



**DUKE** MASTER  
IN BUSINESS, CLIMATE,  
AND SUSTAINABILITY

# Brand Guidelines

Where business meets climate.

## About this guide.

These brand guidelines describe the visual elements that represent the Duke Master in Business, Climate, and Sustainability (Duke MBCS) brand identity. This includes our name, logo and other elements such as color, type and graphics.

Delivering a consistent and controlled message about Duke MBCS is essential to presenting a strong, unified image of the program. These guidelines reflect a commitment to maintaining the highest quality in every aspect of program communication.

Ensuring consistency in every aspect of the Duke MBCS brand system, including its logo, name, colors and identifying elements, is critical to signaling the high caliber of the Duke MBCS program and its graduates.



**This is a  
new literacy for  
a changing world.**

**Climate change is transforming business—reshaping markets, redefining risk, driving innovation, and rewriting policy. Organizations across every sector need professionals who understand both the forces of climate and the fundamentals of business.**

**Duke's Master in Business, Climate, and Sustainability (MBCS) equips recent graduates with the interdisciplinary expertise to lead in a climate-disrupted economy. In just 10 months, they build fluency across three essential domains: business fundamentals, climate science, and the policy systems reshaping global markets.**

**Ready to create impact in  
consulting, energy, finance,  
agriculture, consumer  
goods, insurance, and  
more - wherever climate  
transformation intersects  
business strategy.**

# 01 // BRAND IDENTITY



# DUKE MASTER IN BUSINESS, CLIMATE, AND SUSTAINABILITY

## Logo

### Primary Logo

The logo shown here serves as Duke MBCS's primary logo. Use the logo shown here for most applications where space allows. This will ensure that Duke MBCS creates a consistent image over time.

## Mark

### SECONDARY USAGE AND BRAND MARK

In addition to the primary logo, Duke MBCS has an additional usage that was developed to be used in specific areas when the clarity of the brand has already been established through the primary logo. In special circumstances, the brand mark can be used in a variety of ways from large "super graphics" to watermarked backgrounds.



**Color mark/Blue Green**  
Ideal for use on light backgrounds



**Color mark/ White Green**  
Ideal for use on dark or blue backgrounds



**Color mark/ White**  
Ideal for use on dark or blue backgrounds when a brand element is desired, but not intended to dominate



50% 25%

## Primary logo



**DUKE** MASTER  
IN BUSINESS, CLIMATE,  
AND SUSTAINABILITY

## Secondary logos



**DUKE**  
MBCS

**DUKE** MASTER  
IN BUSINESS, CLIMATE,  
AND SUSTAINABILITY

**DUKE**  
MBCS

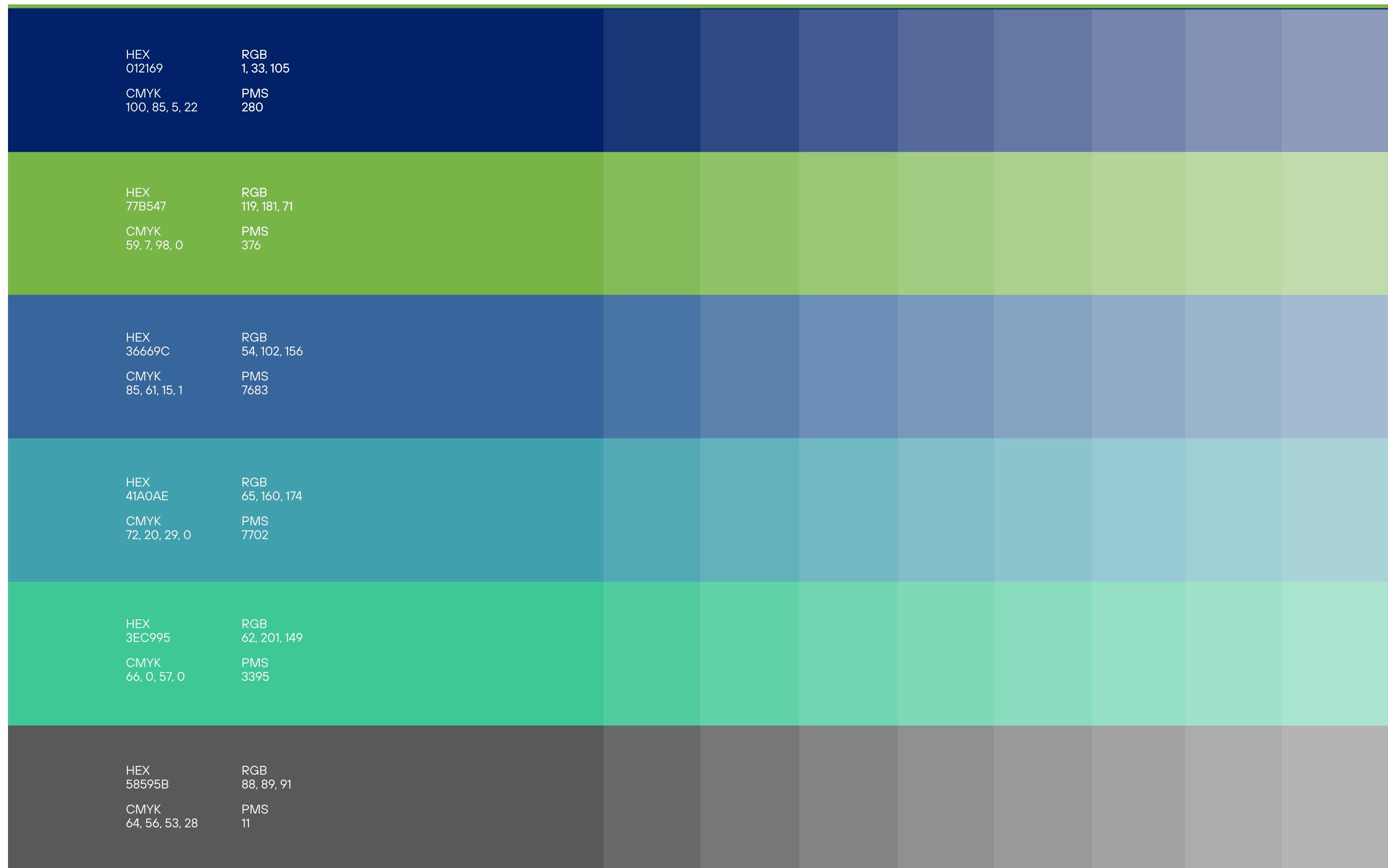
## Logo

SIMPLY PUT, ONLY USE THESE LOGOS. AND DO NOT ALTER ANY OF THEM. EVER.

### LOGO USAGE RULES

Only use the provided approved logos (horizontal, vertical, and mark). Do not manipulate or alter the logos in any way. Do not rotate, skew, or transform abstractly. Do not add effects, textures, strokes, or drop shadows.

## 02 // COLOR

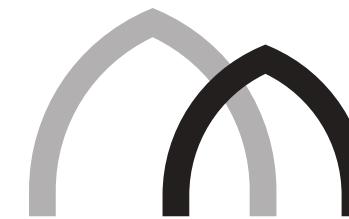


## Light Color

### Primary logo



**DUKE** MASTER  
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**DUKE** MASTER  
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AND SUSTAINABILITY

### ACCEPTABLE COLOR LOGO USAGE

The logo in full color with dark logotype used on light or white backgrounds is the acceptable color application of the logo.

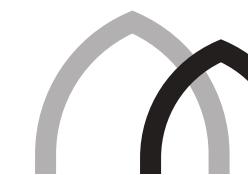
### Secondary logos



**DUKE**  
MBCS

**DUKE** MASTER  
IN BUSINESS, CLIMATE,  
AND SUSTAINABILITY

**DUKE**  
MBCS



**DUKE**  
MBCS

**DUKE** MASTER  
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AND SUSTAINABILITY

**DUKE**  
MBCS

## Dark Color

Primary logo



PREFERRED COLOR  
LOGO USAGE

Since the majority of the Duke MBCS brand is in "dark mode" the preferred color logo usage if the logo is used on a dark background or photo, the all white logo is the preferred application.

Secondary logos



DUKE MASTER  
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DUKE  
MBCS



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AND SUSTAINABILITY

DUKE  
MBCS

## 03 // TYPOGRAPHY

# TT Hoves Pro

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## TT Hoves Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789%@\$#!

## TT Hoves Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789%@\$#!

## TT Hoves Pro DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789%@\$#!

## TT Hoves Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789%@\$#!

## Typography

### TYPE USAGE

TT Hoves Pro BOLD IN ALL CAPS MAKES GOOD EYEBROW TEXT

**TT Hoves Pro Bold used in sentence case at large scales is great for headlines.**

TT Hoves Pro Medium at smaller scale also works for subheads.

TT Hoves Pro Regular is used for all body copy and small details at smaller scale also works for subheads. Pellentesque tristique faucibus magna, eget varius ligula cursus a. Sed eleifend libero non ex venenatis, id pretium dolor luctus. Pellentesque tristique faucibus magna, eget varius ligula cursus a. Sed eleifend libero non ex venenatis, id pretium dolor luctus.

TT Hoves Pro Regular is used for annotations, captions and attributes.

On this page is an example scenario of how TT Hoves in various weights and sizes may be used in application. The weights chosen on this page are not set in stone, so as new brand expressions are created, use these weights as starting points. In most instances, text should be left aligned, ragged right. In some scenarios, center aligned type is OK. Headlines and subheads are set in TT Hoves Bold. Sentence case is preferred for Headlines, sub-heads and body copy.

## 05 // BRAND EXPRESSIONS

## Promotional Merchandise





## Building Signage

## 06 // ICONOGRAPHY



**Duke MBCS  
Icons**