



James Madison University

Current Revision Date: 02/23/24

Established: 1908

Location: Harrisonburg, VA

Mascot: Dukes

Mascot Name: Duke Dog

Conference: Sun Belt

Verbiage

James Madison University®
JMU®
JMU Dukes™
Dukes™
James Madison Dukes™
Madison™

Proud and True™
Marching Royal Dukes™
Being the Change®
Dukes Lager™
Duke Dog™
J Maddy™

Purple	Gold	Gray	Black	Red (tongue only)
PANTONE 2685 C CMYK: 93, 100, 18, 21 RGB: 51, 0, 111 MADEIRA Rayon: 1322 RA: 2431	PANTONE 4515 C CMYK: 13, 19, 62, 28 RGB: 179, 163, 105 MADEIRA Rayon: 1260 RA: 2586	PANTONE Cool Gray 5 C CMYK: 13, 9, 10, 27 RGB: 177, 179, 179 MADEIRA Rayon: 1118 RA: 2741	PANTONE Process Black C CMYK: 0, 0, 0, 0 RGB: 44, 42, 41 MADEIRA Rayon: 1000 RA: 2632	PANTONE 485 C CMYK: 0, 95, 100, 0 RGB: 218, 41, 28 MADEIRA Rayon: 1146 RA: 2420

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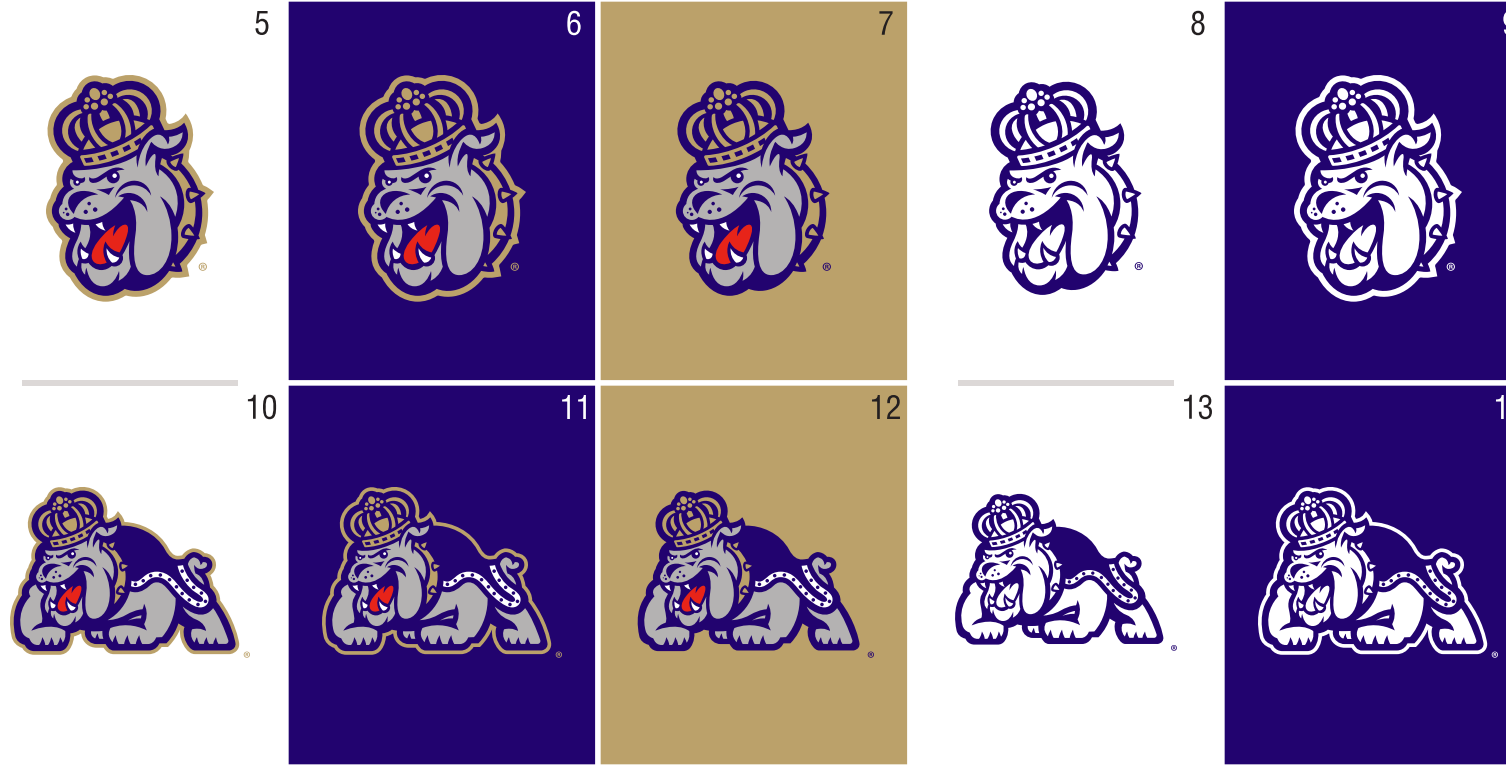
Primary Marks



Word Marks



Secondary Marks





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Other Marks

24



25



26



27



28



Sport-Specific Marks

29



Other sport program logos are available for all varsity athletic programs upon further request. Please contact Trademarks and Licensing Department.

Institutional Marks

30



31



32



33



34



35



36



37



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41



38



39





Duke Club Marks

42



43



44

Being The Change Marks

45

BEING THE
CHANGE®

46

BEING THE CHANGE®

50 Seasons Logos

47



48



49



50



51



ADDITIONAL PERTINENT
INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players' 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.