Duke University Blue Devils

Established: 1924  Location: Durham, NC  Mascot: Blue Devil
Mascot Name: N/A  Conference: ACC

**Primary Marks**

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
</table>

**Word Marks**

<table>
<thead>
<tr>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block Duke</td>
<td>Block Duke Outline</td>
<td>Duke Heart Design</td>
<td>Blue Devils Stacked</td>
</tr>
</tbody>
</table>

**Blue Devil**

<table>
<thead>
<tr>
<th>11</th>
<th>12</th>
<th>13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Devil</td>
<td>Pitchfork Block Duke</td>
<td>Pitchfork Script Duke</td>
</tr>
</tbody>
</table>

**Gothic Duke University**

<table>
<thead>
<tr>
<th>9</th>
<th>10</th>
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</thead>
<tbody>
<tr>
<td>Script Duke</td>
<td>Gothic Duke University</td>
</tr>
</tbody>
</table>

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**Note:** The marks of Duke University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

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**Verbiage**

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

**Note:** DUKE UNIVERSITY is the owner of all rights, titles and interest in and to the following Indicia, which includes trademarks, service marks, designs, logos, seals and symbols. In addition to the Indicia shown below, any Indicia adopted hereafter and used or approved for use by DUKE UNIVERSITY shall be deemed to be additions to the Indicia as though shown below and shall be subject to the terms and conditions of the agreement.

- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- All uses must comply with Duke’s Trademark Licensing Policy found at www.trademarklicensing.duke.edu

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**Additional Pertinent Information**

- NO alterations or overlaying graphics to seal permitted.
- University DOES NOT license consumables
- University DOES NOT license health and beauty products
- Mascot caricatures permitted (reviewed on a case-by-case basis)
- Cross licensing with other marks may be permitted with an additional agreement (reviewed on a case-by-case basis)

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

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

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PAGE 1/1