

Ways the Community Is Deploying the Overarching Durham Brand

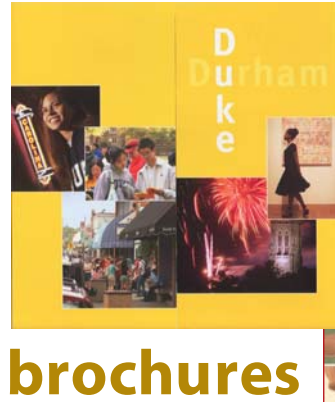


billboards & signage



cordials & souvenirs

website links



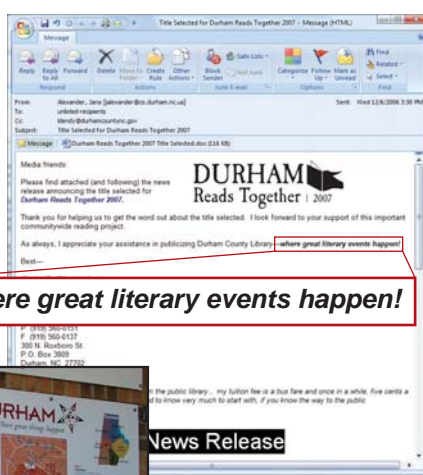
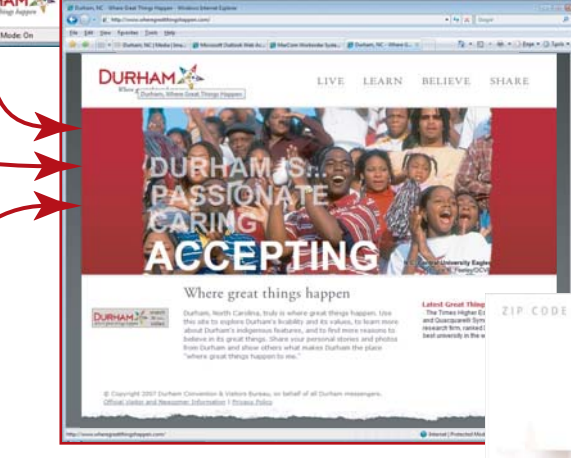
brochures

combination of old and new. Durham has always been home to a diverse group of people. Our city's rich African-American history includes a strong middle class that created what became known as a "Black Wall Street" in the early 20th century and generated an exciting blues tradition that still flourishes. Today, that diversity includes a growing Latino and international population. Durham will enrich your cultural, social, and educational experience. Many Duke students enjoy working with kids in all grades of Durham's public schools. Our engineering students partner with local contractors to design and build playgrounds and parks. And local political figures lecture in public policy classes. Chances are you'll find these and other new, creative ways to link your knowledge and interests to those of your neighbors.

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



email signatures

where great literary events happen!



article graphics

outdoor maps



press releases



information displays



wayfinding signs



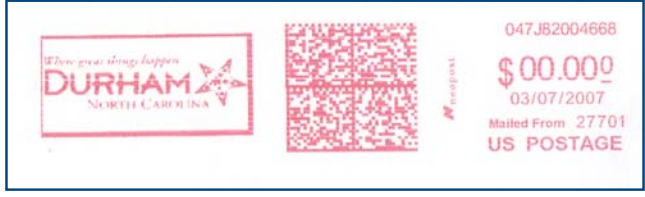
event décor



banners



postage graphics



logos



videos & advertising



InterNeighborhood Council of Durham

To explore more ways of deploying the Overarching Durham Brand in your communications, visit www.durhambrand.com.

