



B R A N D G U I D E

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MAIN LOGO



VARIATIONS LOGO

LOGO VARIATIONS



FULL COLOR DESIGN



GREY SCALE DESIGN



1 COLOR DESIGN

LOGO USAGE



EXCLUSION ZONES

Always allow a minimum space around the logo.



MINIMUM WIDTH

The logo minimum width is 90px or 32mm.



MAXIMUM WIDTH

There is no maximum size defined for this logo.

TYPOGRAPHY

OUTAGE-REGULAR

MAIN FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ + = : ; ? > <

DUKE

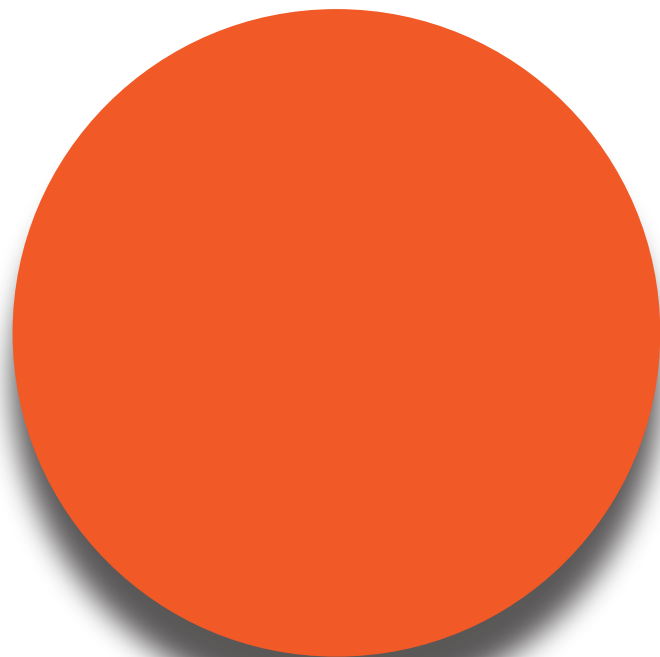
SECONDARY FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

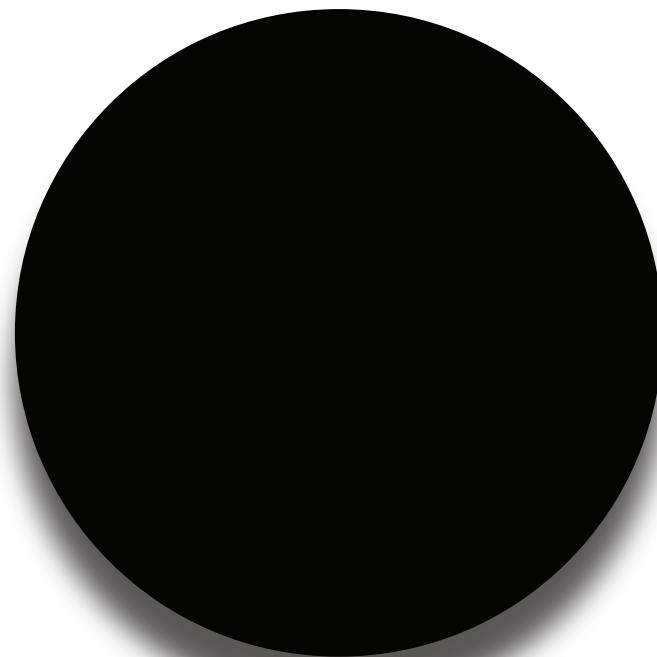
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + = " : ; ? > <

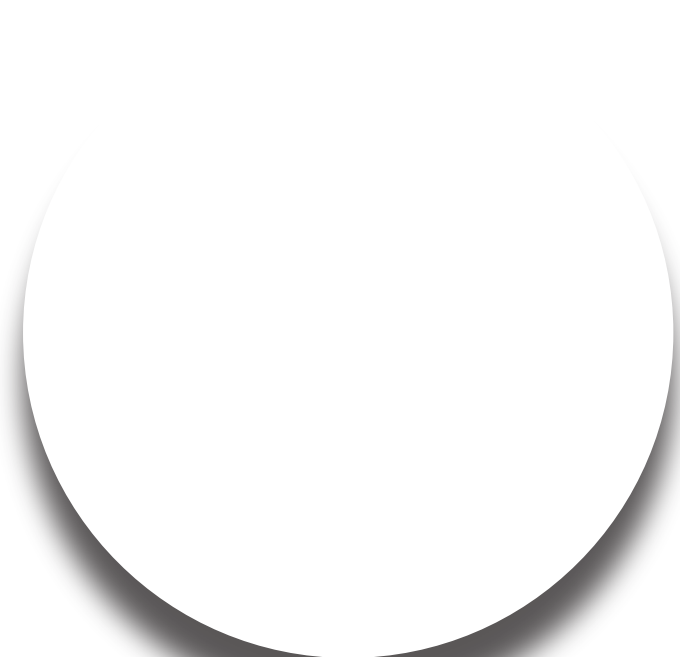
COLOR



HEX F15C27
R241 G92 B39
C0 M79 Y96 K0

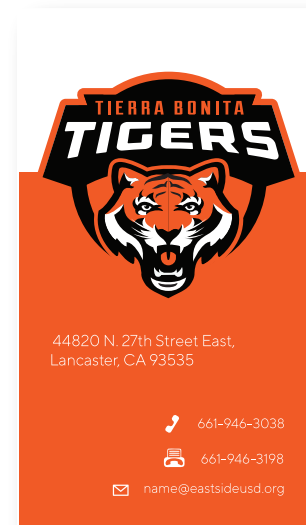


HEX #000000
R0 G0 B0
C0 M0 Y0 K100



HEX #ffffff
R255 G255 B255
C0 M0 Y0 K0

BRAND APPLICATION



STATIONARY

BRAND APPLICATION



APPAREL



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