Brand Identity

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This document outlines the elements of the Duke Social Science Research Institute at Duke University (Duke SSRI) brand identity. The goal of this document is to construct a foundation for creating a cohesive brand presence. While it does not present the identity applied to a wide cross-section of media, it does however begin to demonstrate a planned method of identifying Duke SSRI including the use of the name, logotype, symbol, color palette and secondary typography.
An organization’s brand identity is comprised of more than just a logo. Creating a cohesive brand presence is achieved by rigorous implementation of all elements of the brand identity including, name, logotype, symbol, color palette and secondary typography.

**Name**
The formal nomenclature used to identify the organization.

**Logotype**
A unique group of letterforms that represent the organization’s brand.

**Symbol**
A non-typographic element of an abstract or representational nature.

**Color Palette**
A group of colors chosen to identify the organization’s brand and create a cohesive brand presence.

**Secondary Typography**
A group of typefaces and formatting styles chosen to identify the organization’s brand and create a cohesive brand presence.
What you call yourself matters. To create a cohesive brand presence be consistent in how the organization is identified. In literature, the reader should first be introduced to the organization’s full name, Social Science Research Institute at Duke University, as it appears in the brand identity. Subsequent references to the organization should be its common name, SSRI.

The Social Science Research Institute (SSRI) at Duke University is an interdisciplinary organization. SSRI’s core mission is to catalyze and produce pioneering social science research and methods across the social and behavioral sciences.

In literature, the first instance of the organization name should be its full name as it appears in the brand identity. Subsequent references to the organization should be its common name.
The unique logotype has been designed to symbolize the organization’s common name SSRI. Leveraging the brand identity of Duke University, the logotype is based on the typeface Garamond 3, a classic sixteenth-century typeface base on the moveable type work of Claude Garamond. Although based on Garamond 3 the logotype has some unique characteristics which are not reproducible through normally available fonts.

Due to the unique characteristics of the logotype it is not reproducible through normally available fonts. Always use approved logotype artwork which is readily available in a variety of digital formats to meet your specific needs.
The symbol visually aligns the organization with Duke University—a prestigious institution of higher education known for its tradition and high standards of excellence—while simultaneously looking authoritarian, modern and relevant to an organization dedicated to pioneering research across a variety of sciences.

Do not recreate, redraw or modify the symbol in any way. Always use approved logotype artwork which is readily available in a variety of digital formats to meet your specific needs.
The color palette is comprised of several colors which when used consistently will create a cohesive brand presence. A bold orange, which is one of Duke University’s secondary colors, is used as the organization’s primary color while Duke blue is used as its secondary color—creating continuity between the organization’s brand identity and that of Duke University. It also creates strong visual distinction between the university as a whole as well as the many individual entities operating within the university’s system.

The organization’s color palette is comprised of a primary color, a secondary color and three tertiary colors.
In order to maintain consistency and recognition, the organization’s secondary typography is that of Duke University’s brand identity. Two typefaces—one traditional, one modern—are used in a variety of combinations. Used together the two typefaces compliment one another and create strong visual contrasts and recognizable letterforms.

**Garamond 3**
Garamond 3 is an old style, serif typeface based on the sixteen-century moveable type work of Claude Garamond. Use Garamond 3 in its regular weight and its italic form only. Use italics only for non-critical words.

**Interstate**
Interstate is a sans serif typeface created in the early 1990s based on U.S. Department of Transportation highway signage. Use Interstate in both its regular and condensed faces, and use any of its many variety of weights. Use Interstate only in all caps.
SECONDARY TYPOGRAPHY

INTERSTATE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()[{}<>;:'"?"

INTERSTATE LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()[{}<>;:'"?

INTERSTATE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()[{}<>;:'"?

INTERSTATE REGULAR CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()[{}<>;:'"?

INTERSTATE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()[{}<>;:'"?

INTERSTATE BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()[{}<>;:'"?