

Click on the (+) button in your browser to zoom in.



Overarching Durham Brand Signature

◀ The star symbol captures Durham's brand essence, in which five creative people join to form a star. In doing so, their synergy forms additional stars, symbolizing *great things*. Stars are the universal symbol for excellence, ambition, and achievement. The bold colors reflect the community's celebration of diversity and creative expression.

Defending Durham's Brand

▶ Part of branding is to protect, scrub, and rehabilitate the brand where needed. Partnering with DCVB on the front lines is a core, grassroots group of hundreds of residents working collectively and individually as [Durham Image Watch](#).



"I love the work you are doing to improve the image of Durham."

- Rev. Carl W. Kenney, II, *Compassion Ministries of Durham*

Destination Branding and Positioning

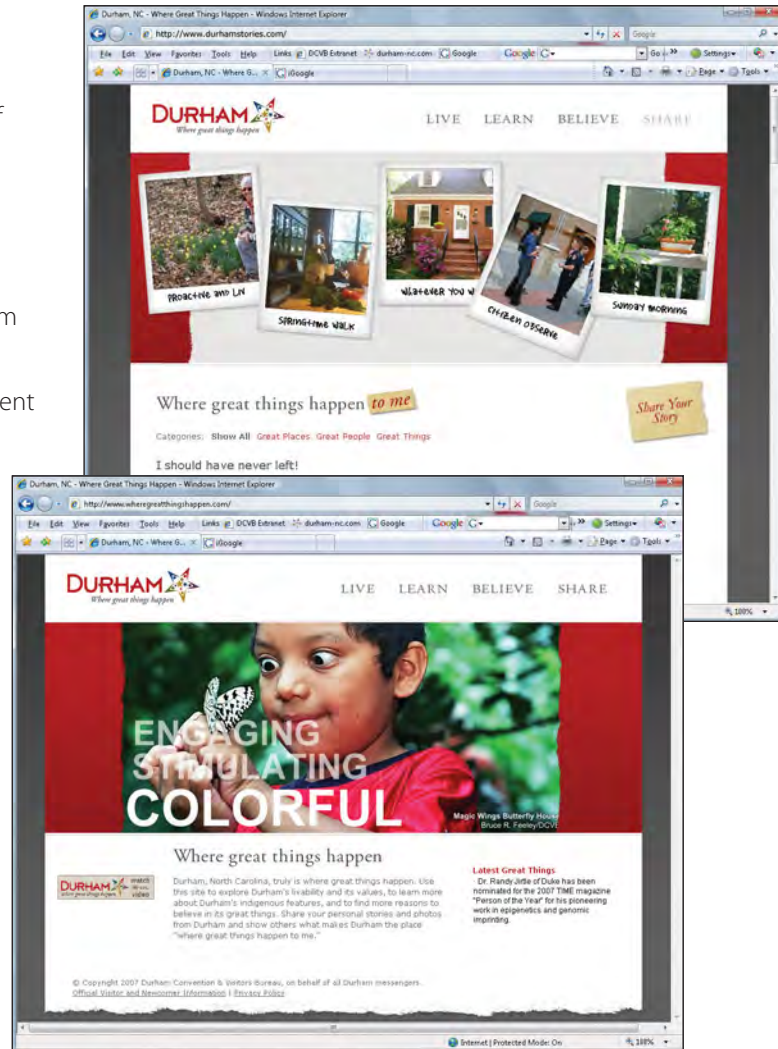
Launching Durham's Brand

▶ As Durham's marketing agency, DCVB has deployed the new overarching Durham brand through millions of impressions after it was distilled from community input and confirmed through surveys of internal and external audiences.

The [overarching brand](#) must encompass everything from RTP to NCCU, Duke to Downtown, Ninth Street, local government, and neighborhoods. Overseeing deployment is the 15-organization Durham Public Information & Communications Council.

A brand portal, [www.durhambrand.com](#), and a brand website, [www.wherethegreatthingshappen.com](#), were launched to give residents and Durham-based organizations a consistent message.

[www.durhamstories.com](#) was launched to give residents and visitors a means to share comments, stories, images, and videos of why Durham is where great things happen to them.



Embracing Durham's Brand

▶ Other Durham-based businesses, universities, neighborhoods, and organizations, including other messenger organizations, have already deployed the [overarching brand](#) in more than 250 ways.



InterNeighborhood Council of DURHAM

Come experience Duke in Durham for yourselves. It's where great things happen!

Richard H. Brodhead, President of Duke University
William V. Bell, Mayor of Durham