

DUKE UNIVERSITY BLUE DEVILS

DUKE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, 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.

GENERAL INFORMATION		VERBIAGE	
ESTABLISHED DATE: 1838	MASCOT: Blue Devil	Duke University®	Wade Wacko®
LOCATION: Durham, NC	MASCOT NAME: N/A	Duke®	Blue Devils®
CONFERENCE: Atlantic Coast Conference (ACC)		Cameron Crazie®	

COLOR INFORMATION

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

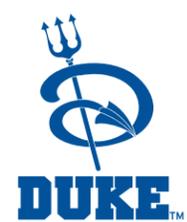
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
Blue	Pantone 287	Madeira 1076	RA2436
White	White	White	White

DUKE BLUE

ADDITIONAL PERTINENT INFORMATION

	YES	NO	RESTRICTIONS
• Duke Shield permitted on products for resale:	X		
• Alterations to logos permitted:		X	
• Overlying/intersecting graphics permitted with logos:		X	
• University licenses consumables:		X	
• University licenses health & beauty products:		X	
• University permits numbers on products for resale:		X	
• Mascot caricatures permitted:		X	
• Cross licensing with other marks permitted:	X		Approved on a case-by-case basis.
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			
• 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 .			

BLUE DEVIL		PITCHFORK	
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1  Blue Devil	2  Flaming Blue Devil	10% royalty rate and addendum must be signed before using marks 3 & 4.	
		3  Pitchfork Block Duke	4  Pitchfork Script Duke

PRIMARY MARKS

5  Iron Duke D with Devil Head	6  Devil Head	7  Iron Duke D
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IRON DUKE D VARIATIONS

8  Iron Duke D with Basketball	9  Iron Duke D with Football	10  Gothic D
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WORD MARKS

11  Script Duke	12  Gothic Duke	13  Gothic Duke University	
14  Block Duke	15  Block Duke Outline	16  Duke Heart Design	17  Blue Devils Stacked

DUKE SHIELD

18  Duke Shield	19  Duke Shield Outline	20  Gothic Duke and Shield
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