

BRAND IDENTITY SYSTEM FOR DUKE KUNSHAN UNIVERSITY

Chapter One

BRAND BASIC

Brand Logo Icon

Brand logo is the visual expression of brand essence.

Interpretation: The new logo of Duke Kunshan University is visualized in the form of a whole triangle, symbolizing the trinity of Duke University, Wuhan University and the city government of Kunshan, and establishes an ownable, unique visual identity of Duke Kunshan University that reflects the brand's new positioning.

The new brand logo consists of three parts, namely, the brand icon, brand Chinese name and brand English name.

The new brand logo is composed of three superimposed patterns and shows a three-dimensional formation. Extending from the arc of inner center, unfolds two sectors, which resemble the shape of an open book, symbolizing the endeavor of Duke Kunshan University, to pass on knowledge and inspire creation. The white flame in the inner center symbolizes the hidden treasure of knowledge in the book to be discovered. In the middle rises a green gradient diamond mountain, which symbolizes the spirit of perpetual progress. The combination of all the elements makes up the three-dimensional triangle, which delivers the brand spirit of a trinity cooperation.

The color used in the logo inherits blue from Duke University, green from Wuhan University and the green from Kun Jade, which implies that the Duke Kunshan University is an open integration platform for the community to make contributions and foster more outstanding talents. And on the whole, the brand logo likes a crest of green mountains, echoes with Chinese philosophy of “the benevolent find joys in mountain”, shows the ideal of Duke Kunshan University: a commitment to the harmony of people and nature.



Brand Logo

Logo Combination of Chinese and English Name/English Name

Logo Combination of Chinese and English Name consists of icon, Chinese Wordmark “昆山杜克大学” and English Wordmark “Duke KunShan University”. In this manual of guidelines, we call it “Logo Combination of Chinese and English Name”.

Logo Combination of English Name consists of icon and English Wordmark “Duke KunShan University”. In this manual of guidelines, we call it “Logo Combination of English Name”.

There is a fixed relationship for the components of our logo, always use the master logo artwork files and do not alter or distort the logo in any way. It must appear on clear background with suitable color, to ensure clear readability.



Logo Combination of Chinese and English Name
Horizontal
Recommend Usage



Logo Combination of
Chinese and English Name
Vertical



Logo Combination of English Name
Horizontal



Logo Combination of
English Name
Vertical

Correct Ratio / Clear Space / Minimum Size

The logo of Duke KunShan University is a balanced unity. The shape, structure and ration can't be changed. Consistent usage of logo makes the brand easier to identify, and can achieve the consistency of brand image. The illustration on the right shows the correct ration of the logo.

Clear Space

To ensure clear and effective communication of the brand, a minimum clear space must be kept around the logo. In the area, any text, icon or other elements cannot appear.

In the illustration on the right, take the height of logo as "100X", the length and height of clear space for the horizontal logo combination is "50X", and the length and height of clear space for the vertical logo combination is "40X". When the size of the logo combination changes, the area's size has to be changed accordingly.

Minimum Size

The application of brand logo should never be smaller than the sizes regulated on this page. It will be difficult to recognize when smaller sizes are used. Under specific printing conditions, like newspaper, bronzing printing and silk printing, larger size should be used.

Clear Space



Minimum Size



Brand Logo Colors

Our brand logo colors are specific colors for DKU. It forms a modern and outstanding visual effect.

Other colors can't be used for the gradient, except for the color regulated on this page. Only the logo artwork in this manual of guidelines can be used, to ensure consistent color and look of the logo.

Standard colored version (CMYK or Pantone) should be used primarily. It can be used on all communication materials, including printing, TV, digital medium, etc.



C100 M75 Y6 K24
R0 G58 B129
WEB:003a81
PANTONE: 288C/U



C100 M45 Y100 K0
R0 G100 B63
WEB:006f3f
PANTONE: 349 C/U



C64 M3 Y100 K0 100%
C40 M0 Y67 K0 60%
C10 M0 Y33 K0 30%
C0 M0 Y5 K0 0%

Brand Logo Usage On Colored Background

1 Try to use the standard colored logo on white background. When used on grey or colored background, the lightness of background color should be strictly controlled, to ensure the visibility of brand logo.

A palette of standard colored logo on different grey background is offered on this page for reference. The standard colored logo is allowed to appear on 0%K-20%K background. The examples in the grid are correct usage, while the crossed are incorrect usage.

2 Revers-colored logo should be used on the blue or green color in the logo, or dark grey, black background. When used on grey or colored background, the lightness of background color should be strictly controlled, to ensure the visibility of brand logo.

A palette of reverse-colored logo on different grey background is offered on this page for reference. The reverse-colored logo is allowed to appear on 60%K-100%K background. The examples in the grid are correct usage, while the crossed are incorrect usage.

1 standard logo usage on different grey background

Correct



0% K

10% K

20% K

Incorrect



30% K

40% K

50% K

60% K



70% K

80% K

90% K

100% K

2 reverse-colored logo usage on different grey background

Incorrect



10% K

20% K

30% K

40% K

50% K

Correct



60% K

70% K

80% K

90% K

100% K

Brand Logo Usage On Colored Background

When the reverse-colored logo is used on the dark blue or dark green background, the green gradient color in the logo can be kept, while other parts in the icon and Wordmark are reversed in white color.

The reverse-colored logo is not recommended for use in the main communication medium, but can be used in the fax, gifts and the like.

When Duke KunShan University logo is placed on the picture background, make sure there is enough color contrast, so as to avoid the ambiguity of brand logo. The background shouldn't be messy or have other logos in it, nor should the color too close to Duke KunShan University's logo.

[Note] The pictures illustrated on this page are only for explanation or visual reference. Please do not use without purchasing or obtaining the copyright.

Reverse-colored logo applied on the background of brand blue and green



When the reverse-colored logo is used on the dark blue or dark green background, the green gradient color in the logo can be kept, while the two sectors in the icon and wordmark are reversed in white color.

Black and reversed white logo applied on monochrome background



Under special circumstances, black and reversed white logo can be applied on a monochrome background

Standard colored logo applied on picture background

Correct



Incorrect



Incorrect Usage Of Logo

Some misapplications of logo are listed on this page. Please avoid to make these mistakes

Example 1

Logo can't be changed in any way. The proportion and position of each element can't be changed.

Example 2

Logo can't be changed to other colors different from the specifications in this manual of guidelines.

Example 3

Logo can't be skewed, stretched, or changed to any other shape.

Example 4

Do not put any shade or outline on any part of the logo.

Example 5

Logo can't be applied on obscure, contrasted or unclear color background. Logo must be visible on any chosen background.

Example 6

Do not put any outline around the logo.

Example 1



Example 2



Example 3



Example 4



Example 5



Example 6



Chapter Two

KEY DESIGN ELEMENTS

Key Design Elements: Overview

Duke KunShan University brand visual elements include:

Logo:
Chinese and English Wordmark and icons in combination constitute the logo of Duke KunShan University

Brand color:
Brand color of Duke Kunshan University is blue, white and green.

Supergraphic:
The supergraphic of Duke Kunshan University is a geometric refined form developed by taking the basic triangle from the logo and integrating the essence of Chinese landscape painting.

Brand Typeface:
The Typeface used in the Brand Application System is InterstatePlus for English and Hiragino Sans GB for Chinese.

Brand image:
Vivid pictures can show the brand personality of Duke Kunshan University.

Logo



Brand color



Supergraphic



Brand
Typeface

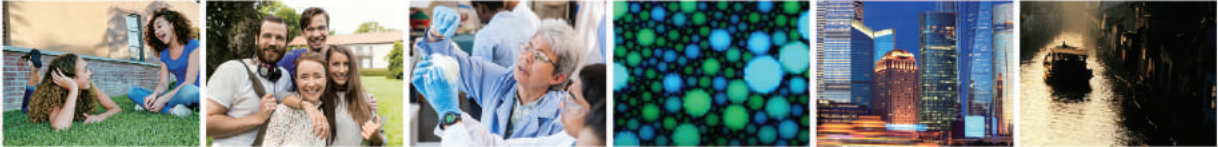
InterstatePlus

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

冬青黑体

昆山杜克大学中文字体是冬青黑体

Brand image



Brand Color

Brand color provides strong visual association with the brand on many applications . Duke Kunshan University's brand colors are blue, green and white. They can be widely used in various communication systems, including stationery, printing, advertising, multimedia, office environment, collateral materials etc.

Duke Kunshan University's brand color on all application materials must be complied with, and conform to the color standard provided in the manual.

Color	Pantone	C	M	Y	K	R	G	B	WEB#
	Pantone 288C/U	100	75	6	24	0	51	153	003399
	Pantone 349C/U	100	45	100	0	0	102	51	006633
	Pantone white	0	0	0	0	255	255	255	ffffff

Secondary Color

Secondary color is used to support and create a greater visual effect for the brand. Secondary colors shown on this page are to supplement and extend the brand colors, so that the application of the visual system can be more flexible.

Applications: used in a variety of circumstances, including festivals, interior decoration and other places.



Brand Typeface

Chinese Brand Typeface / English Brand Typeface

Typeface is an important visual element in the brand Visual Identity System of Duke Kunshan University. The consistent use of corporate typeface will enhance our brand image. Chinese Brand Typeface is Hiragino Sans GB. English Brand Typeface is InterstatePlus.

Interstate

InterstatePlus Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

InterstatePlus Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

InterstatePlus Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Hiragino Sans GB 冬青黑体简体中文

Hiragino Sans Gb-W3 冬青黑体简体中文-W3

昆山杜克大学专用字体

Hiragino Sans Gb-W6 冬青黑体简体中文-W6

昆山杜克大学专用字体

System Font

Chinese System Font / English System Font

System Font is mainly used in internal communication, in all types of office communication when Brand Typeface can't be used. The font recommended on this page should be used to achieve consistency. Chinese System Font is Microsoft Yahei. English System Font is Calibri.

Calibri

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Microsoft Yahei 微软雅黑

Microsoft Yahei-Regular 微软雅黑-常规体

昆山杜克大学输入字体

Microsoft Yahei-Blod 微软雅黑-粗体

昆山杜克大学输入字体

Photographic Style

The photographic style of Duke KunShan University is young, futuristic, inherited, excellent, pioneering, innovative, elite, and trusted. The theme should be clear, easy to understand, be able to accurately express the brand attributes, and also have rich visual association.

These are principles to follow when selecting or shooting pictures for Duke KunShan University:

1. Pictures are not only for decoration in the layout, but to clearly and accurately deliver the brand message to the audience.
2. Pictures shoot in the studio should be as real and natural as possible, and not artificial.
3. The style should be direct, specific, and highlight the brand attributes of Duke KunShan University. Try to avoid abstract and vague forms.
4. Crop pictures appropriately and choose the right angle to emphasize the subject, form the main focus, and strengthen the visual impact.
5. Image requirements (when picture and print ratio is 1:1):
Website, PPT and other multimedia mediums: 72 dpi
Newspaper: 150 dpi
Printing medium: 300 dpi, no less than 150 dpi

[Note] The pictures illustrated on this page are only for explanation or visual reference. Please do not use without purchasing or obtaining the copyright.



Improper Application

Improper application of pictures will weaken the brand visual expression of Duke KunShan University, and harm the consistency of visual communication.

Example One

Avoid to use excessively ambiguous and abstract pictures. Do not let the audience to guess the meaning of the picture.

Example Two

Avoid artificial scenes.

Example Three

Avoid unreal scenes.

Example Four

Avoid using pictures with unclear content or message.

Example Five

Avoid using pictures with excessively artistic treatment.

Example Six

Avoid using twisted or deformed pictures.

Example One



Example Two



Example Three



Example Four



Example Five



Example Six

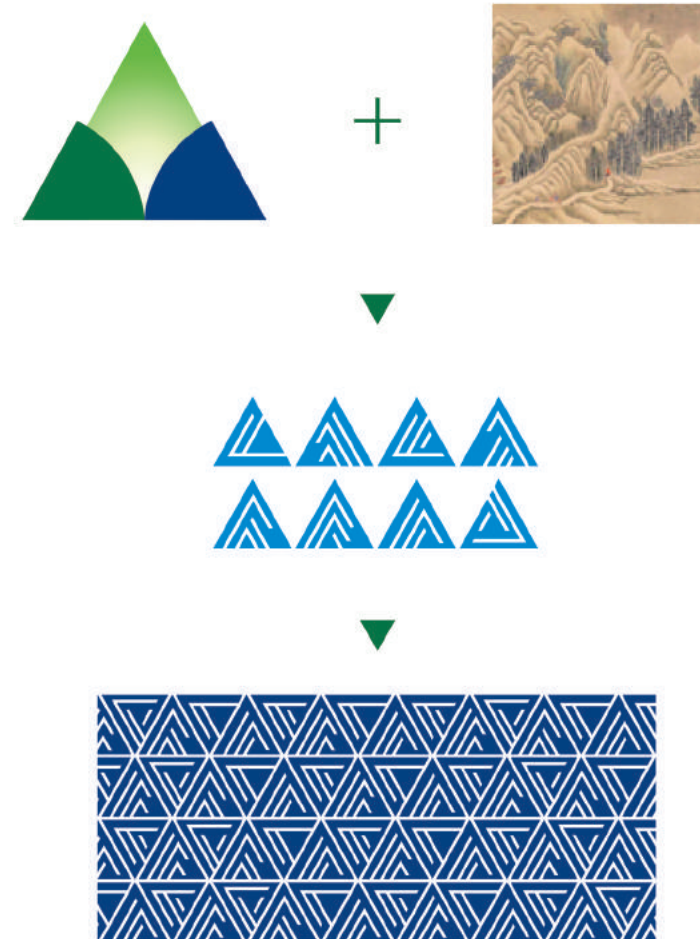


Formation of Supergraphic

As an important part of Visual Identity System, Supergraphic and brand logo complement each other to communicate the brand message.

The supergraphic of Duke Kunshan University is a geometric refined form developed by taking the basic triangle from the logo and integrating the essence of Chinese landscape painting. The permutation and combination of this geometric form is brand's modern Supergraphic with Chinese cultural heritage.

Combined with other key design elements, the Supergraphic is used to make unique visual communication system of Duke Kunshan University, and help to convey a clear, unified brand image. (Please refer to the related guidelines in this manual)



Supergraphic / Basic Form

Supergraphic is specially designed and must be replicated from the digital final artwork without changing the form.

Application Scope of Supergraphic

The Supergraphic is composed of two rows of triangle-formed permutations. A single row can be used under special circumstances. It can be used alone or with pictures in the design layout. It's usually applied on brand communication materials, including printing ads, outdoor advertising, magazine advertising, poster, brand brochures, conference backdrops, presentations, handbag and so on.

Application Scope of Supergraphic Pattern

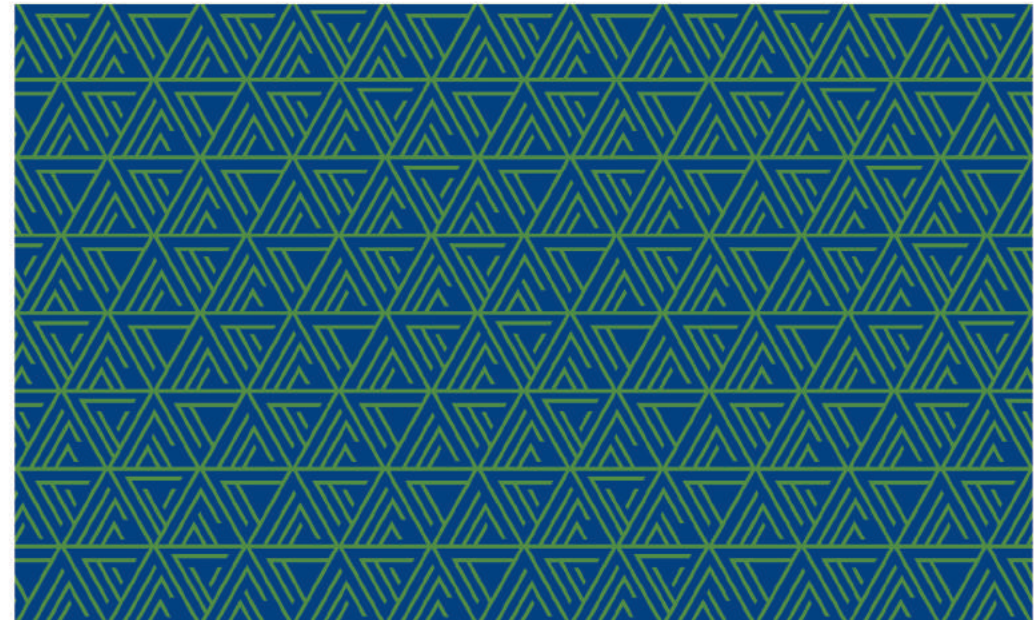
The Supergraphic Pattern is composed of rows of Supergraphic , and is the extension of the Supergraphic. It's typically used as background, can be used alone or with the Supergraphic.

Note: 1. the green isn't the same in Supergraphic and Supergraphic Pattern and should not be mixed.
2. The Supergraphic and Supergraphic Pattern can be only rotated 90 degrees clockwise when they need to be used vertically or rotated, and can't be rotated freely or symmetrically.

Supergraphic



Supergraphic
Pattern



Supergraphic / Supergraphic Pattern Guideline

Extension or Contraction

Unlimited extension or contraction can be made to the left and right end as needed.

Minimum Size

The minimum size can't be less than the minimum size indicated on this page. Any size smaller, it will be difficult to identify. Under some specific printing conditions, such as newsprint, bronzing printing and screen printing, the size should be relatively larger.

When displayed on screen, the minimum size can't be less than the minimum size indicated on this page in order to achieve visibility.

Extension or Contraction



Minimum Size



Print

Screen

Supergraphic Crop Guideline

Example One

It should be cut to the center of the triangle by both ends when the Supergraphic is cropped.

Example Two

In order to meet special layout design situation, the left end of Supergraphic should be cropped to the triangle center when used horizontally and the top end should be cropped to the triangle center when used vertically.

Example One



Example Two



Supergraphic Color Guideline

Only brand blue and green should be used in Supergraphic.

Example One

When horizontally used, brand blue on the bottom, brand green on the top, and can't be the reversed way.

Example Two

Two rows of triangles with same brand blue or brand green color can be used according to specific requirement.

Example Three

When vertically used, brand blue on the left, brand green on the right, and can't be the reversed way.

Example One



Example Two



Example Three



Supergraphic On Picture Guideline

Example One

When Supergraphic is used on pictures, its color should be set to white, with 60% transparency.

Example Two

Incorrect Usage: Supergraphic can not be used in any color other than white.

Example Three

Incorrect Usage: Supergraphic can not be used horizontally.

Example Four

Incorrect Usage: Supergraphic can not be used with other set of transparency than 60%.



white, with 60% transparency.

Example One



Example Two



Example Three



Example Four

Supergraphic Application Guideline (Vertical)

This page shows the specification of Supergraphic in the vertical layout. When set the ratio relationship and position of Supergraphic in a vertical layout, the width of the layout should be divided into 16 equal parts, and every part is marked as an X.

Supergraphic in Vertical Form

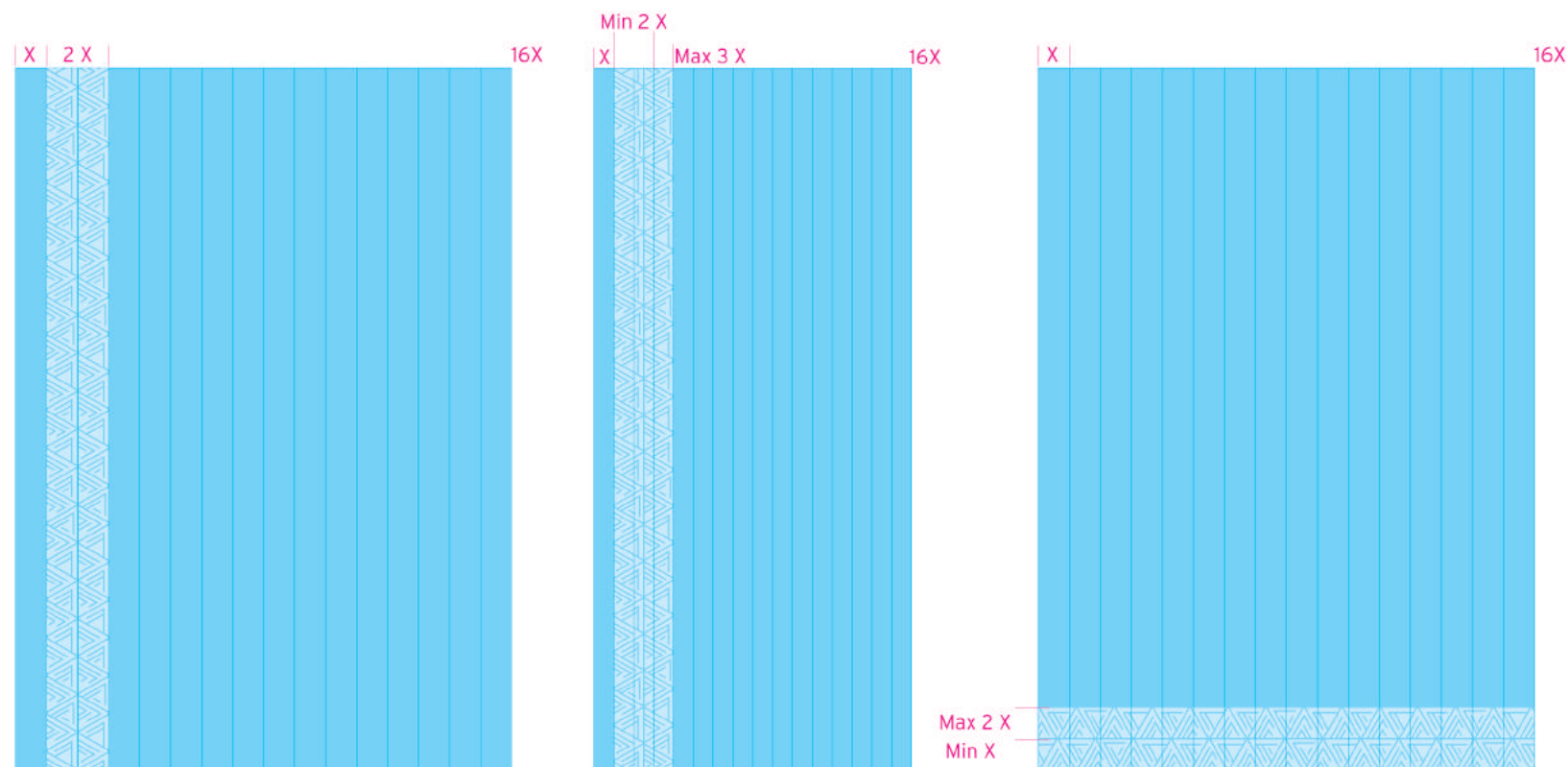
The width of the Supergraphic is 2X and can be horizontally aligned with the layout or kept a space X to the margin. The length can be leveled with the layout.

Supergraphic in Vertical Form (Narrow Version)

The maximum width of the Supergraphic is 3X, and the minimum width is 2X. It can be horizontally aligned with the layout or kept a space X to the margin, and the length can be leveled with the layout.

Supergraphic in Horizontal Form

The maximum width of the Supergraphic is 2X, and the minimum width is X (one row of triangle). The position of the Supergraphic can be flexible but with the same width with the layout.



Supergraphic in Vertical Form

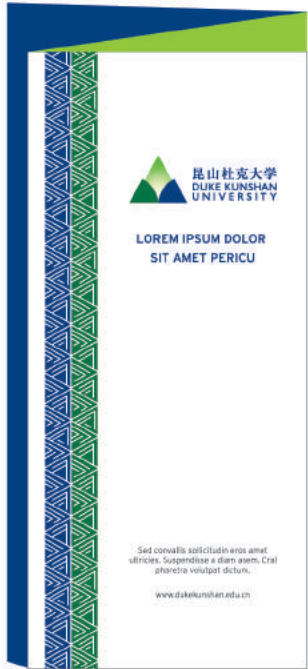
Supergraphic in Vertical Form
(Narrow Version)

Supergraphic in Horizontal Form

Supergraphic Application Guideline (Vertical Demonstration)



Supergraphic in Vertical Form



Supergraphic in Vertical Form
(Narrow Version)



Supergraphic in Horizontal Form

Supergraphic Application Guideline (Horizontal)

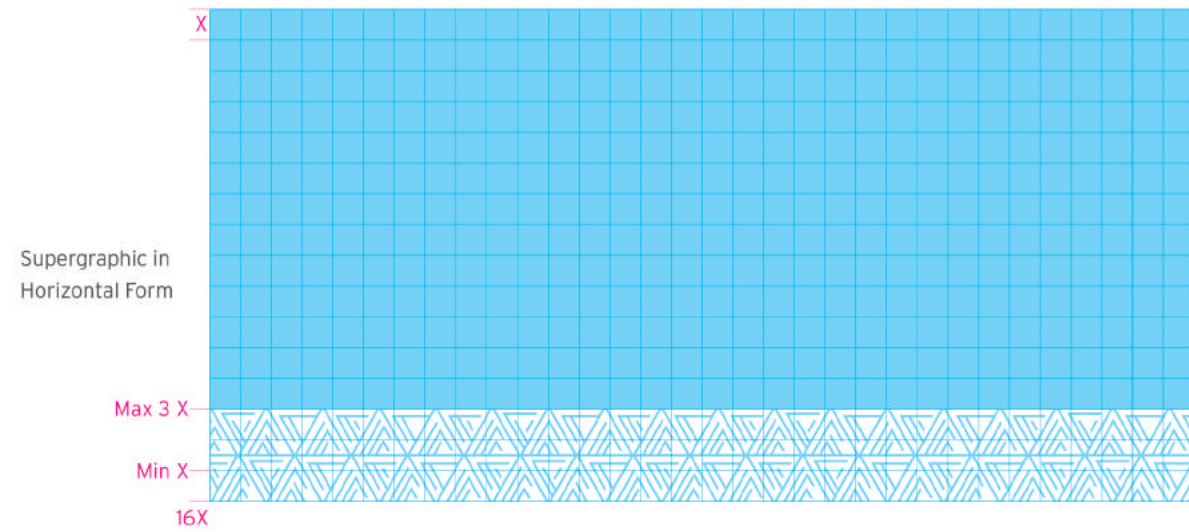
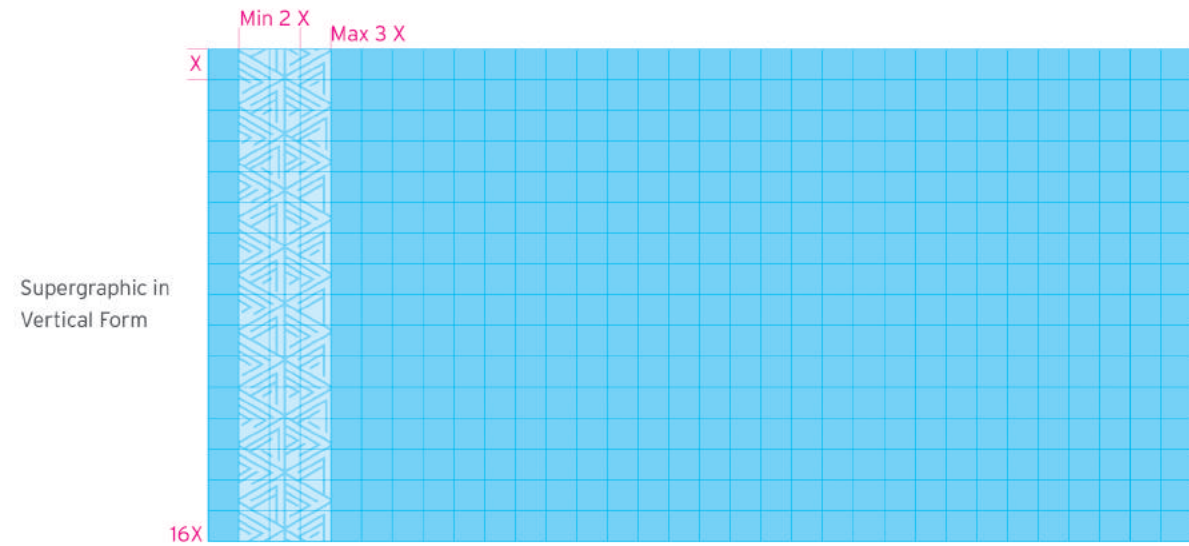
This page shows the specification of Supergraphic in the horizontal layout. When set the ratio relationship and position of Supergraphic in a Horizontal layout, the height of the layout should be divided into 16 equal parts, and every part is marked as an X.

Supergraphic in Vertical Form

The maximum width of the Supergraphic is 3X, and the minimum width is 2X (the height of the Supergraphic can be leveled with the layout). It can be horizontally aligned with the layout or kept a space X to the margin. The height can be leveled with the layout. It's the recommended form.

Supergraphic in Horizontal Form

The maximum width of the Supergraphic is 3X, and the minimum width is X (one row of triangle). The position of the Supergraphic can be flexible but with the same length with the layout.



Supergraphic Application Guideline (Horizontal Demonstration)



Incorrect Usage of Supergraphic

The correct usage of Supergraphic is essential to communicate right brand image. On this page shows the incorrect usage.

Example One

The internal element of Supergraphic should not be zoomed in or out.

Example Two

The Supergraphic can not be deformed in any way.

Example Three

There can not be a third form except the horizontal or vertical usage.

Example Four

The position must comply with the relevant specifications.

Example Five

There should not be any outline or shadow treatment.

Example Six

It can not be made symmetrical.

Example Seven

In horizontal layout, the Supergraphic can not be used partially.

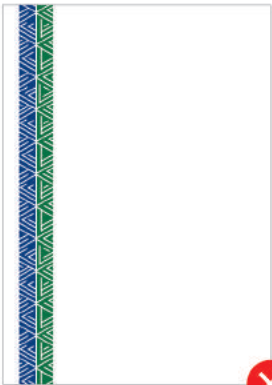
Example Eight

The usage of Supergraphic on picture should comply with the relevant specifications.

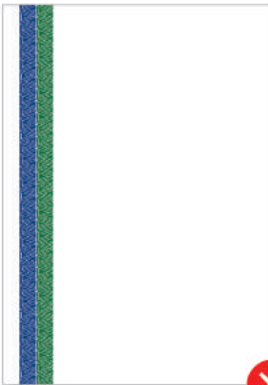
Example Nine

The colors of text, pictures or blocks used should not be close to the color of Supergraphic.

Example One



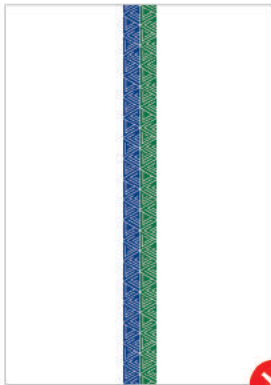
Example Two



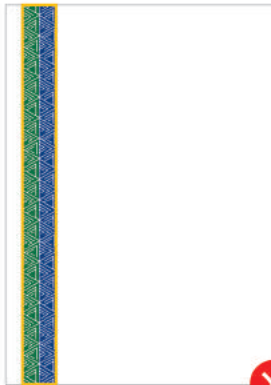
Example Three



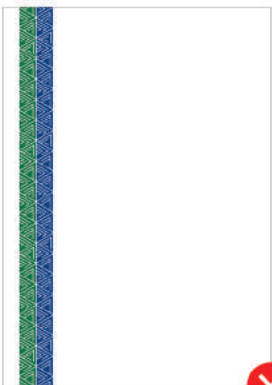
Example Four



Example Five



Example Six



Example Seven



Example Eight



Example Nine



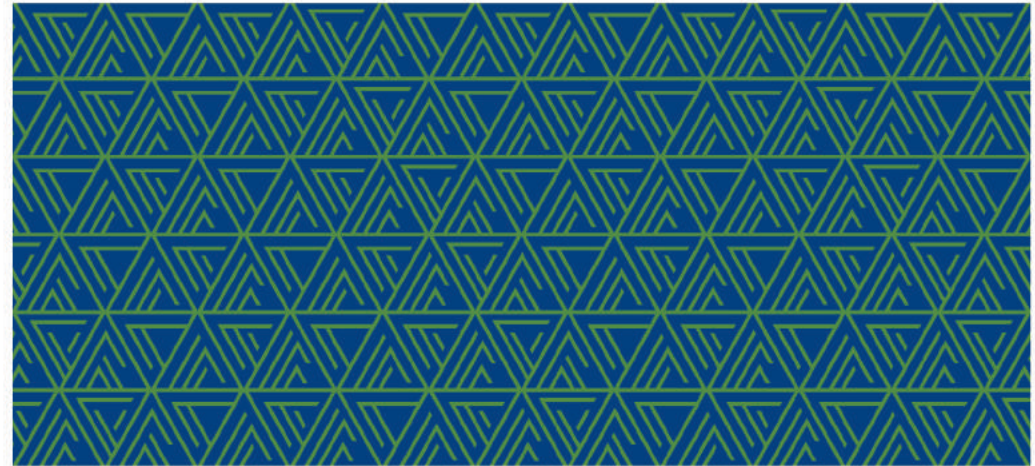
Supergraphic Pattern Basic Form

As an extension application to the Supergraphic, the correct usage of Supergraphic Pattern is essential to communicate right brand image.

Application Scope

As an extension application to the Supergraphic, the Supergraphic Pattern is used as background, mainly on office supplies, promotional materials and collateral materials, such as envelopes, shading, banners, CD cover and so on.

Supergraphic Pattern is specially designed and must be replicated from the digital final artwork without changing the form.



Supergraphic Pattern Color Guideline

Supergraphic Pattern color using the brand colors of blue, green is after adjustments to come, so more conducive identifiable auxiliary color pattern throughout the Supergraphic Pattern is specially designed to be replicated by digital template finalized, can not be changed.



C 100 M 75 Y 6 K 24

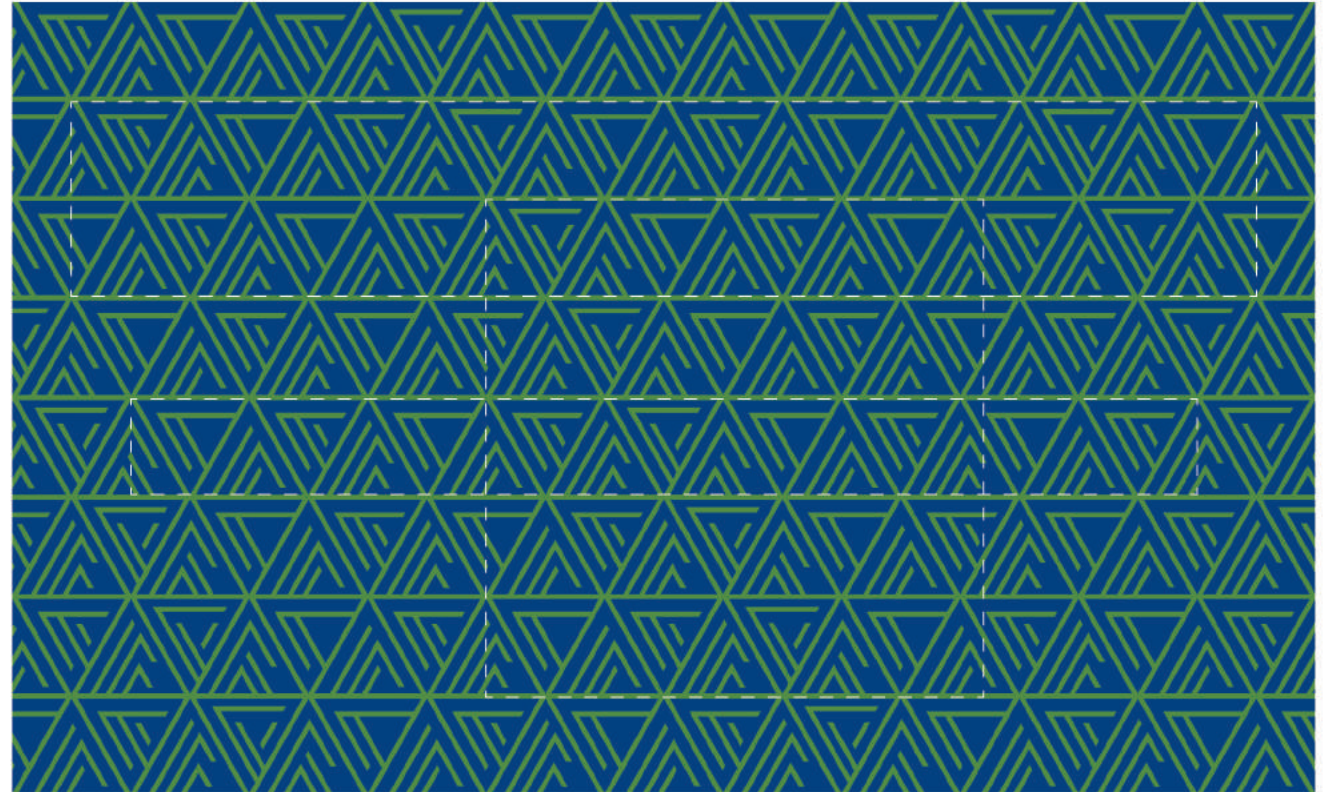


C 75 M 30 Y 100 K 0

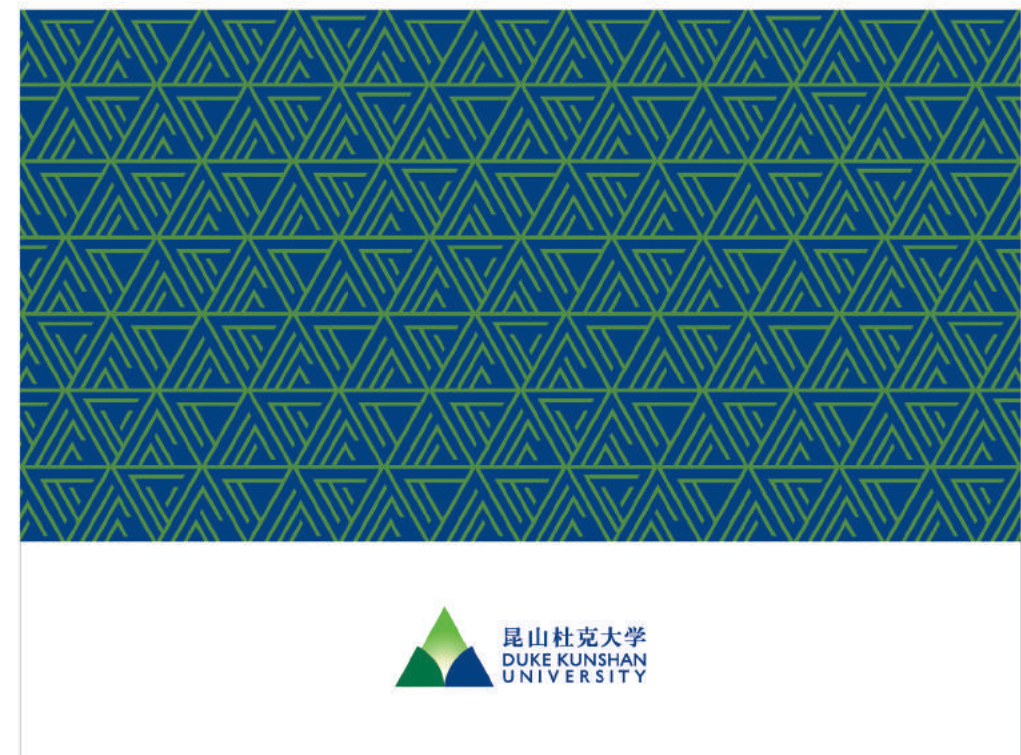
Supergraphic Pattern Crop Format One

This page shows a simple guideline to crop Supergraphic Pattern.

Note: The Supergraphic Pattern can't be crop vertically in order to maintain the consistency of the Supergraphic Pattern, or rotate the pattern 90 degrees clockwise before making the cut.



Supergraphic Pattern Application Demonstration One



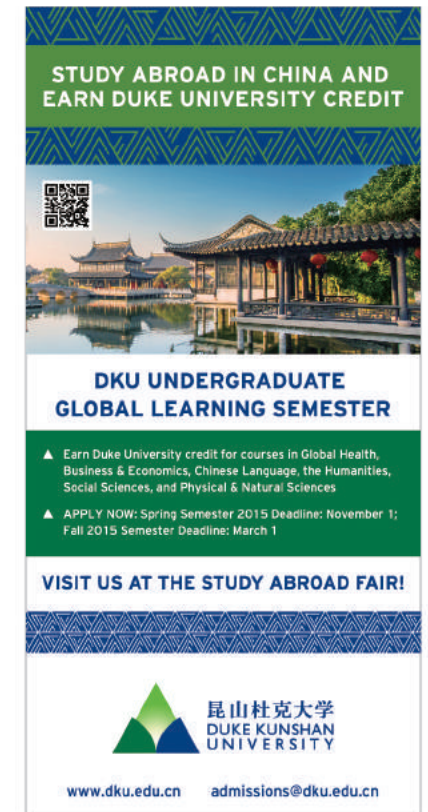
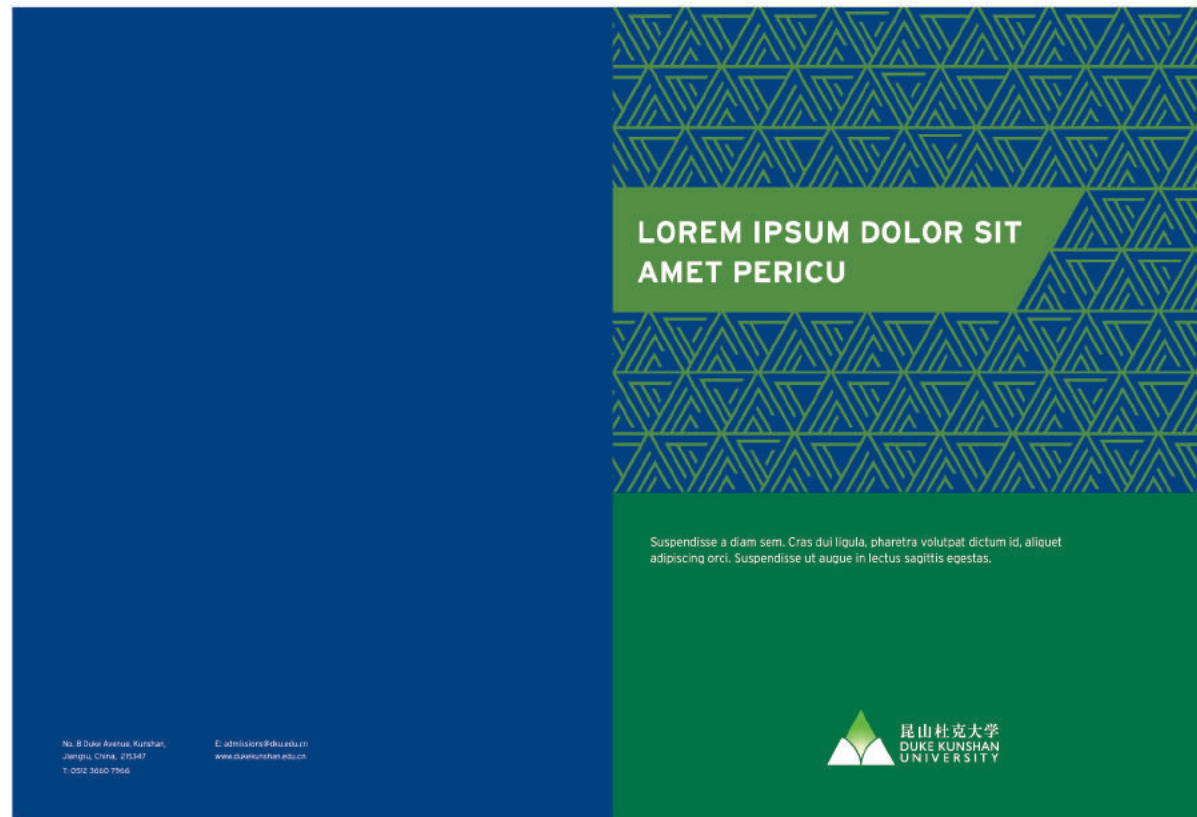
Supergraphic Pattern Crop Format Two

This page shows a simple guideline for combination of color patch on Supergraphic Pattern. There are two for the color patch: trapezoidal or rectangular. Trapezoidal patch can be horizontally or vertically symmetric with the layout. Rectangular patch should have the same width with the Supergraphic Pattern.

Note: 1. When the color patch is placed on the Supergraphic Pattern, there should be one or more rows of Supergraphic above and below the patch.
2. Please refer to the Supergraphic Pattern Color Guideline in this manual for color usage. The color of patch should be comply with the color of Supergraphic Pattern. Do not use other colors.



Supergraphic Pattern Application Demonstration Two



Incorrect Usage of Supergraphic Pattern

The correct usage of Supergraphic Pattern is essential to communicate right brand image. On this page shows the incorrect usage.

Example One

Do not use vertically cropped Supergraphic Pattern.

Example Two

Do not use any deformed Supergraphic Pattern or excessively enlarged or reduced form.

Example Three

Do not use other form of Supergraphic Pattern except rectangle or square .

Example Four

There should not be any outline or shadow treatment.

Example Five

Do not place patch with any other color than defined in the guideline on the Supergraphic Pattern.

Example Six

The color patch can't be placed freely.

Example Seven

Do not place patch with any other color than brand blue or brand green on the Supergraphic Pattern.

Example Eight

The usage of Supergraphic on picture should comply with the relevant specifications.

Example Nine

Do not place text, picture or other elements on the Supergraphic Pattern.

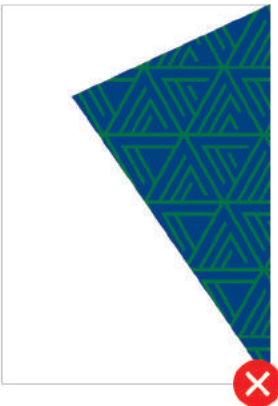
Example One



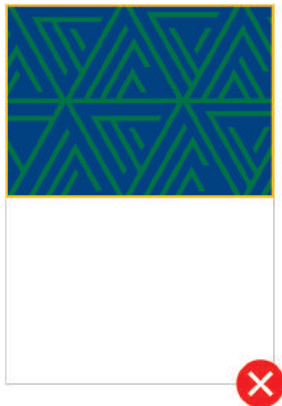
Example Two



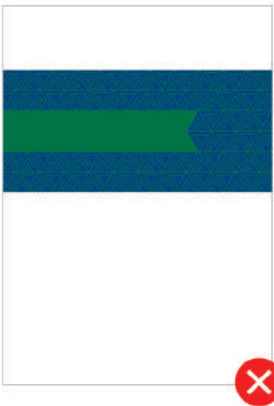
Example Three



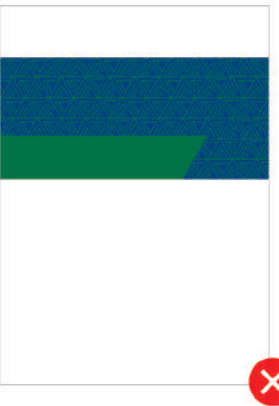
Example Four



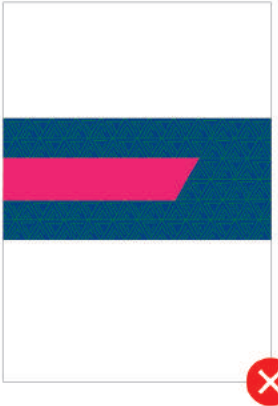
Example Five



Example Six



Example Seven



Example Eight

