



Duke University Blue Devils

Current Revision Date: 03/20/24

Established: 1924

Location: Durham, NC

Mascot: Blue Devil

Mascot Name: N/A

Conference: ACC

Verbiage

Duke University®
Duke®
Blue Devils®
Duke Blue Devils®
Let's Go Duke®

Note

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Duke Blue

PANTONE 287 C
CMYK: 100, 87, 20, 11 | RGB: 0, 48, 135
MADEIRA Rayon: 1076 | RA: 2436

White

White
CMYK: 0, 0, 0, 0 | RGB: 255, 255, 255
MADEIRA Rayon: 1001 | RA: 1801

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks

1



Iron Duke D

2



Iron Duke D (2 Color)

3



Devil Head

4



Iron Duke D with Devil Head

Word Marks

5



Block Duke

6



Block Duke Outline

7



Duke Heart Design

8



Blue Devils Stacked

Blue Devil

11



Blue Devil

Pitchfork

12



Pitchfork Block Duke

13



Pitchfork Script Duke

Word Marks

9



Script Duke

10



Gothic Duke University

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