## DUKE UNIVERSITY BLUE DEVILS



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Duke Shield

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  |                               |
|--|--|---|-------------------------------|
| LOCATION: DURHAM, NC MASCOT: BLUE DEVIL MASCOT NICKNAME: N/A | ESTABLISHED DATE: 1838 CONFERENCE: ATLANTIC COAST CONFERENCE (ACC) | Duke University ®<br>Duke ®<br>Cameron Crazie ® | Wade Wacko ®<br>Blue Devils ® |

## **COLOR INFORMATION**

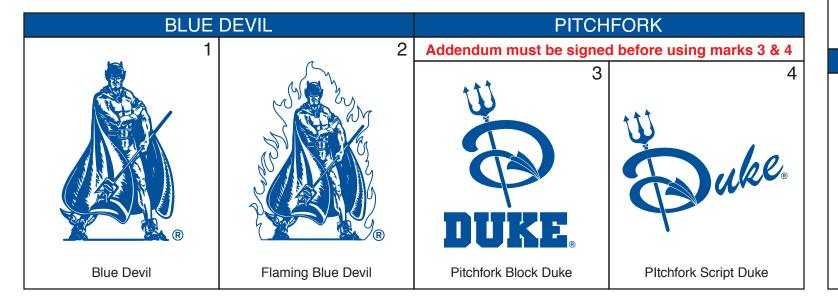
You must use the approved university colors or the \*PANTONE®colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE®colors is a registered trademark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

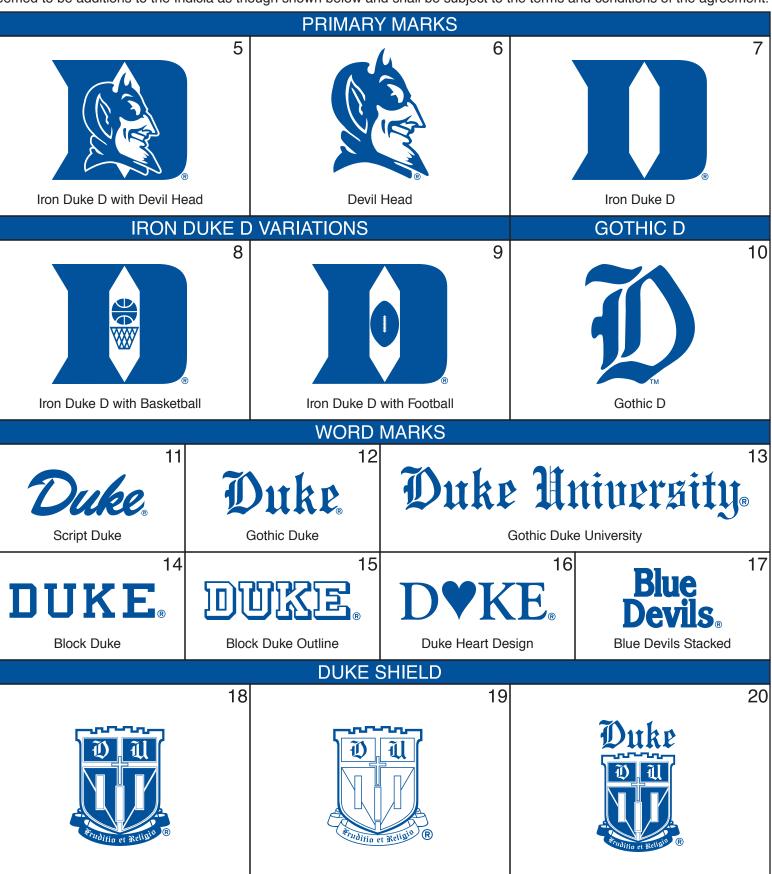
| SCHOOL COLORS | PANTONE COLORS       | THREAD COLORS         |                  |
|---------------|----------------------|-----------------------|------------------|
| BLUE<br>WHITE | PANTONE 287<br>WHITE | MADEIRA 1076<br>WHITE | RA 2436<br>WHITE |
|               |                      |                       |                  |

## DUKE BLUE

## ADDITIONAL PERTINENT INFORMATION Yes No Restrictions • Duke Shield permitted on products for resale: Alterations to logos permitted: · Overlaying/intersecting graphics permitted with logos: University licenses consumables: · University licenses health & beauty products: • University permits numbers on products for resale: · Mascot caricatures permitted: Approved on a case-by-case basis. · Cross licensing with other marks permitted: • 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.

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**Duke Shield Outline** 

Gothic Duke and Shield