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For any questions regarding this guide or the proper usage of the Duke Arts logo please contact:
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This guide is to be used to ensure consistent use of the Duke Arts logo. Following the recommendations in this guide will ensure the branding of the Duke Arts logo as an identity mark for Duke Arts.
The color logos below are approved versions of the Duke Arts logo.

The Duke Arts logo may never be re-created or redrawn. All components of the logo must stay the same. Always use the electronic art supplied by Duke Arts. Please also see page 7 regarding unacceptable logo treatments.

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COLOR LOGO, HORIZONTAL ORIENTATION

Duke Arts

COLOR LOGO, VERTICAL ORIENTATION

Duke Arts

COLOR LOGO, HORIZONTAL ORIENTATION WITH URL

DukeArts
arts.duke.edu

COLOR LOGO, VERTICAL ORIENTATION WITH URL

Duke Arts
arts.duke.edu
The black and white logos below are approved versions of the Duke Arts logo.

The Duke Arts logo may never be re-created or redrawn. All components of the logo must stay the same. Always use the electronic art supplied by Duke Arts. Please also see page 7 regarding unacceptable logo treatments.
The two color logos below are approved versions of the Duke Arts logo.

The Duke Arts logo may never be re-created or redrawn. All components of the logo must stay the same. Always use the electronic art supplied by Duke Arts. Please also see page 7 regarding unacceptable logo treatments.
The Duke Arts logo was created using the “Duke” University wordmark and Gotham Book font. Below is the font family for Gotham.

The Duke University style guide can be found [here](https://styleguide.duke.edu/)

Gotham Light

*Gotham Light Italic*

Gotham Book

*Gotham Book Italic*

Gotham Medium

*Gotham Medium Italic*

Gotham Bold

*Gotham Bold Italic*
The Duke Arts logos use five CMYK colors, specified below. The Duke Arts logo colors should never be re-colored or adjusted.

The CMYK colors are as follows:

Darker Orange
C 5%  M 74%  Y 83%  K 0.2%

Green
C 49%  M 38%  Y 87%  K 16%

Yellow
C 0%  M 35%  Y 85%  K 0%

Blue
C 86%  M 72%  Y 22%  K 6%

The Duke Arts logo with url uses an additional color for the url. The Duke Arts logo with two colors uses the same additional blue color. The CMYK of that color is listed below.

C 100%  M 100%  Y 25%  K 25%
Below is a list of unacceptable usages of the Duke Arts logo.

1) If possible, do not place the logo on a colored background. A white background is preferred.

2) Do not change the colors of the logo.

3) Do not use the logo over photography or a patterned background that interferes with the logo’s legibility.

4) Do not apply a drop shadow to the logo.

5) Do not rotate the logo.

6) Always picture the logo large enough to be legible.

7) Do not crop or change the proportions of the logo.

8) Do not place logo inside of an outlined shape.

9) Do not change the width of the line within the logo.