

OCTOBER 11, 2011

# DUKE UNIVERSITY BLUE DEVILS























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GENERAL INFORMATION		VERBIAGE	
LOCATION: DURHAM, NC	ESTABLISHED DATE: 1838	Duke University ®	Wade Wacko ®
MASCOT: BLUE DEVIL	CONFERENCE: ATLANTIC COAST CONFERENCE	Duke ®	Blue Devils ®
MASCOT NICKNAME: N/A	(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®colors is a registered trademark of PANTONE, Inc.			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
BLUE WHITE	PANTONE 287 WHITE	MADEIRA 1076 WHITE	RA 2436 WHITE
DUKE BLUE			

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• Duke Shield permitted on products for resale:	<u>X</u>		
• Alterations to logos permitted:		<u>X</u>	
• Overlaying/intersecting graphics permitted with logos:		<u>X</u>	
• University licenses consumables:		<u>X</u>	
• University licenses health & beauty products:		<u>X</u>	
• University permits numbers on products for resale:		<u>X</u>	
• Mascot caricatures permitted:		<u>X</u>	
• Cross licensing with other marks permitted:	<u>X</u>		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 <a href="http://www.trademarklicensing.duke.edu">www.trademarklicensing.duke.edu</a> .			

BLUE DEVIL		PITCHFORK	
1	2	Addendum must be signed before using marks 3 & 4	
		3	4
Blue Devil	Flaming Blue Devil		
		Pitchfork Block Duke	Pitchfork Script Duke

PRIMARY MARKS			
<div>5</div> <div></div> <div>Iron Duke D with Devil Head</div>	<div>6</div> <div></div> <div>Devil Head</div>	<div>7</div> <div></div> <div>Iron Duke D</div>	
IRON DUKE D VARIATIONS		GOTHIC D	
<div>8</div> <div></div> <div>Iron Duke D with Basketball</div>	<div>9</div> <div></div> <div>Iron Duke D with Football</div>	<div>10</div> <div></div> <div>Gothic D</div>	
WORD MARKS			
<div>11</div> <div></div> <div>Script Duke</div>	<div>12</div> <div></div> <div>Gothic Duke</div>	<div>13</div> <div></div> <div>Gothic Duke University</div>	
<div>14</div> <div></div> <div>Block Duke</div>	<div>15</div> <div></div> <div>Block Duke Outline</div>	<div>16</div> <div></div> <div>Duke Heart Design</div>	<div>17</div> <div></div> <div>Blue Devils Stacked</div>
DUKE SHIELD			
<div>18</div> <div></div> <div>Duke Shield</div>	<div>19</div> <div></div> <div>Duke Shield Outline</div>	<div>20</div> <div></div> <div>Gothic Duke and Shield</div>	