



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

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Word Marks

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**JAMES
MADISON**

16

**JAMES
MADISON**

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**JAMES
MADISON**

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DUKES

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DUKES

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DUKES

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JAMES MADISON

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JAMES MADISON

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JAMES MADISON

Secondary Marks

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Other Marks

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Sport-Specific Marks

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

Institutional Marks

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Duke Club Marks

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Being The Change Marks

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BEING THE CHANGE®

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BEING THE CHANGE®

50 Seasons Logos

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49



50



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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.