HANNAH JOHNSON **DUKE DIVINITY: REBRAND CONCEPT**



CURRENT BRAND MARK

DUKE DIVINITY SCHOL

The current mark, as bold as it is, seems to fall short on its ability to represent and stand for an esteemed institution. I find that the treatment of the tapers on the cross, the details and dynamism of the boat and waves, and the thin line in-cuts present an almost whimsical or playful identity, which seems to stand at odds with the high regard and professionalism held for Duke Divinity School.

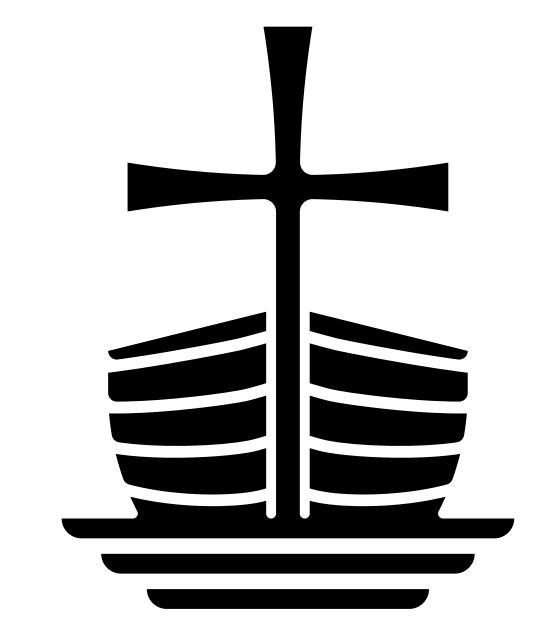
While the aspects of the mark - the cross, the water, the boat help to point to a holy and reverent identity, I believe that this composition can be made into more of an icon, and less of an on the nose representation. I sought to create a mark that integrated the individual pieces of the current mark to create a more cohesive composition, one that is more sophisticated and refined.

PROPOSED BRAND MARK









DIVINITY SCHOOL STACKED

POTENTIAL TYPE LOCKUPS



DUKE DIVINITY SCHOOL

HORIZONTAL STACKED

HORIZONTAL

POTENTIAL TYPE LOCKUPS (CONTINUED)



CIRCULAR BADGE



CIRCULAR BADGE - CONTAINED

MERCHANDISE - SWEATSHIRT





THANK YOU!