

The Overarching Durham Brand at a Glance

Durham's overarching brand is simply a way to communicate the essence and personality of Durham as a place and make all messengers more consistent and effective. It is honed from deeply-held resident perceptions to resonate with the external customers most likely to live, visit, study, seek wellness, relocate, and conduct business in Durham.

Core Elements for the Overarching Brand

TANGIBLES

Durham's physical and experiential elements.

These are overall elements of indigenous features and experiences in which Durham excels. Specifics in these areas should be prominent in all communication and marketing materials according to target audience and objectives.

- Distinct Cultural Identity
- Diverse Populations, Neighborhoods and Lifestyles
- Prominent Educational Institutions
- Leading Health Care Institutions
- Festivals and Events
- Historic Sites and Heritage
- Championship Spectator and Participant Sports
- Natural Areas and Activities
- Research Institutions including RTP
- Visual, Performing and Culinary Arts

PERSONALITY

Character traits that shape how Durham expresses itself.

The brand 'personality' describes the characteristics and traits of Durham as if it were a person. These traits will influence the feel and tone of voice used in communications.

- Accepting
- Activist
- Caring and Community-spirited
- Collaborative
- Colorful
- Creative
- Culturally diverse
- Engaging
- Entrepreneurial
- Genuine and Original
- Intelligent and Well educated
- Open and Welcoming
- Passionate
- Safe
- Unpretentious

BRAND VALUES

Values that Durham believes in and upholds.

These are core values to Durham. Everything conveyed about Durham should be consistent with these values.

- Accepting
- Collaborative
- Community-spirited
- Creative and Innovative
- Engaging
- Entrepreneurial
- Inclusive
- Open and Welcoming
- Original
- Outspoken
- Unpretentious
- Well educated

EMOTIONAL BENEFITS FROM THE DURHAM EXPERIENCE

Inherent emotional benefits that Durham's external customers will feel.

These are central elements of the core identity and at least one should always be embedded in marketing messages, images and experiences.

It is not intended that they be the only benefits offered. They should be constantly monitored to ensure that they are the most powerful reflections of how the brand makes customers feel.

- Accepted
- Engaged
- Enriched
- Entertained
- Healthier
- Stimulated
- Successful

CORE STRENGTHS

Strengths that capture Durham's character.

The traits, values and emotional benefits above are further distilled into four core strengths that capture Durham's distinctive character.

- Creativity
- Enrichment
- Genuine and Original
- Open and Welcoming

Durham Brand Promise

DURHAM POSITIONING STATEMENT

How Durham wants to be perceived.

Durham is a colorful, creative and entrepreneurial community where diverse and passionate people come together to shape a better world, and a place that visitors, residents, students and businesses find enriching, accepting and engaging.

BRAND ESSENCE

The shorthand that captures Durham's indispensable heart or DNA.

Where great things happen

DURHAM'S COMMITMENT

Enabling Durham to deliver on its promise.

Durham will continue to be a place that is engaging, open and accepting of people and organizations that want to make a difference.

We are committed to enhancing our status as one of the nation's leading creative communities.

We will achieve this through our outstanding educational, cultural, health care, and research institutions, as well as through our citizens' engagement and their entrepreneurial spirit.

REASONS TO BELIEVE

Evidence that the promise and benefit claims are credible.

Each year Durham and Durham-based assets continue to earn myriad accolades, high rankings and acknowledgements for visitability, livability, innovation and achievement.

Signature Elements of the Overarching Brand

SIGNATURE / LOGO DESIGN

A visual cue reminding customers of positive associations with Durham.

The most superficial of all brand elements, the visual identity acts as a cue to remind people of the positive associations that make Durham an attractive place to visit, study, locate a business or live. The logo design was developed after careful research to consistently project Durham's personality and better distinguish Durham from competitors.



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.

More information on expressing the verbal and visual identity is available from the Durham Convention & Visitors Bureau.