties

We offer comprehensive health care services, including:

Ambulatory Surgery

Duke's full-service ambulatory surgery facilities provide outpatient surgery in a warm, caring environment.

Primary Care

Our primary care physicians are here to take care of your family's day-to-day health concerns.

Urgent Care and Emergency Medicine

For quick medical attention when your primary care physician is not available, turn to Duke Urgent Care. Emergency care for life-threatening conditions and late-night trauma is available at all Duke hospitals.

Cancer

Consistently ranked among the nation's top 10 cancer centers, Duke offers outstanding multidisciplinary programs for all types of cancer. Duke Raleigh Cancer Center offers convenient access to care for patients in Wake County. Duke Oncology Network extends access even farther beyond the Triangle with locations throughout North Carolina and southern Virginia, providing Duke-quality care for patients in their local communities.

Heart

Duke has one of the world's leading programs in heart care, backed by one of the most respected cardiovascular research programs.

Patient Care Quality

We pledge to provide you with the highest quality health care. Each hospital, home health service, hospice, and physician group has at least one team that focuses on clinical quality and patient safety.

Duke uses evidence-based medicine to ensure quality patient care. Our researchers are conducting hundreds of clinical trials and outcomes studies each year to determine which medications, procedures, and devices are most effective and to make sure you have access to the very best care available.

Health and Wellness Services

We offer a range of personal health programs designed to give you the individualized support you need to enhance your well-being. These offerings include the world-renowned Duke Diet & Fitness Center, Duke Integrative Medicine, and the Executive Health Program.

Medical Plazas

Medical plazas bring a variety of patient services and specialties under one roof—and closer to you.

Obstetrics and Gynecology

Duke Obstetrics and Gynecology provides the primary care services women need at every stage of their lives. Specialty services include gynecologic oncology, urogynecology, and fertility care.

Pediatrics

We provide comprehensive care for newborns, children, and adolescents, from primary care to specialty services. Duke Children's Hospital & Health Center provides diagnostic, medical, surgical, and emergency care in a child-friendly environment.

Orthopaedics

Duke Orthopaedics cares for all your body's bones and joints. Specialized services include joint replacement, sports medicine, foot and ankle, spine, and elbow and hand programs.

Locations

Use the following key code to find the Duke physician near you.

Durham

- Hospitals / Emergency Medicine**
  - Duke University Hospital *Inset 1*
  - Duke Stroke Center *Inset 1*
  - Duke Children's Hospital & Health Center
  - Durham Regional Hospital *Inset 2*

Ambulatory Surgery

- Davis Ambulatory Surgical Center *Inset 1*
- Duke Ambulatory Surgery Center *Inset 1*
- Duke Mohs Micrographic Surgery
- Duke Oral Surgery

Primary Care (Family Medicine,

- Duke Children's Primary Care
- Duke Family Medicine Center
- Duke Health Center at Pickett Road
- Duke Health Center at Roxboro St
- Duke Health Center at Southpoint
- Duke Outpatient Clinic *Inset 2*
- Durham Medical Center *Inset 2*
- Durham Pediatrics (N. Duke St)

Specialty Care

- Adult Bone Marrow Transplant Outpatient Clinic *Inset 1*
- Duke Aesthetics Center
- Duke Asthma, Allergy, and Immunology Center *Inset 2*
- Duke Center for Living Center
- Duke Center for Vision Center
- Duke Child Development Center
- Duke Clinic *Inset 1*
- Duke Clinic *Inset 1*
- AIDS Research and Treatment
- Allergy
- Bone and Metabolic Diseases
- Cardiology
- Cardiothoracic Surgery
- Dermatologic Laser Center
- Dermatology
- Diagnostic/Consultation
- Electroconvulsive Therapy
- Employee Occupational Health
- Endocrinology
- Fetal Diagnostic Center
- Gastroenterology
- Hemostasis and Thrombosis
- Hyperbaric Medicine
- Lupus
- Mammography
- Neurosciences
- OB-GYN
- Oncology—Medical Oncology—Surgical Oncology
- Orthopaedics
- Otolaryngology—Head and Neck Surgery
- Physical Therapy
- Preoperative Services
- The Preston Robert Woodcock Cancer Center
- Pulmonary Medicine
- Renal Medicine
- Rheumatology
- Speech Pathology and Audiology

Duke Medicine. Closer to you.

Make an appointment, learn more about our services, get help choosing a health care provider, or register for an event, call 1-888-ASK-DUKE or visit [dukehealth.org](http://dukehealth.org).

Access your lab reports, pay bills online, and make appointments at [HealthView.dukehealth.org](http://HealthView.dukehealth.org).

This map was updated October 7, 2008. We are always moving and growing, so check [dukehealth.org](http://dukehealth.org) for the latest information.

Map Legend

Scale

1 mile = 5 miles

Duke Medicine Services

- Ambulatory Surgery
- Duke Children's
- Duke Medical Plaza
- Duke University Hospital
- Duke Raleigh Hospital
- Durham Regional Hospital
- Emergency Medicine
- OB-GYN
- Primary Care
- Specialty Care
- Urgent Care

Outdoor Features

- Forest or Wildlife Area
- Water

Roads and Route Shields

- Interstate
- U.S. Highway
- State Highway

Inset 3  
Duke Raleigh Hospital  
Duke Medicine Plaza

.5 mile



A collage of images including a close-up of a person's face, a hand holding a stethoscope, and a person in a hospital bed. The Duke University logo is in the top right corner.

Accelerated Bachelor of Science  
in Nursing Program  
Duke University School of Nursing

With a bachelor's degree, a  
Duke nursing degree could be within  
your reach in four semesters

**START OVER.**  
Without starting over.

A collage of images including a close-up of a person's face, a hand holding a stethoscope, and a person in a hospital bed. The Duke University logo is in the top right corner.

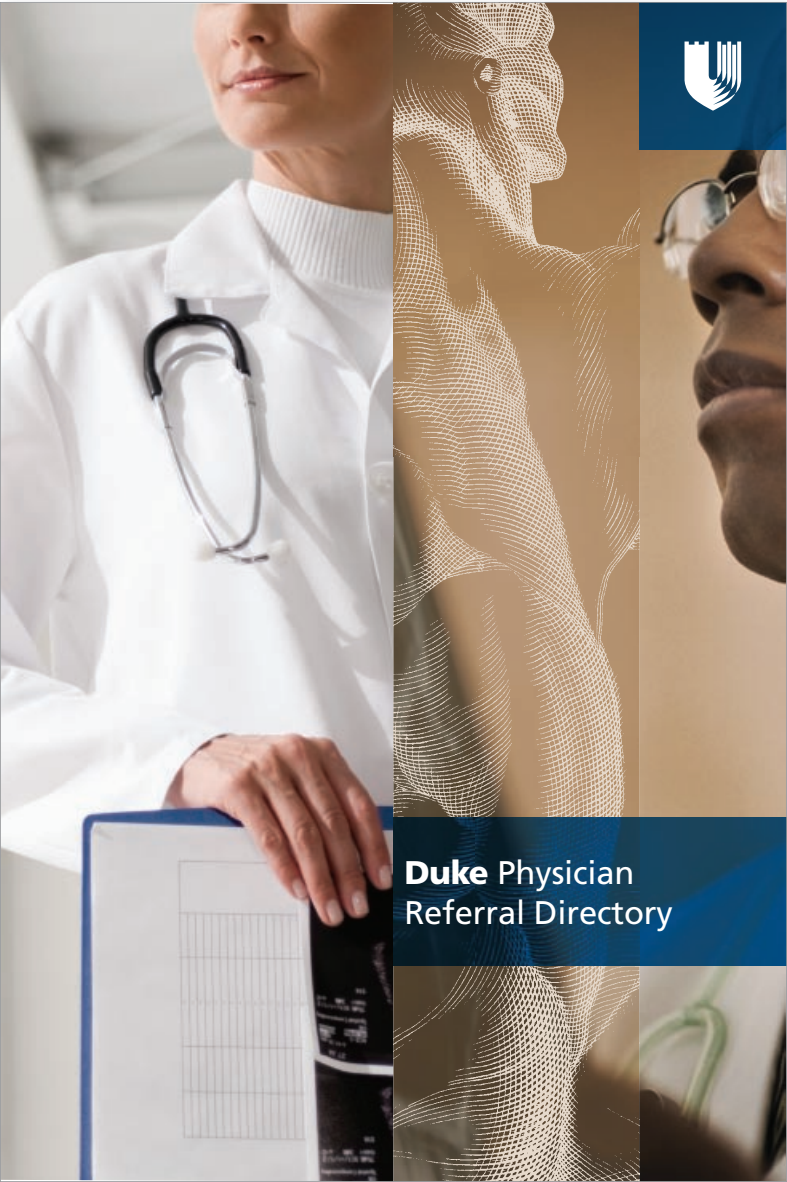
Duke Adult Bone Marrow and Stem Cell  
Transplant Program

"I just have fond memories—for  
as tragic of a thing that I went  
through, just being here at Duke  
was such a blessing." Anne Dedecker





Physician Information  
Physician Referral Directory  
Practice Profile Sheet





## DukeMedicine

Duke Primary Care Creedmoor Road



Richard Schneider, MD

Catherine Del Buono,  
MSN, RN, ANP-C, CDE

The experienced staff of Duke Primary Care Creedmoor Road offers primary care services for adults age 18 and up in North Raleigh. Our internal medicine specialists focus on preventive health measures and the treatment of acute and chronic medical conditions, such as heart disease, diabetes, high blood pressure, and other health concerns.

**Payment and Insurance**  
Please bring your insurance card to each appointment. We ask that patients pay their co-payments, coinsurance, and deductible payments at the time of service. We accept Medicare as primary insurance. Patients without insurance or proof of insurance will be responsible for payment at the time of services. We offer a discount for self-pay patients and accept cash, checks, and credit cards.

**Prescriptions and Refills**  
To provide the best possible service for filling your prescriptions, please contact your pharmacy and have them fax your request to our office. Please allow 48 hours for the refill process to be completed. All other prescription requests, such as for controlled substances, can be made by calling us during normal business hours.



**Scope of Care**

Internal Medicine

**Practice location**

**Duke Primary Care Creedmoor Road**  
7200 Creedmoor Road  
Suite 208  
Raleigh, NC 27613

**Phone** 919-327-1650  
**Fax** 919-382-8791  
**Office Hours** Monday–Friday 8:00 a.m. – 5:00 p.m.



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Print Exhibits

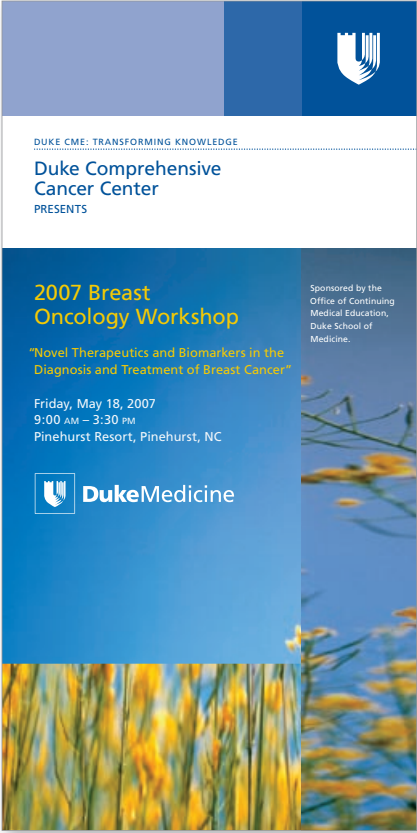
Educational Sponsorship

Continuing Medical Education (CME)

Direct sponsorship branding

9"x 6" Announcement postcard

4"x 9" Brochure cover, opposite



Print Exhibits

Educational Sponsorship

Co-branded sponsorships  
use the Duke Medicine logo.

Continuing Medical Education (CME)

8.5"x 11" Posters



Hosted by Duke Comprehensive Cancer Center

National Comprehensive Cancer Network®  
Clinical Practice Guidelines in Oncology Symposium™

**Colon, Rectal, & Anal Cancers**

**Thursday, September 14, 2006**

Searle Conference Center  
Searle G. Mudd Building  
Duke University Medical Center Campus

**Faculty**

Christopher E. Dech, MD  
National Comprehensive Cancer Network

Paul F. Engstrom, MD  
Fox Chase Cancer Center

Krystyna Kiel, MD  
Robert H. Lurie Comprehensive Cancer Center of  
Northwestern University

Kirk A. Ludwig, MD  
Duke Comprehensive Cancer Center

Leonard Saltz, MD  
Memorial Sloan-Kettering Cancer Center

**Agenda**

**Registration**  
7:30–8:00am

**NCCN Guidelines Overview  
and Update on CMS Oncology  
Demonstration Program**  
8:00–8:25

**Management of Anal Cancer**  
8:30–9:10

**Surgical Approaches**  
9:15–10:00

**Break**  
10:05–10:20

**Locoregional Colon Cancer**  
10:20–11:05

**Therapy for Advanced Disease**  
11:10–11:55

**Closing Remarks**  
12:00

Lunch will immediately follow  
the program.  
Agenda and faculty subject to  
change.


Supported by educational  
grants from:

**Amgen Oncology**  
**Genentech Biooncology**  
**ROCHE**  
**Bristol-Myers Squibb  
Oncology**  
**ImClone Systems Incorporated**  
**Sanofi Aventis**

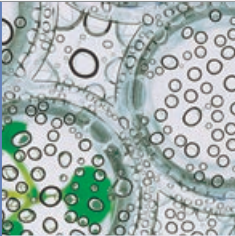
TRANSFORMING KNOWLEDGE



**DukeMedicine**



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Oncology**  
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**Sanofi Aventis**





Environmental





Environmental  
Signage





Environmental  
Signage





Environmental  
Signage

A photograph of a two-story medical building with a tan and white facade. The building features a prominent entrance with large glass windows and doors. Above the entrance, the text "Duke Primary Care" is displayed in white. To the right, above a set of windows, the "DukeMedicine" logo and name are visible. A young tree with green leaves stands in the foreground to the left of the entrance. A parking sign with a wheelchair symbol is posted near the entrance. The building has a red-tiled roof and white columns supporting the overhang. The foreground is landscaped with green bushes and a concrete sidewalk.

Environmental  
Signage

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Environmental  
Signage

A photograph of a two-story medical building with a tan and beige facade and a red-tiled roof. The building features large windows and white columns. A young tree with green leaves stands in the foreground. The signage includes "Duke Primary Care" above the entrance, "DukeMedicine" on the upper right, and a blue Duke University logo. A "RESERVED PARKING" sign with a wheelchair symbol is visible near the entrance. The building is surrounded by landscaping, including bushes and a sidewalk.

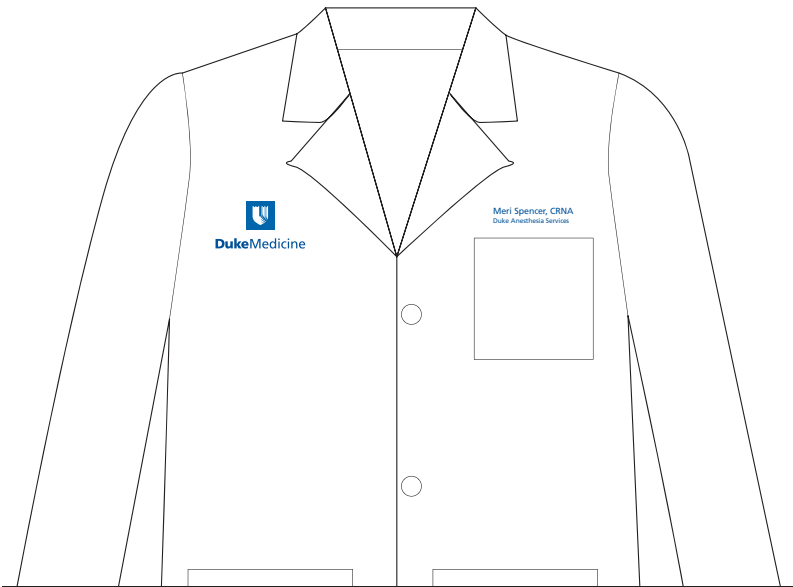
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Uniforms



Nursing Scrubs



Lab Coats



**DukeMedicine**

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### A world-class academic and health care system

As a world-class academic and health care system, Duke Medicine strives to transform medicine and health locally and globally through innovative scientific research, rapid translation of breakthrough discoveries, educating future clinical and scientific leaders, advocating and practicing evidence-based medicine to improve community health, and leading efforts to eliminate health inequalities.

Visit Our Web Sites

**DukeHealth.org**  
  
**For Patients**  
DukeHealth.org  
[Learn more about patient care](#)

**Duke University School of Medicine**  
  
**For Medical Students**  
medschool.duke.edu  
[Learn more about the School of Medicine](#)

**Duke University School of Nursing**  
  
**For Nursing Students**  
nursing.duke.edu  
[Learn more about the School of Nursing](#)

**Noteworthy**  
  
Duke University Hospital was named one of the top 10 U.S. hospitals by U.S. News & World Report. [Details at DukeHealth.org](#)


**News From Duke**  
Nov. 1: [Protein Signature May Predict Who Responds to Hepatitis C Treatment...](#)  
Oct. 30: [Scientists Identify Machinery that Helps Make Memories](#)

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Duke Medicine Development and Alumni Affairs is a team of professionals dedicated to cultivating philanthropic partnerships in support of Duke Medicine's mission. [Learn more about us.](#)


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[Find a Duke Trained Physician](#)

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**Medicine Made Personal**  
[Event a Success](#)

  
**\$60 Million Gift is Largest Ever to Duke Medicine**

  
**Duke Featured in Several NBC News Videos**

[Pediatric Brain Tumor Foundation Gives \\$6 Million to Further Childhood Brain Tumor Research at Duke](#)

[Duke Medicine Surpasses \\$12M Financial Aid Initiative Goal](#)

[S.C. Patients: Everything About Duke is Better](#)

[A Leap for Duke Medical Learning](#)  
A new medical student education center, made possible by The Duke Endowment's recent gift of \$50 million to Duke Medicine, will change medical education at Duke.

[Duke Researcher Awarded Hartwell Fellowship](#)  
Teri N. Ellis, PhD, is researching how to stimulate the immune system against pediatric pneumonia and infections associated with cystic fibrosis.

[Duke Medicine Receives \\$35M from David H. Murdock](#)


[Funding Personalized Cancer Treatment](#)  
Summer Brown establishes The Emiline Brown Genomic Cancer Research Fund to fund research of Anil Potti, MD.


[See all recent gifts >>](#)

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**DukeMedicine**



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Clinical Trials

Event Calendar


Health Library

About Duke Medicine



Adrian Turk, MD  
Duke Sports Medicine

### In the Spotlight



[The Real Deal On Omega-3 Fatty Acids](#)  
Elisabetta Politi, RD, nutrition manager of the Duke Diet & Fitness Center, discusses the benefits of and best sources for omega-3 fatty acids.

[Osteoporosis: Bolster Your Defenses](#)

[Genomic and Personalized Medicine: A Primer](#)

[See more articles](#)

### News from Duke

Nov. 1: [Protein Signature May Predict Who Responds to Hepatitis C Treatment](#)

Oct. 30: [Scientists Identify Machinery that Helios Make Memories](#)

Sep. 23: [Seniors with Vocal Problems Want Treatment but Aren't Getting It](#)

[See all news](#)

### What do you want to do?

Find a physician

Enter a last name to search for information about a Duke doctor.


[Browse by name or specialty](#)

Get directions to a location

Explore patient care services

Make an appointment

### Events and Opportunities



[When Kids Sleep \(or Don't\):](#)  
Explore the impacts pediatric sleep problems and when parents reach to further investigate source and treatment

### Coming Up


Nov. 1: [Living with Epilepsy: Survival](#)

Nov. 1: [Infant and Child Pediatric Asthma Support](#)

Nov. 1: [Prepared Childbirth from Women's Health Associate/Maternal Fetal Clinic](#)

Nov. 1: [Baby Care Class](#)

[See all events](#)



# Duke Fertility Center

Hope for your family

Home

About the Center

Physicians and Staff


Costs

Tests

Treatments

Learning Resources

Patient Tools



life: **BEGINS WITH A STEP**

You're ready to start a family. But having a baby sometimes requires the help and support of others, including a caring staff of professionals who can increase your chances of conceiving. When the journey to parenthood becomes difficult, the Duke Fertility Center can help in *your next steps*.

### Get Started

Read answers to frequently asked questions about infertility.

[When should I seek fertility treatments?](#)

[What should I avoid if I want to increase my chances of becoming pregnant?](#)

[What are my chances of becoming pregnant?](#)

### Stress Reduction

Acupuncture can help you reduce stress during fertility treatments.

[Stress reduction services](#)

### In the News

We give you our take on the latest news about fertility.

[Acupuncture Relieves Stress of Infertility](#)

[Sex Chromosome Gene Link to Infertility](#)

[Ultrasound Eases Fibroid Anxiety](#)

### In Vitro Fertilization

Learn about our IVF process.

[IVF process](#)

### Egg Donors

If you'd like to become an egg donor, learn about donating at Duke Fertility Center.

[Egg donor info](#)

### Referring Physicians

Get information about referring your patient to Duke Fertility Center.

[Referring physician info](#)

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Toll-Free: 888-ASK-DUKE (888-275-3853)

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255 Duke Medicine Brand Guidelines v3.0

256

Television





## Glossary

### Blueline

A digital proof used to review and edit a project before printing.

### Brand

The sum of all the elements that offer a promise or expectation of experience to consumers. Examples of these elements include words, graphics, sounds, and colors.

### Clearspace

The minimum area around a logo or graphic element necessary to provide the best legibility.

### CMYK

Cyan, magenta, yellow, black. The order in which ink colors are used in offset printing. Also called 4-color process.

### Color proof

A digital proof used to make color corrections.

### Digital printing

A printing method whereby digital images are transferred to paper without the use of printing plates.

### Dots per inch (DPI)

A measurement of the amount of detail in an image (the higher the DPI, the more detailed the image). The minimal DPI for offset printing is 300. The screen value of DPI is 72 (for images used on the Web, for example).

### EPS

Encapsulated PostScript. A digital art format that is the standard for non-screen reproductions.

### GIF

Graphics Interchange Format. An image format used widely on the Web.

### HTML

Hypertext Markup Language. A markup language for Web pages.

### Identity

The elements – name, symbol, and colors – by which Duke Medicine can be identified.

### JPEG or JPG

Joint Photographic Experts Group. A common format for photographic images.

### “Logo” or Master Logo

A unique symbol that represents a brand. In the case of Duke Medicine, the logo is the stylized shield within a box.

### Offset printing

A printing method that transfers ink from a plate to a rubber blanket to paper.

### PMS

Pantone Color Matching System. A printing industry color standard. Colors are designated by a PMS number.

### PNG

Portable Network Graphics. An image format that can be used in Microsoft Word or PowerPoint documents. They can be placed just like a JPG file.

### Signature

The master signature consists of the master logo and wordmark, presented in careful relationship to each other.

### Sub-Brand

Brands representing the specific academic, research, and clinical lines of Duke Medicine. These sub-brands encompass services that have characteristics or values that separate them from the parent brand, as well as their own brand identities, which are proprietary and can be trademarked.

### Symbol

An abstract sign used to represent a brand, such as Duke Medicine’s shield.

### TIFF

Tagged Image File Format. A format for storing photographs and line art.

### Typography

The typestyle specified for brand communications, other than the brand signature.

### Wordmark

The stylized treatment of the brand name. Like the signature, the wordmark can be used as a sign-off for communication pieces.



## Sustainability

### Duke's Policy

Duke has a formal, institution-wide environmental policy. Here is an excerpt from the Duke Environmental Policy Statement:

"Duke University will comply with all relevant environmental laws and regulations and go beyond compliance by integrating the values of sustainability, stewardship, and resource conservation into our activities and services. We will make decisions to improve the long-term quality and regenerative capacity of the environmental, social, and economic systems that support the University's activities and needs. We will engage in pollution prevention activities and develop and promote practices that maximize beneficial effects and minimize harmful effects of operations, research, and activities on the surrounding environment. We are committed to assessment of the environmental impacts associated with our activities and services, and we will develop and track measures of our progress."

The policy further elaborates on Duke's intent to provide leadership in three areas: environmental research and education, environmentally responsible operations, and environmental stewardship in the community.

### Our Role as Communicators

It is imperative that sustainable principles govern much of what we do as communicators. Sustainable practices in marketing and advertising require not only careful consideration of environmental stewardship, but also economic health, aesthetics, and more efficient communication. As we continue to make choices that reduce Duke's ecological footprint, we will find that conducting eco-friendly business becomes easier and cheaper and that an expanding array of products and services will become increasingly available.

### Waste Reduction

Recycling, duplex printing, and any other forms of waste reduction can have tremendous environmental and economic benefits. According to the Environmental Defense Fund, the use of 100 percent recycled papers in offices (instead of 100 percent virgin fiber) could reduce energy consumption by 44 percent, greenhouse emissions by 37 percent, and solid waste by almost 50 percent. Use of recycled fibers has allowed United States forest inventories to grow by 39 percent since 1953.

### Environmentally Friendly Paper

Duke Medicine uses environmentally friendly stationery paper that is composed of 80 percent post-consumer fiber and 20 percent Forestry Stewardship Council (FSC) certified virgin fiber from well-managed forests, which is manufactured chlorine-free. Certified by SmartWood, a program of the Rainforest Alliance, this paper is used throughout the entire Health System. The paper is also Green-e certified — manufactured with 100 percent certified renewable energy, including wind, solar, hydropower and biomass. Almost all Duke Medicine stationery can be ordered online without forms, requisitions, or purchase orders. Duke Medicine seeks to use environmentally friendly papers in other print communication materials when it can do so in a budget-neutral manner.

### FSC-Certified Printers

Duke Medicine frequently purchases printing services from Duke-approved, FSC-certified printers. These printers must go through a rigorous certification process that ensures adherence to all FSC requirements in tracking and maintaining the chain of custody of those papers originating from well-managed forests.

### Printing Efficiency

There are many benefits when designers and print production managers maintain good communication with their print and paper vendors. Careful planning results in accurate paper orders, optimum use of press sheets, less waste and spoilage, quicker make-ready time and the occasional opportunity to combine or “gang” press runs.

Improvements in electronic proofing methods can be used as an alternative to “hard” composite proofs or bluelines, saving both transportation costs and paper. Digital photography offers similar benefits. Storage capacity on many networks has diminished the need for storage media. Direct-to-plate technology has all but eliminated film processing and resulting silver discharge. Low-VOC (volatile organic compounds) inks with higher vegetable content are now commonplace. Print-on-demand can eliminate the need for storage as projects are printed (and modified) as they are needed. The emergence of digital printing for both short-run print projects or more targeted, sometimes personalized marketing efforts frequently leads to a better return on investment and less waste.

### Mailing Efficiency

Streamlining direct mail offers environmental benefits. Waste can be reduced by merging and purging lists, maintaining “do not mail” lists, and allowing respondents to specify alternative methods of contact. Communicators can specifically target their audience to increase mail’s relevance and reduce waste.

The Postal Service is attempting to address a very costly problem—mail that is undeliverable as addressed—with new Move Update standards. Traditionally up to 25 percent of standard mail is undeliverable as addressed. The National Change of Address Linkage system (NCOA) can quickly identify inaccurate addresses. There is also a financial incentive for using this system: penalties will be assessed for undeliverable mail that has not been certified through NCOA. Communicators can also use Address Change Service and Address Element correction or Zip + 4 processing to ensure accuracy and efficiency in their mailings.

### Find Out More

Learn more about Duke’s ongoing efforts at [duke.edu/web/ESC](https://duke.edu/web/ESC)

Support materials can  
be found online at  
**branding.dukemedicine.org**

Questions?  
Please call 919-419-3270 or visit  
**branding@dukemedicine.org/contact**

By using certified papers and electricity offset by NC GreenPower renewable energy, the following resources were saved. Calculations based on research by Environmental Defense and other members of the Paper Task Force.

					
WOOD SAVED (lbs)	WATER SAVED (gals)	LANDFILL REDUCED (lbs)	TREES SAVED	NET GREENHOUSE EMISSIONS SAVED (lbs)	ENERGY REDUCED (BTU)
000,000	000,000	000,000	000,000	000,000	000,000