



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

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.



DUKE MASTER
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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

Screen examples for accent



50%



25%

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.

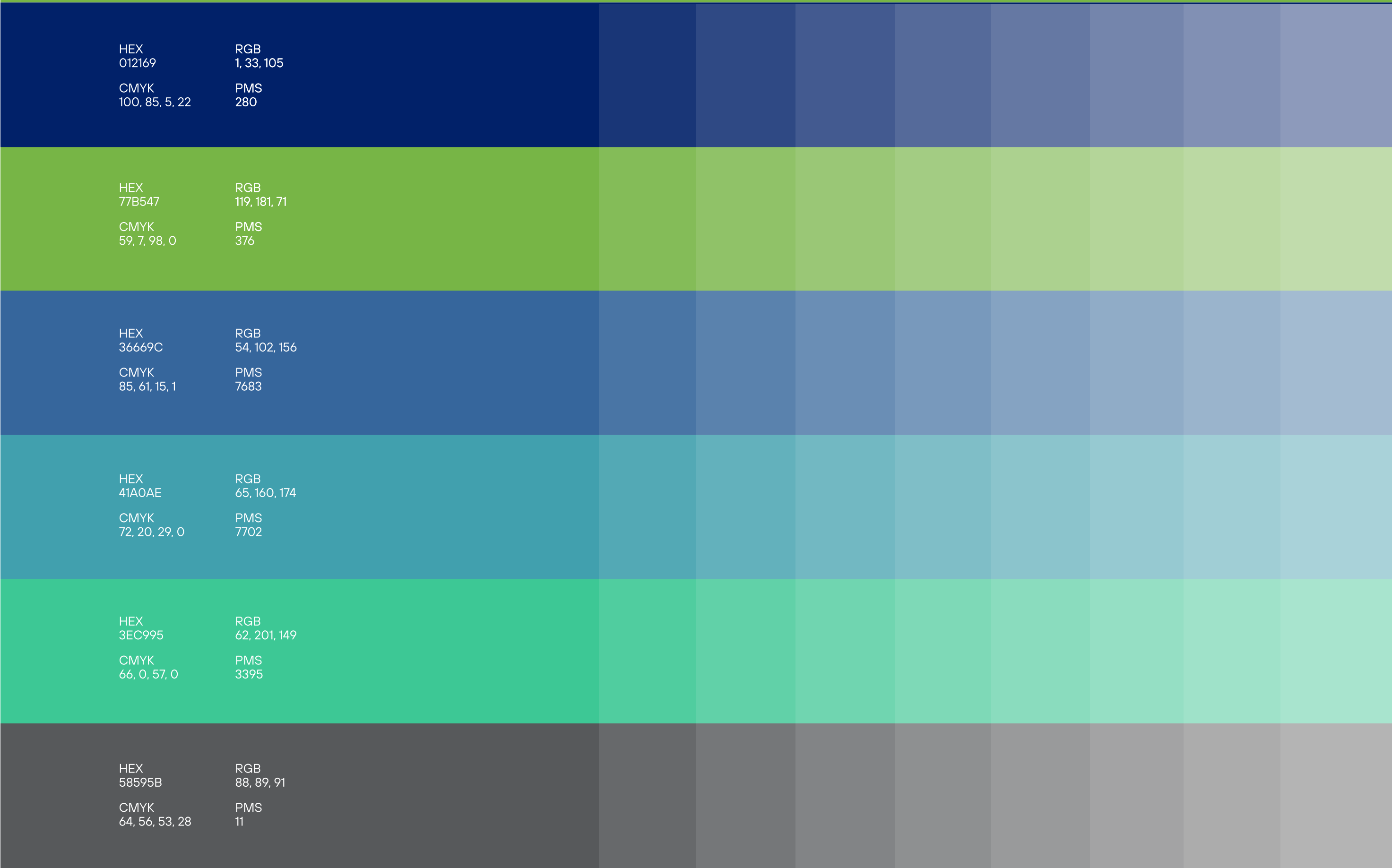
Primary logo



Secondary logos



02 // COLOR



90% 80% 70% 60% 50% 40% 30% 20%

Light Color

Primary logo



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



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DUKE
MBCS



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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



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03 // TYPOGRAPHY

TT Hoves Pro

TT Hoves Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789%@\$#!

TT Hoves Pro DemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789%@\$#!

TT Hoves Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789%@\$#!

TT Hoves Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789%@\$#!

Typography

TYPE USAGE

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.

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.

05 // BRAND EXPRESSIONS

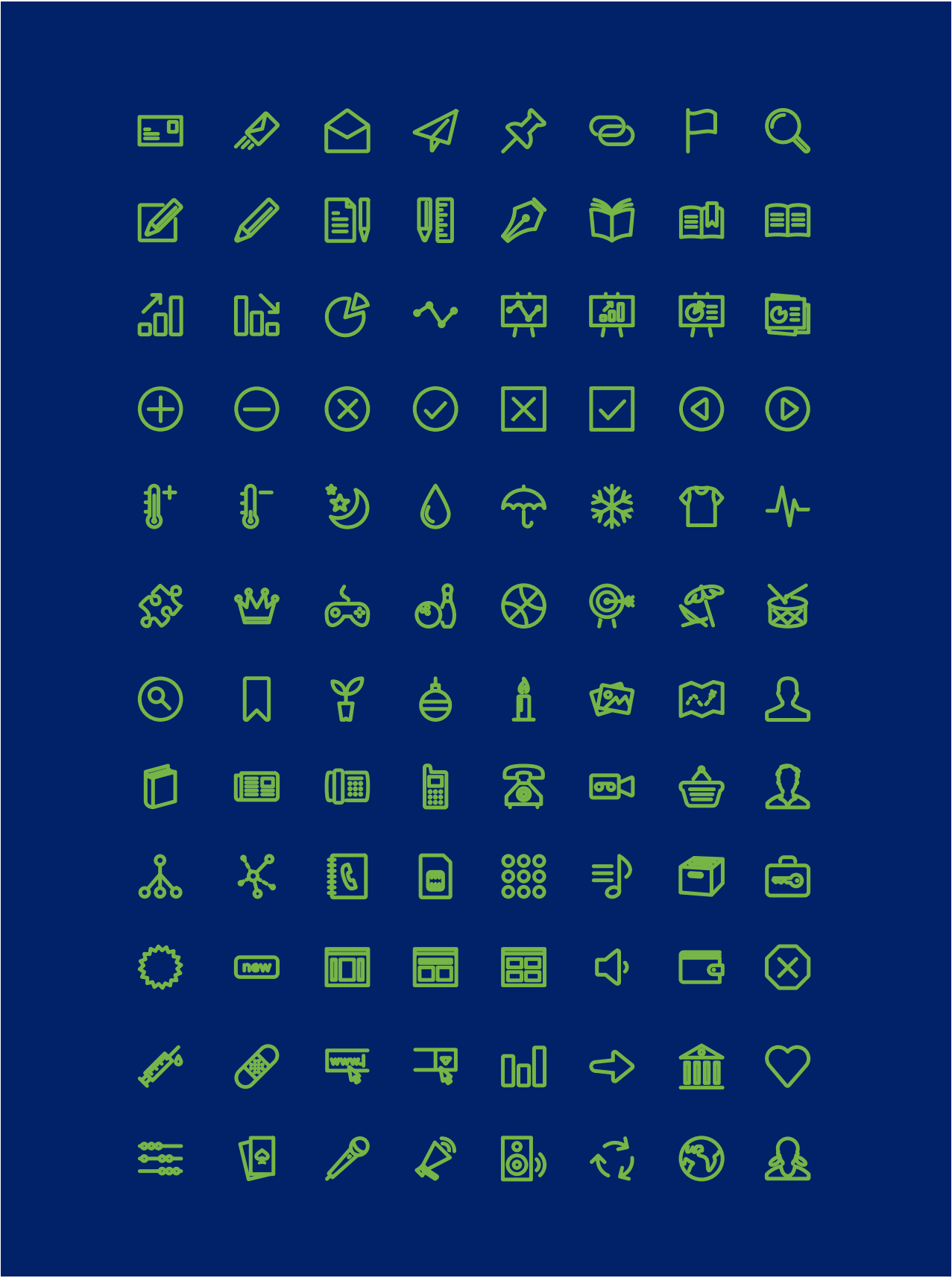
Promotional Merchandise





Building
Signage

06 // ICONOGRAPHY



Duke MBCS
Icons