

**HANNAH JOHNSON**  
**DUKE DIVINITY: REBRAND CONCEPT**

**CURRENT BRAND MARK**



**DUKE  
DIVINITY  
SCHOOL**

**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



POTENTIAL TYPE LOCKUPS



DUKE  
DIVINITY SCHOOL

STACKED



DUKE DIVINITY SCHOOL

HORIZONTAL STACKED



DUKE  
DIVINITY SCHOOL

HORIZONTAL

**POTENTIAL TYPE LOCKUPS (CONTINUED)**



**CIRCULAR BADGE**



**CIRCULAR BADGE - CONTAINED**

# MERCHANDISE - SWEATSHIRT



**THANK YOU!**