



VISUAL IDENTITY GUIDELINES



V.2

DUQUESNE
ATHLETICS

GETTING STARTED

HOW TO USE THIS GUIDE

The visual expression of our brand can quickly become chaotic and inconsistent without setting rules for how each element should be used.

This guide provides clearly defined guardrails for the appropriate application of the Duquesne Athletics Visual Identity—ensuring a cohesive and unified expression across all branded touchpoints.

Please reference this guide when designing any Athletics branded materials.

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Wordmark
Logo
DUQ

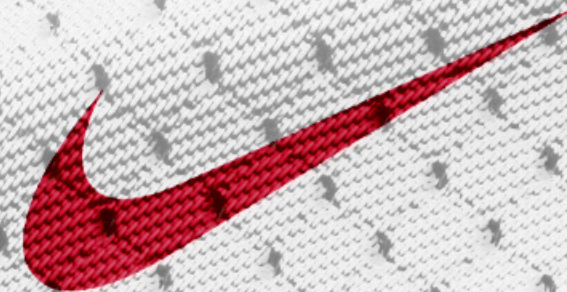
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01 KEY BRANDED ELEMENTS



PRIMARY MONOGRAM

Our monogram conveys a sense of pride, strength, and ferocity. The angular, gothic nature echoes our Spiritan flame, and gives a nod to our heritage—it forms a strong basis for the rest of the Duquesne Athletics design language.

The single color, red monogram on a field of navy blue is our primary monogram. Because our color palette leans into the navy blue as the dominant color, whenever possible, this monogram should be used.

Our brand is monogram-led. This means the monogram will be emphasized on most branded touchpoints, and should be considered first in the key branded elements hierarchy.



PMS 200

ADDITIONAL COLORWAYS

On white

When our monogram appears on white, the primary monogram should be the 1-color navy blue. This ensures that navy leads the color palette in every application. Whenever the monogram is printed in grayscale, 100% black should be used.

Secondary on colors

There are four additional approved 1-color monograms for use on fields of color as a secondary colorway. These may be used sparingly on any touchpoint where the primary monogram is not an option.

On white



PMS 282

Grayscale
(print only)



100% black,
white on black

Secondary on color



PMS 200

PMS 429

01 / KEY BRANDED ELEMENTS

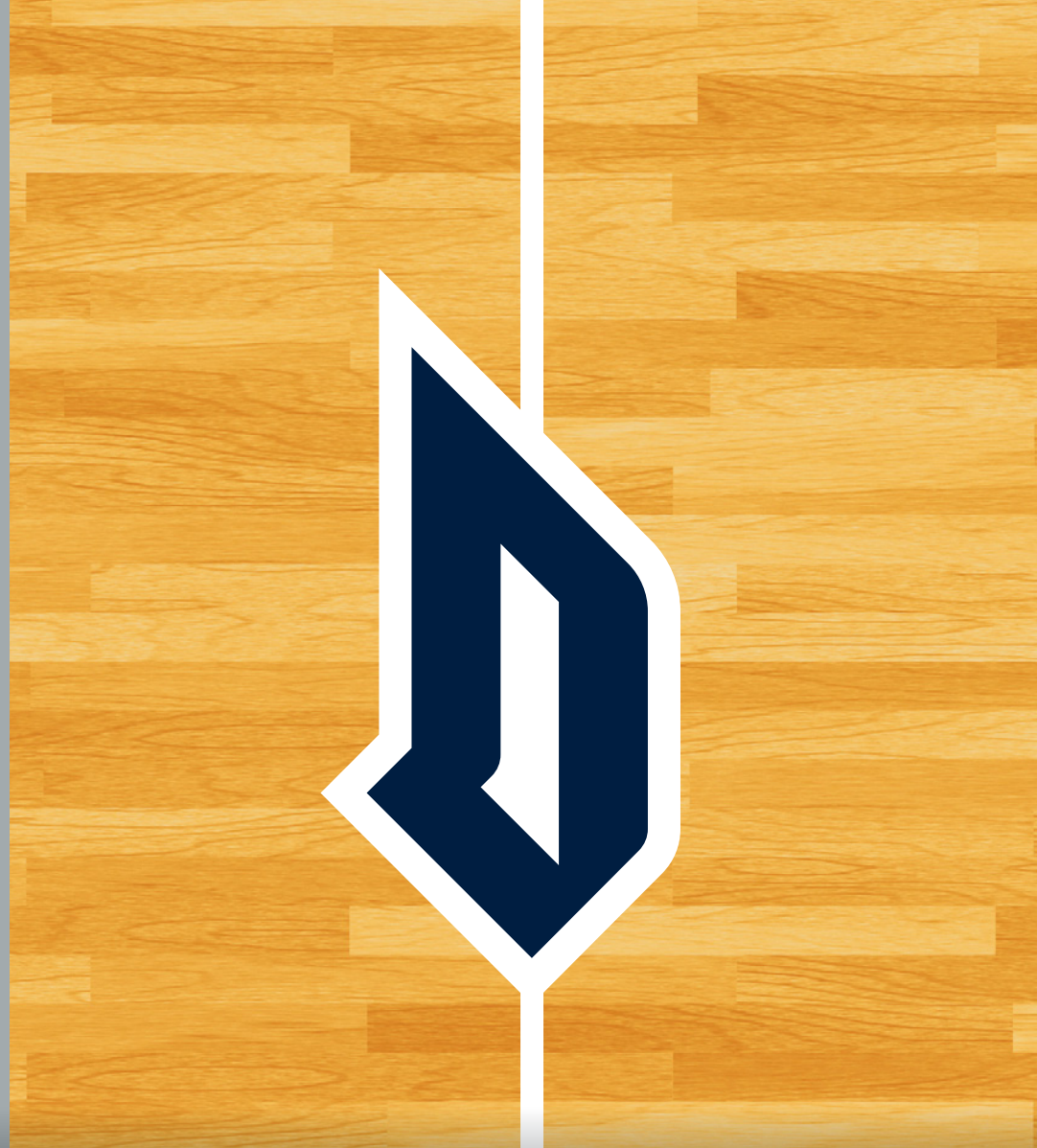
2-color



Navy + white



Red + navy



2-COLOR, FIELD/COURT ONLY

There are only two approved colorways for the 2-color monogram: navy blue + white, and red + navy blue. The thicker, 2-color monogram provides additional contrast which is necessary on top of visually busy backgrounds.

The **primary application** of the 2-color monogram is midfield and center-court. It may be used on apparel as well, but should be used **less frequently** than both the 1-color and 3-color monograms.

01 / KEY BRANDED ELEMENTS

3-COLOR
UNIFORMS & APPAREL

3-color monograms

The 3-color monogram allows our mark to live confidently and legibly on uniforms and apparel and should **only** be used on those touchpoints.

The 3-color monogram provides the greatest variation in colorways, and introduces the new electric blue into the color palette. If/when additional accent colors are introduced into the palette, the 3-color monogram is the most important element to inject the accent color into.



Applications



MONOGRAM USAGE

Depending on the touchpoint, which monogram you may use can fluctuate.

We want to lean into our **1-color monogram** as much as possible—it should be leveraged as the primary monogram.

The **2-color monogram** is the only monogram approved for field and court executions. Apart from that, it may be used occasionally on gear.

The **3-color monogram** is to be used on uniforms, apparel, and some digital applications.

When in doubt, use a 1-color monogram.

1-color



2-color



3-color



PRINT COLLATERAL	✓					
UNIFORMS	✓		✓		✓	
APPAREL/GEAR	✓				✓	
DIGITAL/ANIMATION	✓				✓	
FIELD/COURT			✓			
SIGNAGE	✓					

PRIMARY WORDMARK

The Duquesne Athletic wordmark shares a complementary design language with the monogram. Strong, vertical letters with angled accents create a very confident mark that has a bit of fierceness to it. The first 'U' is shorter to provide a subtle visual cue of the verbal pronunciation of 'Duquesne,' which also injects some visual interest and variation into the wordmark.

The primary wordmark is 1-color red on a field of navy. The wordmark can and does live on its own in many applications, but **only** as a 1-color version. It is second in the key branded elements hierarchy after our monogram.



PMS 200

01 / KEY BRANDED ELEMENTS

Primary on white



Secondary on white



Grayscale (print only)



Secondary on color



ADDITIONAL
COLORWAYS



On white

Primarily, the navy colored monogram should be used on a white background to stick with our navy-led palette. There are two secondary colorways, red and silver, that may be used sparingly. In grayscale, the wordmark appears in 100% black, or white when on black.

Secondary on colors

There are four additional approved 1-color wordmarks for use on fields of color as a secondary colorway. These may be used sparingly on any touchpoint where the primary wordmark is not an option.

PRIMARY LOGO

The Duquesne Athletics logo is a combined lockup of the monogram with the wordmark. It is simple in its centered position. The lines and construction of the monogram are clearly reflected in the wordmark, and the slight nod to the Spiritan flame in the monogram is more obvious in the logo lockup.

The primary colorway for the logo is red on a field of navy. The logo should only pair the wordmark with the simple, 1-color monogram, and **never** with the 2- or 3-color monograms.

The logo is third in the key branded elements hierarchy—the monogram and wordmark should come first.



DUQUESNE

PMS 200

ADDITIONAL COLORWAYS

On white

When our logo appears on white, the primary colorway should be the 1-color navy blue. This ensures that navy leads the color palette in every application. Whenever the logo is printed in grayscale, 100% black should be used.

Secondary colors

There are four additional approved logos for use on fields of color as a secondary colorway. These may be used sparingly on any touchpoint where the primary logo is not an option.

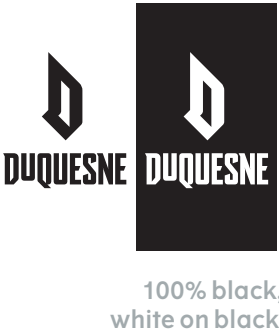
Primary on white



Secondary on white



Grayscale
(print only)



Secondary on color



ACCEPTABLE LOGOS

Colorways

The logo may **only** use approved 1-color versions of the monogram and may **never** be locked up with any of the 2- or 3-color monograms.

Lockups

Although branded touchpoints can (and should) utilize both a monogram and a wordmark, consideration should be given to their placement next to each other so as not to infringe on the approved logo lockup. Any placement of a monogram next to the wordmark that implies a new logo lockup should be avoided.

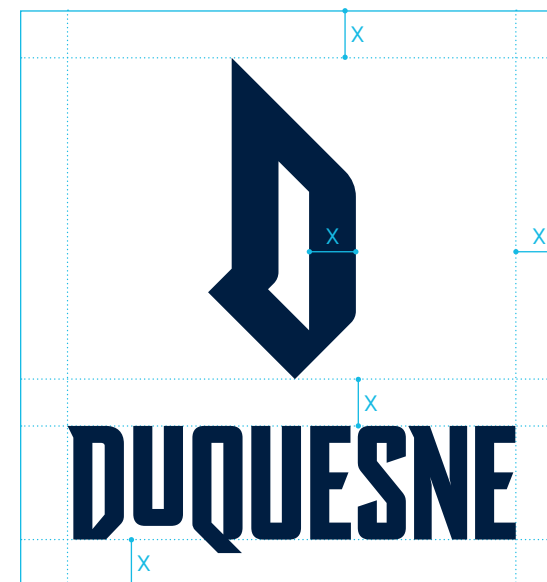
Approved logo colorways



Unapproved logo colorways (examples)



Approved logo lockup



Unapproved logo lockups (examples)



DUQ PRIMARY ABBREVIATION

‘Duquesne’ is a tricky word to pronounce. The DUQ shorthand provides a lockup that helps aid the proper accentuation, while also forming a visual tie back to the many bridges of Pittsburgh through the arching of the baseline.

The primary version is just the D-U-Q letterforms. A secondary version includes the ‘est. 1878’ tagline nestled underneath the DUQ. Red on navy should be the primary colorway.

DUQ may be used on many branded applications, but uniforms/apparel and collegiate gear most of all.

A large, bold, red DUQ primary abbreviation. The letters are thick and blocky, with a slight arch to the baseline. The 'D' and 'Q' have a distinctive shape with a diagonal cutout.

PMS 200

EST. lockup

A red DUQ EST. 1878 lockup. The DUQ is in the same bold, blocky font as above. Below it, the words 'EST.' and '1878' are stacked in a smaller, bold, sans-serif font.

DUQ SECONDARY COLORWAYS

There are two approved secondary colorways for the DUQ abbreviation: navy blue on white, and navy blue on red. Notice how the accent color for ‘est.’ changes on each background.

There should be **no grayscale** version of the DUQ abbreviation. Any application that requires a grayscale branded element should utilize the monogram, wordmark, or logo.

On white



PMS 282

EST. lockup



PMS 282

On red



PMS 282

EST. lockup



PMS 282

KEY ELEMENT HIERARCHY

When selecting what Key Branded Element to use on a touchpoint, it is important to consider the overall hierarchy of importance.

We are a monogram-led program. This means most touchpoints should use a form of our monogram, and touchpoints that use a large wordmark or DUQ should also include a smaller monogram somewhere.

After the monogram, the order of importance then goes wordmark, logo, and lastly, DUQ. Each Key Branded Element higher in the hierarchy should be considered for use before an element lower in the hierarchy. This ensures a monogram-led system.

Primary
(monogram)



Secondary
(wordmark)



Tertiary
(logo)



Quaternary
(DUQ)



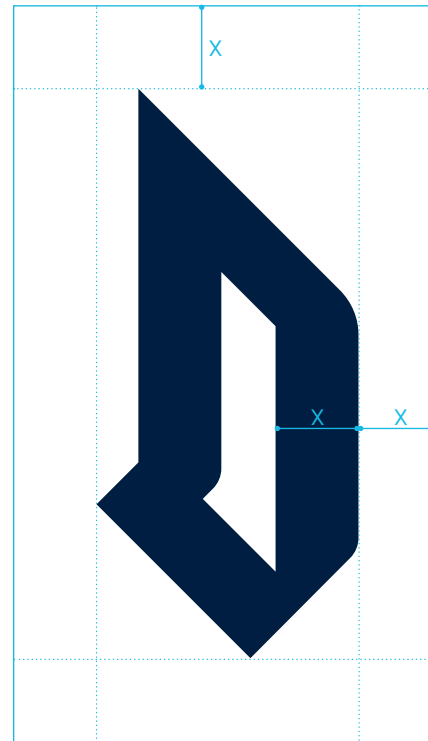
01 / KEY BRANDED ELEMENTS

CLEAR SPACE

All our key branded elements must be protected—one aspect of this protection is maintaining enough clear space around the element. Clear space is the area surrounding an element that must be kept free of any text or graphic elements.

The clear space for each branded element varies slightly, but each is derived from the construction of the element itself. This should be thought of as the minimum clear space, and when possible, should be increased to give more prominence to the brand.

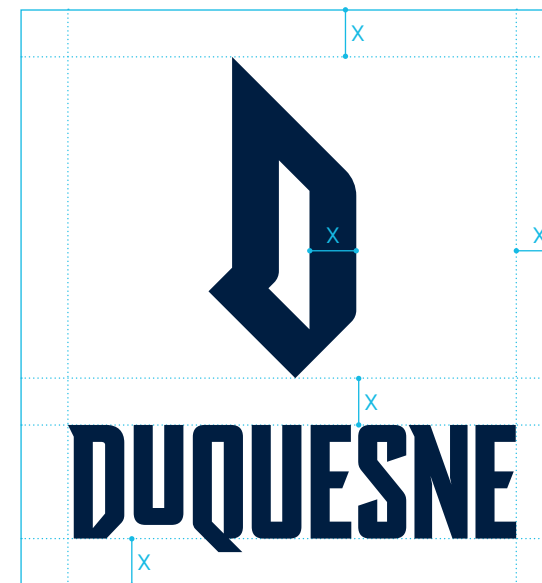
Monogram



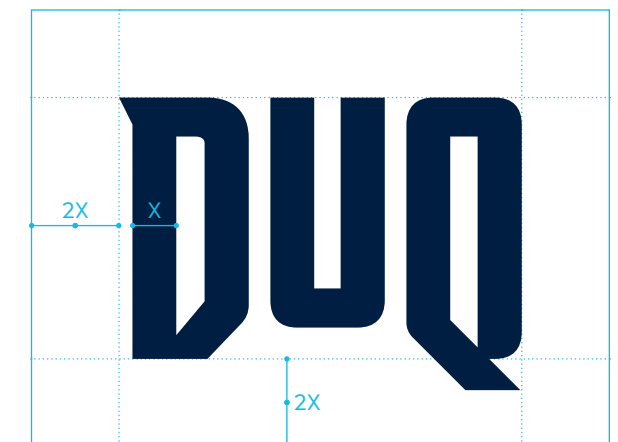
Wordmark



Logo



DUQ



01 / KEY BRANDED ELEMENTS

TRADEMARK PROTECTION

Trademarked versions of our key branded elements should be used whenever brand protection is required. Appropriate applications can include print collateral, brochures, annual reports, newsletters, advertising, press releases, and video/multimedia to name a few.

The TM should be used until the branded elements have been registered in all countries, at which point a registered trademark symbol (®) should replace the TM.

The trademark symbol should not be moved from its current position or scaled in any way.

Monogram



Wordmark



Logo



DUQ



MINIMUM SIZES

Along with clear space, another way to protect our key branded elements is to limit how small each element may be scaled. The minimum size ensures the legibility of our branding when used in printed applications.

Monogram



Wordmark



Logo



DUQ





INCORRECT USAGE

There are a million ways that our brand’s visual integrity may be compromised. Key brand elements should never be redrawn, altered, or distorted so that the Duquesne Athletics brand is always accurately represented.


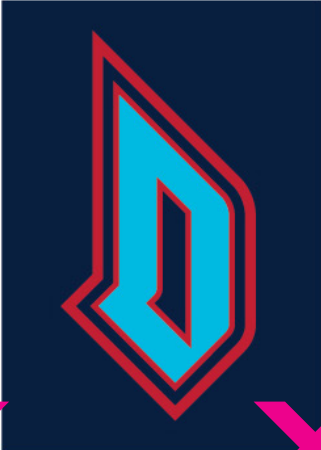
The figure to the right showcases a number of common ways an element may be misused. It is not exhaustive. Use common sense when applying our branding.

Note
Rules for incorrect usage apply to all key branded elements: monogram, wordmark, logo, and DUQ.


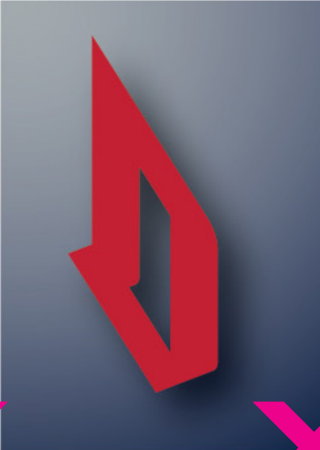
Do not change the shape of the monogram





Do not add any additional strokes





Do not skew or add drop shadows


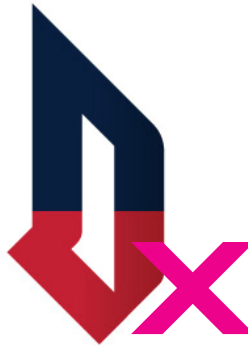


Do not place on top of a busy background





Do not use outer glow to increase visibility


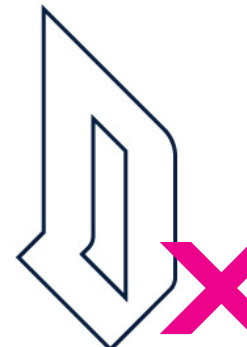






Do not create hybrid colorways





Do not apply any gradients



Do not create outlined versions



Do not rotate the monogram



Do not replace a letter with the monogram

01 / KEY BRANDED ELEMENTS

CO-BRANDING
LOCKUPS

Certain **marketing** and **digital** touchpoints will require co-branded lockups with our sponsors (e.g. Nike and LBJ). In general, our brand is most important and noticeably larger than the sponsor’s logo, separated by a vertical rail.

Depending on the background color, sponsor brands should match the color of our 1-color monogram. When two sponsors are present, they will be stacked, separated by a horizontal rail and placed next to our monogram.

Co-branded lockups should **never** be used on certain touchpoints, like gear.

+1 logo



+2 logos



CO-BRANDING CORRECT USAGE

Incorrect usage

Co-branded lockups should never have the logos touching, never create a new joint logo, or using Duquesne key branded elements other than the monogram. Limit lockups to the previously established direction.

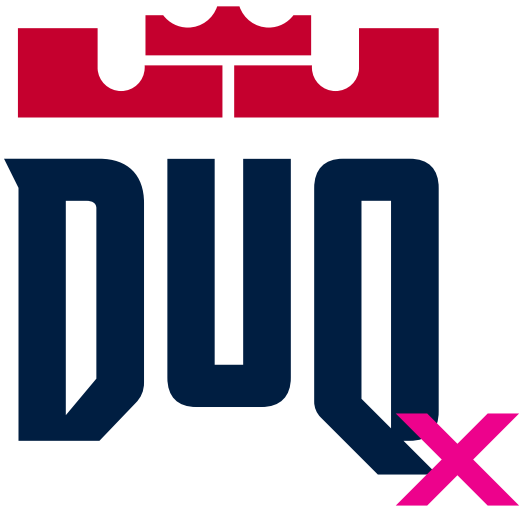
Gear usage

When used on gear or uniforms, Duquesne branding should be more dominant. Sponsor logos may be applied in secondary locations (e.g. shoulder vs. center chest of a basketball uniform), and should never use the co-branded lockup, or be as large as the Duquesne branding.

Incorrect usage



Logos may never touch



Lockups should never create a new combined logo



Lockups must use the monogram

Gear



DIGITAL APPLICATIONS

When dealing with digital applications of our key branded elements, it is important to think in terms of how the element might animate. Knowing that it has to live in a 3D environment, there is additional license given to edge and texture details.

A sharp, **beveled edge** enhances the natural sharpness of our monogram. **Metal texturing** speaks to our athletes' strength and grit while providing a reflective surface for accent lighting (embrace the lens flare!) The coloration should follow our photography style with electric blue on the left, and red light coming from the right. Additionally, text may be used as more of a texture element.



02 DESIGN SYSTEM

02 / DESIGN SYSTEM

PMS 282 C

C 100
M 90
Y 13
K 68

R 4
G 30
B 66

HEX 041E42

PMS 429 C C 21 R 162 HEX A2AAAD
M 11 G 170
Y 9 B 173
K 23

PMS 200 C

C 3
M 100
Y 70
K 12

R 186
G 12
B 47

HEX BA0C2F

PMS 3545 C C 72 R 0 HEX 00B8DE
M 0 G 184
Y 10 B 222
K 0

COLOR
PALETTE

Our colors are very important to our brand. They help us immensely with brand recognition. Follow the provided color codes to accurately reproduce our colors across print, digital, and web applications. In addition to the color fidelity, color balance is especially important to get right. Our Athletics Program is going to lean into navy, which

means the quantity of color should always favor our navy. Red is the next most important color in the system and should be used in most applications. Lastly, the electric blue and silver are accent colors and should be used sparingly—not every touchpoint will make use of the accent colors.

THE BLUFF TYPEFACE

The Bluff is a custom typeface built to complement our monogram. It is the Duquesne Athletics primary typeface.

It is a strong, condensed typeface with an aggressive appearance that comes through angled terminals, spiked serifs, and wedge-shaped counter forms. The numerals are particularly important to the family knowing that they will appear on most uniforms.

The Bluff has only uppercase letterforms.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
“ ! ? ” [{ }] / < > ‘ @ ’ # = + ;

THE WAVE TYPEFACE

The Wave typeface is Duquesne Athletics' secondary typeface and was selected to provide contrast with The Bluff as well as to optimize legibility. As such, The Wave has many applications—primarily as body copy.

Approved weights

Regular
Demibold
Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

“!?”({})/<>‘@’#+=+;

TYPE USAGE

Headlines

Bold. Punchy. Confident. Headlines need to embody our three Brand Pillars: Integrity, Pride, and Competitive Excellence. Most often, headlines should be in our primary typeface, The Bluff.

Subheads

Subheads should more often leverage The Wave typeface as they will be paired with a headline in The Bluff. Care should be given to make sure the typeface balance of a composition doesn't rely too heavily on The Bluff.

Body copy

The Wave should be used for all body copy as The Bluff loses too much legibility at smaller sizes.

Headlines

TITLES & HEADLINES ARE
RECOMMENDED IN THE BLUFF

- All Caps
- +0pt Tracking
- Leading is determined by the following equation:
type size + 2pt
- Headlines should be no more than two lines
- (Secondarily, The Wave bold may be used as a headline)

Subheads

SUBHEADS ARE RECOMMENDED
IN THE WAVE DEMIBOLD

- All Caps
- +25pt Tracking
- Leading is determined by the following equation:
type size x 1.2
- Subheads should be no more than two lines
- (Secondarily, The Bluff may be used as a subhead)

Body copy

The main body copy for all materials should be either The Wave regular or demibold. The Wave bold can be used to **highlight** or **create emphasis**.

- Sentence Case
- +0pt Tracking
- Leading is determined by the following equation:
type size x 1.5
- (The Bluff should never be used in body copy)

DUKES LOCKUPS

We are the Dukes.

There are two lockups for Duquesne Dukes: a horizontal and a stacked version, both of which come in two primary colorways.

The horizontal lockup pairs the Duquesne wordmark with “Dukes” set in our primary typeface, The Bluff. In the stacked lockup, “Duquesne” is typeset in The Wave on top of “Dukes” in The Bluff. There are two secondary stacked versions in The Bluff.

When on a field of navy, our red should be the dominant color for both lockups; however, when on white, our navy should be the dominant color. This ensures a navy-led palette.

Horizontal



Stacked



1-color horizontal



1-color stacked



Horizontal



Stacked



1-color horizontal



1-color stacked



ADDITIONAL COLORWAYS

Our two approved Duquesne Dukes lockups may also occur in three secondary colorways: red, electric blue, and silver.

The rule for color is to lead with navy—this means the largest element of the lockup becomes navy. In the stacked lockup, that means “Dukes” is navy, but in the horizontal lockup “Duquesne” is longer than “Dukes” and therefore becomes the navy.

Stacked

**DUQUESNE
DUKES**

PMS 200

**DUQUESNE
DUKES**

**DUQUESNE
DUKES**

PMS 3545

**DUQUESNE
DUKES**

**DUQUESNE
DUKES**

PMS 429

**DUQUESNE
DUKES**

Horizontal

DUQUESNE DUKES

DUQUESNE DUKES

DUQUESNE DUKES

1-color

DUQBASKETBALL
DUQBASKETBALL

DUQ alts

DUQBASKETBALL
DUQFOOTBALL
DUQLACROSSE
DUQSOCCKER

Horizontal lockups

DUQUESNE BASKETBALL

DUQUESNE BOWLING

DUQUESNE CROSS COUNTRY

DUQUESNE FOOTBALL

DUQUESNE LACROSSE

DUQUESNE ROWING

DUQUESNE SOCCER

DUQUESNE SWIMMING & DIVING

DUQUESNE TENNIS

DUQUESNE TRACK & FIELD

DUQUESNE VOLLEYBALL

PROGRAM LOCKUPS

Each of the Duquesne Athletic programs, typeset in The Bluff, is locked up with our wordmark in a horizontal format. “Duquesne” should always appear in navy, and the program name complements in red. When a 1-color version is needed, navy should be the go-to on white, and

red should be used when on a field of navy. There is also an alternate lockup with the abbreviated “Duq” mark. Each program may be locked up with “Duq” and would follow all of the color rules for the horizontal lockup.

DUQUESNE
ACADEMIC &
STUDENT SERVICES

DUQUESNE
ATHLETICS

DUQUESNE
ATHLETICS FUND

DUQUESNE
BASKETBALL

DUQUESNE
BOWLING

DUQUESNE
COMPLIANCE

DUQUESNE
CROSS COUNTRY

DUQUESNE
FOOTBALL

DUQUESNE
LACROSSE

DUQUESNE
ROWING

DUQUESNE
SOCCER

DUQUESNE
SWIMMING
& DIVING

DUQUESNE
TENNIS

DUQUESNE
TRACK & FIELD

DUQUESNE
VOLLEYBALL

1-color

DUQUESNE
VOLLEYBALL

DUQUESNE
VOLLEYBALL

**STACKED
LOCKUPS**



The alternate stacked program lockup combines a navy wordmark centered above a red, all uppercase program name typeset in The Wave. There are also 1-color versions for use on white and on navy, when the 2-color version is not an option.

STACKED LOCKUPS

There is a second stacked program lockup that makes use of our logo instead of just the wordmark. The lockup is navy-led, making use of a blue logo with the program name in red. When on a field of navy, the logo switches to red and the program name to white.



PATTERNS

THE RANGE

There are two primary patterns for use, both built off the angled nature of the monogram and rooted in our Pittsburgh environment.

The Range

The first is an array of stripes stacked to create a more aggressive 'mountain range' motif. The primary colorway pairs our two main colors: navy and red. All secondary colorways pair navy with an accent color.

Patterning is a secondary graphic device that should be used minimally.

Primary colorway

Secondary colorways

PATTERNS

THE RIPPLE

There are two primary patterns for use, both built off the angled nature of the monogram and rooted in our Pittsburgh environment.

The Ripple

The second is an array of stripes stacked to create a softer water, or 'ripple,' motif. The primary colorway pairs our two main colors: navy and red. All secondary colorways pair navy with an accent color.

Patterning is a secondary graphic device that should be used minimally.

Primary colorway

Secondary colorways

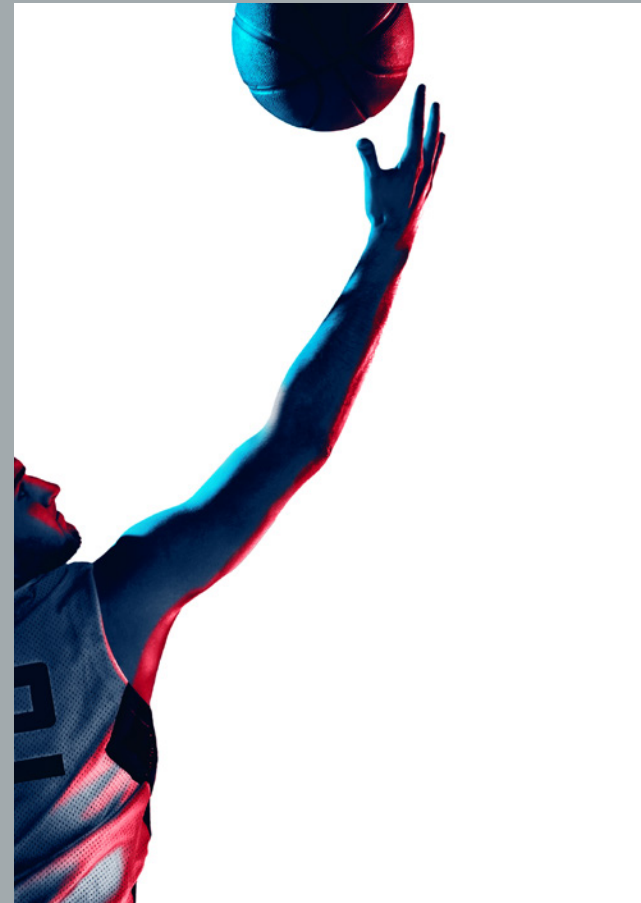


PHOTOGRAPHY

NAVY-BASED

Navy-based photography is gritty and moody. We capture the drive and commitment of our athletes through closeup angles of their faces, hands on equipment, and in competitive action. The subject should feel isolated, creating a calmer dark navy background for content to sit on. Texture is also important to maintain through proper

lighting—pure white highlights of perspiration and light reflection should be captured. Coloration in post adds red highlights to the right/bottom of the image and electric blue highlights to the left/top side of the image. Overall, this maintains the proper balance of colors and creates an ownable, easily recognized photography style.



PHOTOGRAPHY WHITE-BASED

White-based photography is all about creating a dynamic silhouette. Athletes are always in the action—running, jumping, shooting, and kicking. The deep navy tonality of the athlete will ensure proper contrast on a white background, while maintaining our navy-led palette.

The lighting of the image is similar to the navy-based photography. Red washes the right side of the subject, and electric blue shines on the left. Care should be given to maintain pure white tones in the subject, creating a dark-toned, high-contrast athlete.

GRAPHIC DEVICES

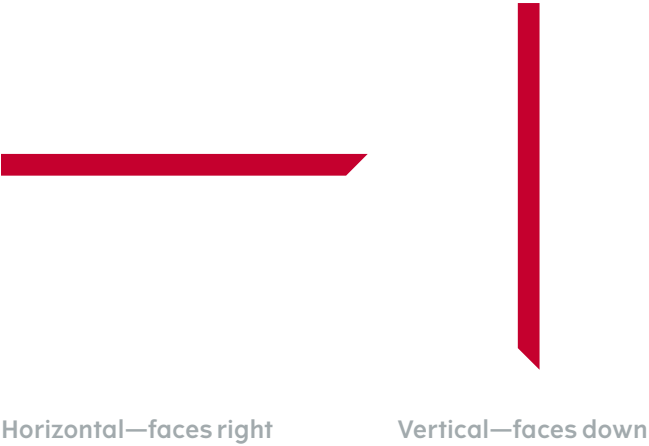
Rails

Rails are used to divide two pieces of content and to provide visual interest. They are used throughout this guideline and may be either vertical or horizontal orientation—but the angle must face right (if horizontal) or down (if vertical). The only approved colors are red and white.

Hypocycloids

The hypocycloid is a nod back to our Pittsburgh roots. A single hypocycloid should never appear by itself—it must always include 3 or more arranged in a line. It's used primarily as an accent on sports uniforms, and may **only** be used in our electric blue color.

Rails



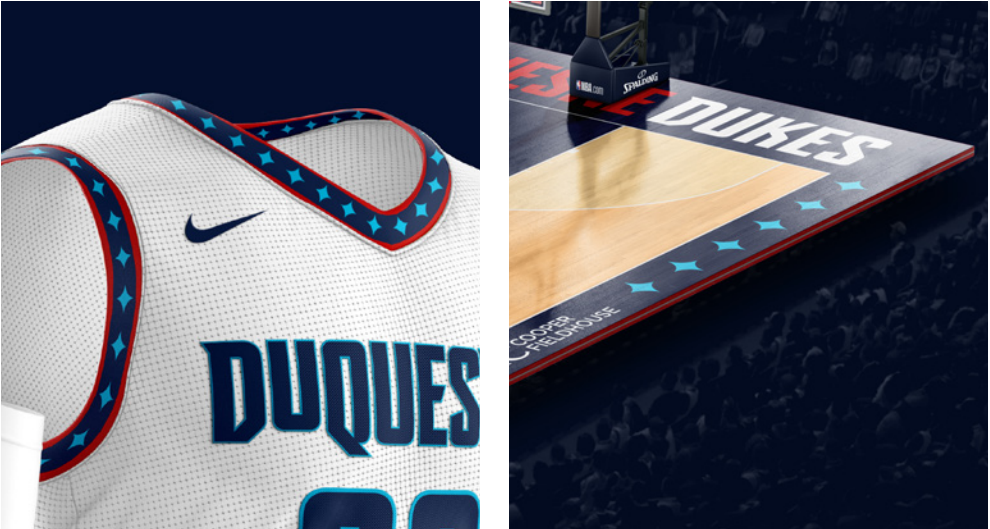
Hypocycloids



Applications



Applications



03 VISUAL APPLICATIONS



03 / VISUAL APPLICATIONS

BASKETBALL INSPIRATION

Shown are some inspirational directions for basketball uniforms. Notice the consistent inclusion of our monogram in each variation. The chest branding could be done with any one of our key branded elements, but should always include a monogram that adheres to the approved colorways. Numerals should always use The Bluff typeface.

The 45 degree angle is a powerful graphic device to add dynamism to any uniform. Both of our patterns work extremely well in limited quantities on the uniforms. Lastly, there may be special game opportunities to create alternate electric blue-led designs.

[41] VISUAL IDENTITY GUIDELINES v2.0

Wordmark
Hypocycloid patterning



3-color monogram
Angled field of red



DUQ abbreviation
The Ripple pattern stripe



Electric blue alt
The Range patterning



03 / VISUAL APPLICATIONS

FOOTBALL INSPIRATION

Uniforms and equipment have the flexibility to make use of either the 1-color or 3-color monogram, as displayed here.

The stripe running down the middle is a great opportunity to leverage one of our approved patterns. The pattern may dead end at the front of the helmet in one of our key branded elements, although the DUQ lockup works especially well.

As with basketball, there may be an option for alternate uniforms that leverage the electric blue for select special games.



COURT & FIELD INSPIRATION

Examples of court and field executions are shown at right. These touchpoints are the only approved locations to make use of the 2-color monogram.

Branding for the basketball court should lead with a heavy dose of our navy—red and white become pops of color, and perhaps just the slightest amount of electric blue is injected in the array of hypocycloids.

The horizontal Duquesne Dukes lockup feels like it was meant to go at the ends of the court—and in the football end zones—due to its perfect proportions.



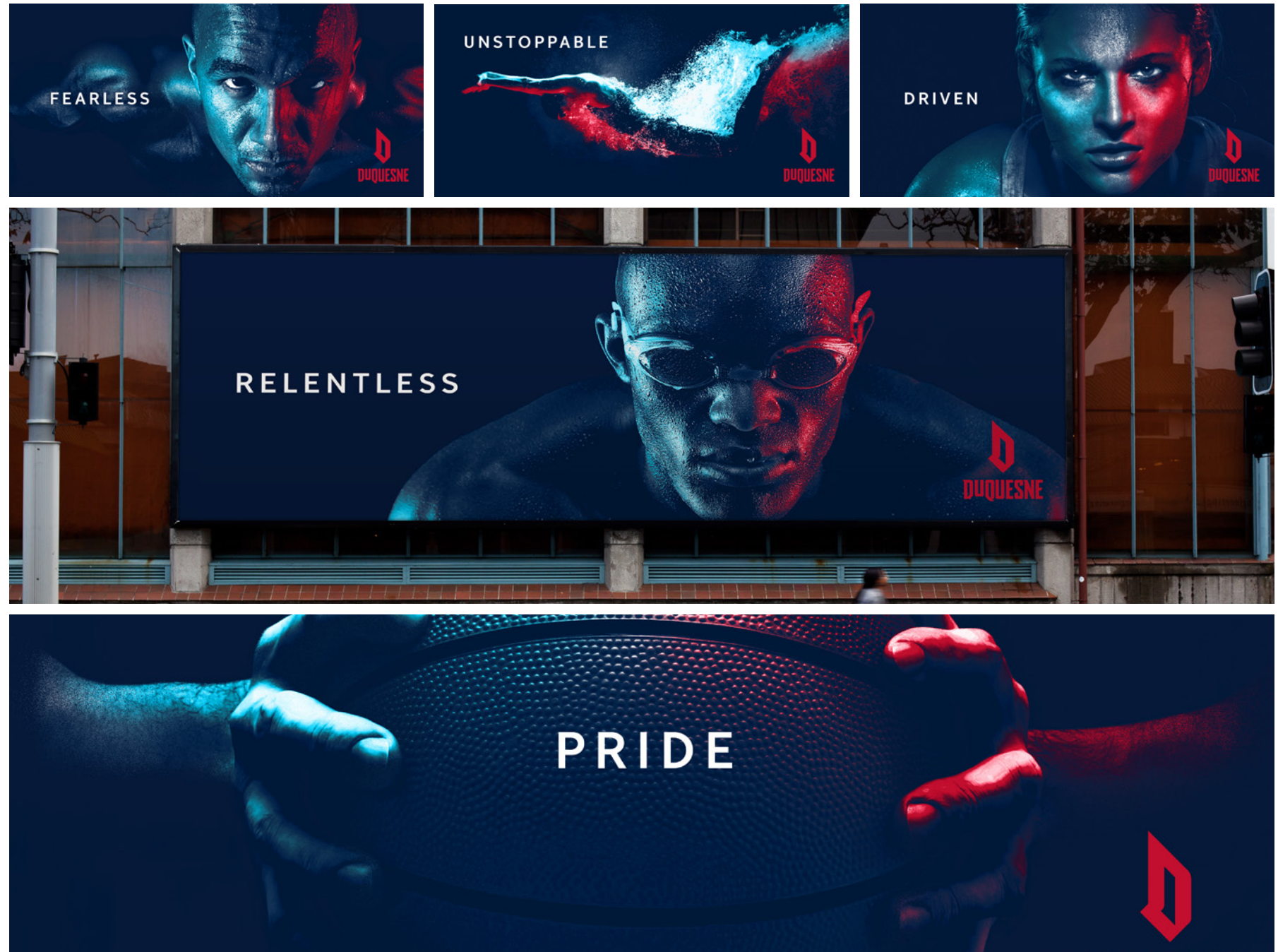
03 / VISUAL APPLICATIONS

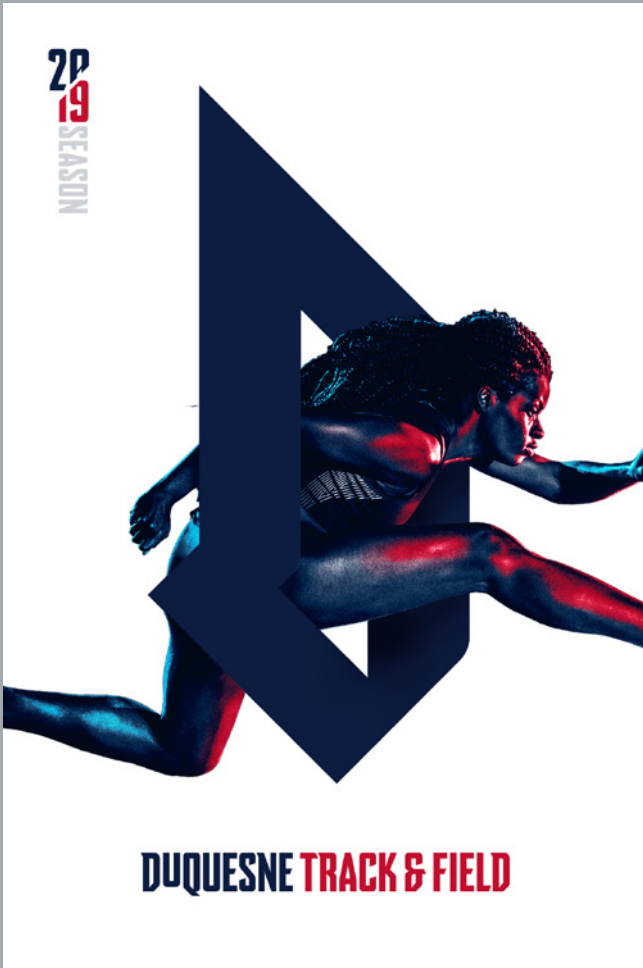
BILLBOARD INSPIRATION

The navy-based photography looks amazing in a horizontal billboard format. The simplicity of an athlete's face, off-centered, provides clear background space for a powerful, one word message.

Our logo is placed in the bottom right corner—it should always be on the same side as the red cast light of the photography; the electric blue light should be on the opposite side.

Messages should never be placed on the athlete's face, but may occur on top of athletic equipment (e.g. the basketball) where legibility allows.





POSTER INSPIRATION



The white-based photography, when paired with the graphic silhouette of our monogram, creates a dynamic, action-filled composition that balances the simplicity of a clear system of elements with the energy and variance of athletes in action.

Because of the strength of the monogram and the athlete, typography should be kept to a minimum. In this example, the horizontal program lockup is placed at the bottom, and a 2019 Season (note the specialized angled treatment) lockup in the upper left.

PRINT COLLATERAL

There is a multitude of print collateral to be developed as part of the new athletic branding. Some simple rules should be kept in mind:

Don't overbrand. Try pairing a monogram with a separate wordmark. You don't need more than one monogram per touchpoint.

Embrace the white space. Our branding likes to breathe and feel comfortable on the page.

Consider the palette. Remember we are navy led—this should minimize the number of predominantly red applications.



HATS INSPIRATION

The are hundreds of ways our brand can come to life on a touchpoint like hats. Any of our key branded elements may be used in its defined approved colorways. Apparel may make use of the 3-color monogram options. Patterning may even be used with a light touch.



APPAREL INSPIRATION

Larger apparel applications require confident, overt branding that celebrates the athletics department. Make sure to never have more than one monogram per touchpoint.

When designing apparel, keep in mind the overall color balance of the athletics brand. This means there should be **more** navy-led touchpoints than any other color. This doesn't mean other colors cannot be used, but when you look at the color palette of all our gear together, it should reflect the proper color balance for the athletics brand.



WATER BOTTLES

Water bottles are another touchpoint to emphasize the key branded elements with any of the appropriate colorways, but may also use secondary elements, like pattern.



FINAL CONSIDERATIONS

THIS IS A LIVING DOCUMENT

Our new visual identity looks amazing! We know there will be more touchpoints to consider and elements that may require additional definition as issues arise. As such, this document will need to be updated and recirculated as revisions are made.

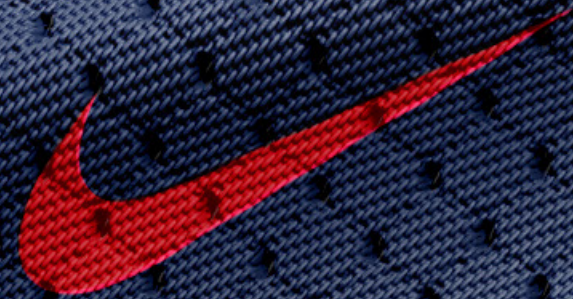
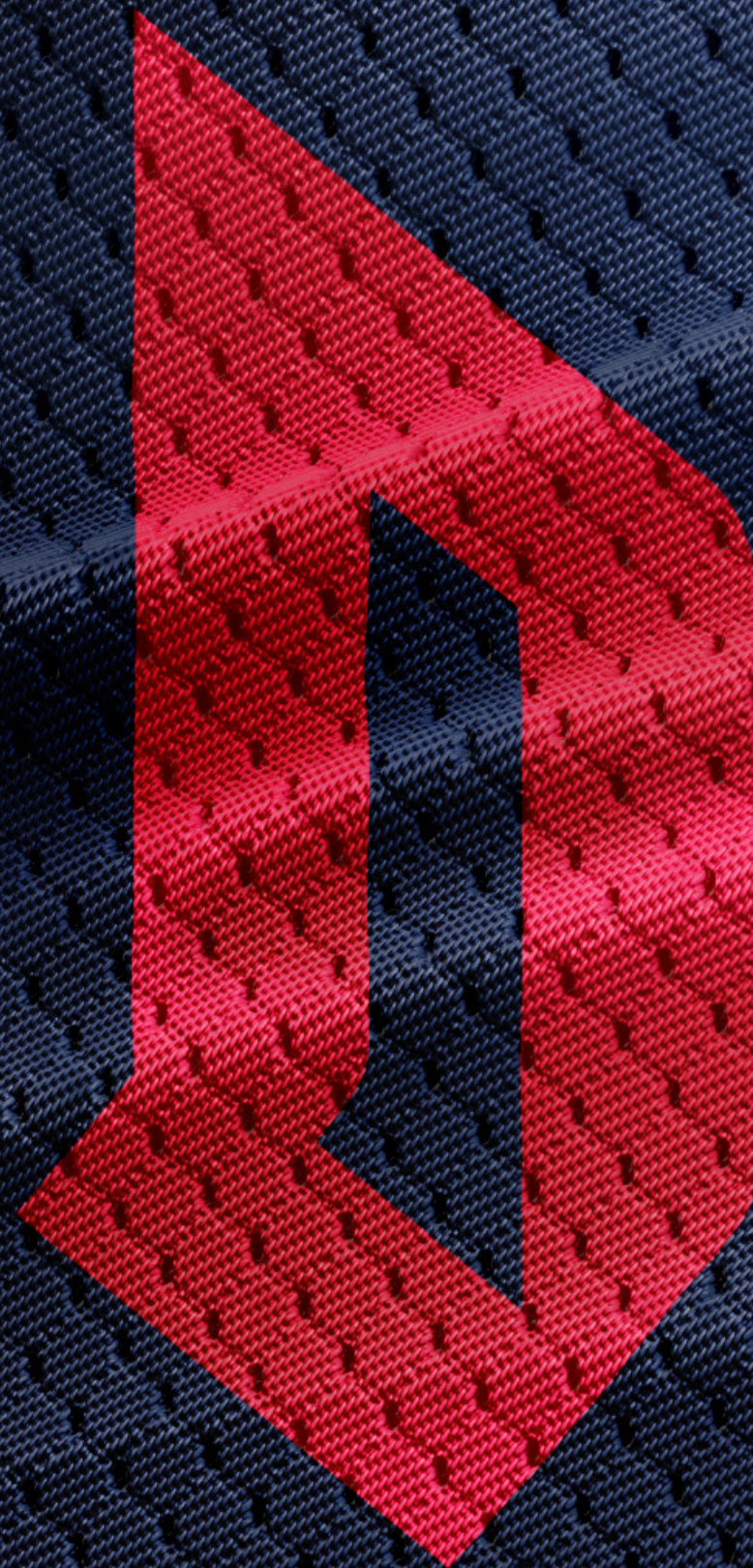
If you have questions about how to apply any of the elements in this guideline, please reach out to:

Megan Jahrling

Associate Athletic Director, External Relations

jahrlingm@duq.edu

1 [412] 396-5333



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