

DUKE ARTS LOGO  
USAGE GUIDE

Duke Arts

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For any questions regarding this guide or the proper usage of the Duke Arts logo please contact:  
Beverly Boone Meek  
Arts Outreach and Communications Assistant  
Office of the Vice Provost for the Arts  
[beverly.meek@duke.edu](mailto:beverly.meek@duke.edu)

## USING THIS GUIDE

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.

## COLOR LOGO

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

The logo consists of the word "Duke" in a dark blue serif font, followed by the word "Arts" in a sans-serif font where the "A" is orange, the "r" is green, and the "ts" are blue.

COLOR LOGO, VERTICAL ORIENTATION

The logo consists of the word "Duke" in a dark blue serif font, stacked above the word "Arts" in a sans-serif font where the "A" is orange, the "r" is green, and the "ts" are blue.

COLOR LOGO, HORIZONTAL ORIENTATION WITH URL

The logo consists of the word "Duke" in a dark blue serif font, followed by the word "Arts" in a sans-serif font where the "A" is orange, the "r" is green, and the "ts" are blue. Below the logo, the URL "arts.duke.edu" is written in a small, dark blue sans-serif font.

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COLOR LOGO, VERTICAL ORIENTATION WITH URL

The logo consists of the word "Duke" in a dark blue serif font, stacked above the word "Arts" in a sans-serif font where the "A" is orange, the "r" is green, and the "ts" are blue. Below the logo, the URL "arts.duke.edu" is written in a small, dark blue sans-serif font.

## BLACK & WHITE LOGO

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.

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BLACK AND WHITE LOGO, HORIZONTAL ORIENTATION

Duke Arts  
**Duke Arts**

BLACK AND WHITE LOGO, VERTICAL ORIENTATION

Duke Arts **Duke Arts**

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BLACK AND WHITE LOGO, HORIZONTAL ORIENTATION WITH URL

Duke Arts  
arts.duke.edu  
**Duke Arts**  
arts.duke.edu

BLACK AND WHITE LOGO, VERTICAL ORIENTATION WITH URL

Duke Arts **Duke Arts**  
arts.duke.edu arts.duke.edu

## TWO-COLOR LOGO

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.

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TWO COLOR LOGO, HORIZONTAL ORIENTATION

Duke Arts

TWO COLOR LOGO, VERTICAL ORIENTATION

Duke  
Arts

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TWO COLOR LOGO, HORIZONTAL ORIENTATION  
WITH URL

Duke Arts  
arts.duke.edu

TWO COLOR LOGO, VERTICAL ORIENTATION WITH URL

Duke  
Arts  
arts.duke.edu

## LOGO FONT

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/): <https://styleguide.duke.edu/>

Gotham Light

*Gotham Light Italic*

Gotham Book

*Gotham Book Italic*

**Gotham Medium**

***Gotham Medium Italic***

**Gotham Bold**

***Gotham Bold Italic***

## LOGO COLORS

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%



## UNACCEPTABLE LOGO TREATMENTS

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.

