



JAMES MADISON UNIVERSITY DUKES Official Athletics Identity - Usage and Style Guide

TABLE OF CONTENTS

Introduction	3
Color Information	4-5
Primary Athletics Logo	6-7
Secondary Logo - Dog Head	8-9
Secondary Logo - Duke Dog	10-11
Tertiary Logo	12-13
Word Mark - Stacked James Madison	14-15
Word Mark - James Madison	16-17
Word Mark - Dukes	18-19
Sport Specific - Primary Logo	20-31
Sport Specific - James Madison	32-44
Sport Specific - Dukes	45-57
Uniform Numbers	58-59
Typography	60
Common Misuse	61-62
Contact Information	63

INTRODUCTION

The James Madison University Athletics brand identity is comprised of a system of closely related marks including a primary logo, secondary logos, word marks and sport specific marks. This guide details the usage of all components within the identity system.

This guide is intended as a resource for both internal departments as well as external vendors who apply the athletics identity. It was created to help ensure consistent use of all logos across a wide variety of applications. The following pages should be considered official policy of James Madison University related to all use and reproduction of its athletics identity.

All logos included within this guide are property of James Madison University. Any use without consent is strictly prohibited. These marks are controlled by the Collegiate Licensing Company, and all vendor inquiries can be directed to CLC.

For naming purposes, first preference for all references to the athletics program is “James Madison” or “JMU.” The program’s sports teams are identified as the “Dukes” and should never be listed as the “Lady Dukes” or “Duke Dogs,” the latter being the institution’s mascot but not its teams’ nickname.

For additional information please visit jmusports.com/identity or for further clarification regarding anything in this guide, please contact:

James Madison University Athletics

Kevin Warner

Assistant A.D. for Communications

380 University Blvd, MSC 0404

Harrisonburg, VA 22807

540-568-4263

warnerka@jmu.edu

jmusports.com

COLOR INFORMATION

The colors of the James Madison Athletics identity are purple, gold and white. The secondary Duke Dog logo also incorporates gray and a small amount of red in the tongue. Color specifications are detailed below.

Pantone 2685	C: 92 M: 98 Y: 0 K: 0
	R: 69 G: 0 B: 132
	Madiera: 1322
	HTML: 450084

Pantone Cool Gray 5	C: 13 M: 9 Y: 10 K: 27
	R: 177 G: 179 B: 179
	Madiera: 1011
	HTML: B1B3B3

Pantone 4515	C: 0 M: 9 Y: 50 K: 24
	R: 173 G: 156 B: 101
	Madiera: 1273
	HTML: B3A369

Pantone 485	C: 0 M: 95 Y: 100 K: 0
	R: 218 G: 41 B: 28
	Madiera: 1146
	HTML: DA291C

NOTE: Due to the inconsistent calibration of screens and desktop printers, always refer to the Pantone® specifications for accurate color reproduction.

COLOR INFORMATION

The primary colors of the James Madison Athletics identity are purple, gold and white. These colors should always be the first choice for uniform, merchandise and on-field applications. Secondary colors include black and gray and may be used as an alternate base color for uniforms and warm-ups according to departmental uniform policies.



NOTE: Due to the inconsistent calibration of screens and desktop printers, always refer to the Pantone® specifications for accurate color reproduction.

PRIMARY ATHLETICS LOGO

Full Color

There are two approved versions of the full color primary JMU logo, one for white, purple and black backgrounds, where the Circle R is gold and another for gray or gold backgrounds, where the Circle R is purple. Be sure to choose the correct version for the appropriate background.

NOTE: The full color primary JMU logo always travels with a gold outline. When applied to gold backgrounds this outline is allowed to blend into the background.



PRIMARY ATHLETICS LOGO

One color variations should only be applied in the primary identity colors of white, purple or gold, as shown here.

NOTE: One color versions have been specifically created for use in one color applications. These are not recolored versions of the full color marks and should be treated as unique pieces of art. Do not recolor full color variants for use as one color marks.

NOTE: There is no two color version of the JMU Athletics identity. Do not alter or cut out the one color logo to create a two color mark.

Note: Low contrast color combinations (purple on black, gold on white, gold on gray) should be used with caution and must be approved prior to use.

One Color



SECONDARY LOGO DOG HEAD

There are two approved versions of the Duke Dog head, one for white, purple and black backgrounds, where the Circle R is gold and another for gray or gold backgrounds, where the Circle R is purple. Be sure to choose the correct version for the appropriate background.

NOTE: Like the Primary logo, the full color Duke Dog head logo also travels with a gold outline. When applied to gold backgrounds this outline is allowed to blend into the background.



NOTE: It is acceptable to apply the Duke Dog head logo facing to the right in certain and select applications. Any right facing use must be approved prior to application.

Full Color



SECONDARY LOGO DOG HEAD

One color variations should only be applied in the primary identity colors of white, purple or gold, as shown here.

NOTE: One color versions have been specifically created for use in one color applications. These are not recolored versions of the full color marks and should be treated as unique pieces of art. Do not recolor full color variants for use as one color marks.

NOTE: There is no two color version of the JMU Athletics identity. Do not alter or cut out the one color logo to create a two color mark.

Note: Low contrast color combinations (purple on black, gold on white, gold on gray) should be used with caution and must be approved prior to use.

NOTE: It is acceptable to apply the Duke Dog head logo facing to the right in certain and select applications. Any right facing use must be approved prior to application.



One Color



SECONDARY LOGO DUKE DOG

There are two approved versions of the Duke Dog logo, one for white, purple and black backgrounds, where the Circle R is gold and another for gray or gold backgrounds, where the Circle R is purple. Be sure to choose the correct version for the appropriate background.

NOTE: Like the full color primary JMU logo, the full color Duke Dog logo also travels with a gold outline. When applied to gold backgrounds this outline is allowed to blend into the background.



Full Color



SECONDARY LOGO DUKE DOG

One color variations should only be applied in the primary identity colors of white, purple or gold, as shown here.

NOTE: One color versions have been specifically created for use in one color applications. These are not recolored versions of the full color marks and should be treated as unique pieces of art. Do not recolor full color variants for use as one color marks.

NOTE: There is no two color version of the JMU Athletics identity. Do not alter or cut out the one color logo to create a two color mark.

Note: Low contrast color combinations (purple on black, gold on white, gold on gray) should be used with caution and must be approved prior to use.

One Color



TERTIARY LOGO - STACKED

There are two approved versions of the Duke Dog over JMU logo, one for white, purple and black backgrounds, where the Circle R is gold and another for gray or gold backgrounds, where the Circle R is purple. Be sure to choose the correct version for the appropriate background.

NOTE: Like the full color primary JMU logo, the full color Duke Dog over JMU logo also travels with a gold outline. When applied to gold backgrounds this outline is allowed to blend into the background.

NOTE: This logo is primarily a merchandising mark and not intended for internal athletics use in highly visible applications. This mark should not be used on uniforms, sideline apparel or other on-field applications.

Full Color



TERTIARY LOGO - STACKED

One color variations should only be applied in the primary identity colors of white, purple or gold, as shown here.

NOTE: This logo is primarily a merchandising mark and not intended for internal athletics use in highly visible applications. This mark should not be used on uniforms, sideline apparel or other on-field applications.

NOTE: One color versions have been specifically created for use in one color applications. These are not recolored versions of the full color marks and should be treated as unique pieces of art. Do not recolor full color variants for use as one color marks.

NOTE: There is no two color version of the JMU Athletics identity. Do not alter or cut out the one color logo to create a two color mark.

Note: Low contrast color combinations (purple on black, gold on white, gold on gray) should be used with caution and must be approved prior to use.

One Color



WORD MARKS

Full Color

STACKED JAMES MADISON

NOTE: All two color word marks are only approved for use on white, purple, black or gray backgrounds. If you wish to apply any word marks to gold backgrounds, please use the one color version shown on page 15.

NOTE: if word marks are applied to dark gray backgrounds, please use the black background option shown here.

**JAMES
MADISON**

**JAMES
MADISON**

**JAMES
MADISON**

**JAMES
MADISON**

WORD MARKS

STACKED JAMES MADISON

One color variations should only be applied in the primary identity colors of white, purple or gold, as shown here.

Note: Low contrast color combinations (purple on black, gold on white, gold on gray) should be used with caution and must be approved prior to use.

NOTE: if word marks are applied to dark gray backgrounds, please use the black background options shown here.

One Color

**JAMES
MADISON**

**JAMES
MADISON**

**JAMES
MADISON**

**JAMES
MADISON**

**JAMES
MADISON**

**JAMES
MADISON**

**JAMES
MADISON**

WORD MARKS

Full Color

JAMES MADISON

NOTE: All two color word marks are only approved for use on white, purple, black or gray backgrounds. If you wish to apply any word marks to gold backgrounds, please use the one color version shown on page 17.

NOTE: if word marks are applied to dark gray backgrounds, please use the black background option shown here.

JAMES MADISON

JAMES MADISON

JAMES MADISON

JAMES MADISON

WORD MARKS

JAMES MADISON

One color variations should only be applied in the primary identity colors of white, purple or gold, as shown here.

Note: Low contrast color combinations (purple on black, gold on white, gold on gray) should be used with caution and must be approved prior to use.

NOTE: if word marks are applied to dark gray backgrounds, please use the black background options shown here.

One Color

JAMES MADISON

JAMES MADISON

JAMES MADISON

JAMES MADISON

JAMES MADISON

JAMES MADISON

JAMES MADISON

WORD MARKS

DUKES

NOTE: All two color word marks are only approved for use on white, purple, black or gray backgrounds. If you wish to apply any word marks to gold backgrounds, please use the one color version shown on page 19.

NOTE: if word marks are applied to dark gray backgrounds, please use the black background option shown here.

Full Color

DUKES

DUKES

DUKES

DUKES

WORD MARKS

DUKES

One color variations should only be applied in the primary identity colors of white, purple or gold, as shown here.

Note: Low contrast color combinations (purple on black, gold on white, gold on gray) should be used with caution and must be approved prior to use.

NOTE: if word marks are applied to dark gray backgrounds, please use the black background options shown here.

One Color

DUKES

DUKES

DUKES

DUKES

DUKES

DUKES

DUKES

SPORT SPECIFIC

PRIMARY LOGO

Sport specific logos are only intended to be used by JMU's varsity sport programs and related athletics offices, not by official or unofficial offices or programs at the university outside of athletics.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

Full Color - White Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

Sport specific logos are only intended to be used by JMU's varsity sport programs and related athletics offices, not by official or unofficial offices or programs at the university outside of athletics.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

Full Color - Purple Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

Sport specific logos are only intended to be used by JMU's varsity sport programs and related athletics offices, not by official or unofficial offices or programs at the university outside of athletics.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

Full Color - Gold Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

Sport specific logos are only intended to be used by JMU's varsity sport programs and related athletics offices, not by official or unofficial offices or programs at the university outside of athletics.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

NOTE: if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here.

Full Color - Black Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

Sport specific logos are only intended to be used by JMU's varsity sport programs and related athletics offices, not by official or unofficial offices or programs at the university outside of athletics.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

Full Color - Gray Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

NOTE: On white backgrounds, one color logos may only appear in purple. See pages 26-31 for one color options on purple, gold, black, and gray backgrounds.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

Note: Low contrast color combinations (purple on black, gold on white, gold on gray) should be used with caution and must be approved prior to use.

One Color - White Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

NOTE: On purple backgrounds, one color logos may appear in white or gold. See pages 25 and 28-31 for one color options on white, gold, black, and gray backgrounds.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

One Color - Purple Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

NOTE: On purple backgrounds, one color logos may appear in white or gold. See pages 25 and 28-31 for one color options on white, gold, black, and gray backgrounds.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

One Color - Purple Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

NOTE: On gold backgrounds, one color logos may only appear in purple. See pages 25-27 and 29-31 for one color options on white, purple, black, and gray backgrounds.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

One Color - Gold Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

NOTE: On black backgrounds, one color logos may appear in white or gold. See pages 25-28 and 31 for one color options on white, purple, gold, and gray backgrounds.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here or on page 30.

One Color - Black Backgrounds



SPORT SPECIFIC

PRIMARY LOGO

NOTE: On black backgrounds, one color logos may appear in white or gold. See pages 25-28 and 31 for one color options on white, purple, gold, and gray backgrounds.

NOTE: The wording and placement of the sport/department/unit name must not be altered or modified.

if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here or on page 29.

One Color - Black Backgrounds



SPORT SPECIFIC

PRIMARY JMU

NOTE: On gray backgrounds, one color logos may only appear in purple. See pages 26-30 for one color options on white, purple, gold, and black backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - Gray Backgrounds



SPORT SPECIFIC

JAMES MADISON Wordmark Option A

There are two options for JAMES MADISON sport specific logos. Option A is shown here and includes a gold outline around the words JAMES MADISON. A version without the gold outline is available and shown on pages 35-37.

NOTE: All two color sport specific marks are only approved for use on white, purple or black backgrounds. If you wish to apply these marks to gold or gray backgrounds, please use the one color version shown on pages 41 and 44.

NOTE: The wording and placement of the sport name must not be altered or modified.

Two Color - White Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark Option A

There are two options for JAMES MADISON sport specific logos. Option A is shown here and includes a gold outline around the words JAMES MADISON. A version without the gold outline is available and shown on pages 35-37.

NOTE: All two color sport specific marks are only approved for use on white, purple or black backgrounds. If you wish to apply these marks to gold or gray backgrounds, please use the one color version shown on pages 41 and 44.

NOTE: The wording and placement of the sport name must not be altered or modified.

Two Color - Purple Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark Option A

There are two options for JAMES MADISON sport specific logos. Option A is shown here and includes a gold outline around the words JAMES MADISON. A version without the gold outline is available and shown on pages 35-37.

NOTE: All two color sport specific marks are only approved for use on white, purple or black backgrounds. If you wish to apply these marks to gold or gray backgrounds, please use the one color version shown on pages 41 and 44.

NOTE: The wording and placement of the sport name must not be altered or modified.

NOTE: if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here.

Two Color - Black Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark Option B

There are two options for JAMES MADISON sport specific logos. Option B is shown here and does not include a gold outline around the words JAMES MADISON. A version with the gold outline is available and shown on pages 46-48.

NOTE: All two color sport specific marks are only approved for use on white, purple or black backgrounds. If you wish to apply these marks to gold or gray backgrounds, please use the one color version shown on pages 41 and 44.

NOTE: The wording and placement of the sport name must not be altered or modified.

Two Color - White Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark Option B

There are two options for JAMES MADISON sport specific logos. Option B is shown here and does not include a gold outline around the words JAMES MADISON. A version with the gold outline is available and shown on pages 46-48.

NOTE: All two color sport specific marks are only approved for use on white, purple or black backgrounds. If you wish to apply these marks to gold or gray backgrounds, please use the one color version shown on pages 41 and 44.

NOTE: The wording and placement of the sport name must not be altered or modified.

Two Color - Purple Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark Option B

There are two options for JAMES MADISON sport specific logos. Option B is shown here and does not include a gold outline around the words JAMES MADISON. A version with the gold outline is available and shown on pages 46-48.

NOTE: All two color sport specific marks are only approved for use on white, purple or black backgrounds. If you wish to apply these marks to gold or gray backgrounds, please use the one color version shown on pages 41 and 44.

NOTE: The wording and placement of the sport name must not be altered or modified.

NOTE: if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here.

Two Color - Black Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

One Color - White Backgrounds

JAMES MADISON Wordmark

NOTE: On white backgrounds, one color logos may only appear in purple. See pages 37-44 for one color options on purple, gold, black, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark

NOTE: On purple backgrounds, one color logos may appear in white or gold. See pages 38 and 41-44 for one color options on white, gold, black, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - Purple Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark

NOTE: On purple backgrounds, one color logos may appear in white or gold. See pages 38 and 41-44 for one color options on white, gold, black, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - Purple Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark

NOTE: On gold backgrounds, one color logos may only appear in purple. See pages 38-40 and 42-44 for one color options on white, purple, black, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - Gold Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark

NOTE: On black backgrounds, one color logos may appear in white or gold. See pages 38-41 and 44 for one color options on white, purple, gold, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

NOTE: if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here or on page 43.

One Color - Black Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark

NOTE: On black backgrounds, one color logos may appear in white or gold. See pages 38-41 and 44 for one color options on white, purple, gold, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

NOTE: if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here or on page 42.

One Color - Black Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

JAMES MADISON Wordmark

NOTE: On black backgrounds, one color logos may appear in white or gold. See pages 38-43 for one color options on white, purple, gold, and black backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - Gray Backgrounds

**JAMES
MADISON**
ATHLETICS

**JAMES
MADISON**
BASEBALL

**JAMES
MADISON**
BASKETBALL

**JAMES
MADISON**
CHEERLEADING

**JAMES
MADISON**
CROSS COUNTRY

**JAMES
MADISON**
DUKES

**JAMES
MADISON**
FIELD HOCKEY

**JAMES
MADISON**
FOOTBALL

**JAMES
MADISON**
GOLF

**JAMES
MADISON**
LACROSSE

**JAMES
MADISON**
SOCCER

**JAMES
MADISON**
SOFTBALL

**JAMES
MADISON**
SWIMMING
& DIVING

**JAMES
MADISON**
TENNIS

**JAMES
MADISON**
TRACK & FIELD

**JAMES
MADISON**
TRACK & FIELD
CROSS COUNTRY

**JAMES
MADISON**
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark - Option A

There are two options for DUKES sport specific logos. Option A is shown here and includes a gold outline around the word DUKES. A version without the gold outline is available and shown on pages 48-50.

NOTE: All two color sport specific marks are only approved for use on white, purple, and black backgrounds. If you wish to apply any word marks to gold or gray backgrounds, please use the one color version shown on pages 54 and 57.

NOTE: The wording and placement of the sport name must not be altered or modified.

Two Color - White Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
SWIMMING
& DIVING

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
TRACK & FIELD
CROSS COUNTRY

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark - Option A

There are two options for DUKES sport specific logos. Option A is shown here and includes a gold outline around the word DUKES. A version without the gold outline is available and shown on pages 48-50.

NOTE: All two color sport specific marks are only approved for use on white, purple, and black backgrounds. If you wish to apply any word marks to gold or gray backgrounds, please use the one color version shown on pages 54 and 57.

NOTE: The wording and placement of the sport name must not be altered or modified.

Two Color - Purple Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
SWIMMING
& DIVING

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
TRACK & FIELD
CROSS COUNTRY

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark - Option A

There are two options for DUKES sport specific logos. Option A is shown here and includes a gold outline around the word DUKES. A version without the gold outline is available and shown on pages 48-50.

NOTE: All two color sport specific marks are only approved for use on white, purple, and black backgrounds. If you wish to apply any word marks to gold or gray backgrounds, please use the one color version shown on pages 54 and 57.

NOTE: The wording and placement of the sport name must not be altered or modified.

NOTE: if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here.

Two Color - Black Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
SWIMMING
& DIVING

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
TRACK & FIELD
CROSS COUNTRY

DUKES
VOLLEYBALL

SPORT SPECIFIC

Two Color - White Backgrounds

DUKES Wordmark - Option B

There are two options for DUKES sport specific logos. Option B is shown here and does not include a gold outline around the word DUKES. A version with the gold outline is available and shown on pages 45-47.

NOTE: All two color sport specific marks are only approved for use on white, purple, and black backgrounds. If you wish to apply any word marks to gold or gray backgrounds, please use the one color version shown on pages 54 and 57.

NOTE: The wording and placement of the sport name must not be altered or modified.

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
***SWIMMING
& DIVING***

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
***TRACK & FIELD
CROSS COUNTRY***

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark - Option B

There are two options for DUKES sport specific logos. Option B is shown here and includes a gold outline around the word DUKES. A version without the gold outline is available and shown on pages 45-47.

NOTE: All two color sport specific marks are only approved for use on white, purple, and black backgrounds. If you wish to apply any word marks to gold or gray backgrounds, please use the one color version shown on pages 54 and 57.

NOTE: The wording and placement of the sport name must not be altered or modified.

Two Color - Purple Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
***SWIMMING
& DIVING***

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
***TRACK & FIELD
CROSS COUNTRY***

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark - Option B

There are two options for DUKES sport specific logos. Option B is shown here and includes a gold outline around the word DUKES. A version without the gold outline is available and shown on pages 45-47.

NOTE: All two color sport specific marks are only approved for use on white, purple, and black backgrounds. If you wish to apply any word marks to gold or gray backgrounds, please use the one color version shown on pages 54 and 57.

NOTE: The wording and placement of the sport name must not be altered or modified.

NOTE: if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here.

Two Color - Black Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
**SWIMMING
& DIVING**

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
**TRACK & FIELD
CROSS COUNTRY**

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark

NOTE: On white backgrounds, one color logos may only appear in purple or. See pages 52-57 for one color options on purple, black, gold and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - White Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
**SWIMMING
& DIVING**

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
**TRACK & FIELD
CROSS COUNTRY**

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark

NOTE: On purple backgrounds, one color logos may appear in white or gold. See pages 51 and 54-57 for one color options on white, black, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - Purple Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
**SWIMMING
& DIVING**

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
**TRACK & FIELD
CROSS COUNTRY**

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark

NOTE: On purple backgrounds, one color logos may appear in white or gold. See pages 51 and 54-57 for one color options on white, black, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - Purple Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
SWIMMING
& DIVING

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
TRACK & FIELD
CROSS COUNTRY

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark

NOTE: On gold backgrounds, one color logos may only appear in purple. See pages 51-53 and 55-57 for one color options on white, black purple, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - Gold Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
SWIMMING
& DIVING

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
TRACK & FIELD
CROSS COUNTRY

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark

NOTE: On black backgrounds, one color logos may appear in white or gold. See pages 51-54 and 57 for one color options on white, purple, gold, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

NOTE: if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here or on page 56.

One Color - Black Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
**SWIMMING
& DIVING**

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
**TRACK & FIELD
CROSS COUNTRY**

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark

NOTE: On black backgrounds, one color logos may appear in white or gold. See pages 51-54 and 57 for one color options on white, purple, gold, and gray backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

NOTE: if sport specific marks are applied to dark gray backgrounds, please use the black background option shown here or on page 55.

One Color - Black Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
SWIMMING
& DIVING

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
TRACK & FIELD
CROSS COUNTRY

DUKES
VOLLEYBALL

SPORT SPECIFIC

DUKES Wordmark

NOTE: On gray backgrounds, one color logos may only appear in purple. See pages 51-56 for one color options on white, purple, gold, and black backgrounds.

NOTE: The wording and placement of the sport name must not be altered or modified.

One Color - Gray Backgrounds

DUKES
BASEBALL

DUKES
BASKETBALL

DUKES
CHEERLEADING

DUKES
CROSS COUNTRY

DUKES
FIELD HOCKEY

DUKES
FOOTBALL

DUKES
GOLF

DUKES
LACROSSE

DUKES
SOCCER

DUKES
SOFTBALL

DUKES
**SWIMMING
& DIVING**

DUKES
TENNIS

DUKES
TRACK & FIELD

DUKES
**TRACK & FIELD
CROSS COUNTRY**

DUKES
VOLLEYBALL

NUMBERS

Custom numbers have been designed for all sports two color variants are shown here. One color options are shown on page 60.

NOTE: if numbers are applied to dark gray backgrounds, please use the black background options shown here.

Two Color

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

***NOTE: Nike's "Vapor Strike" is an acceptable alternative to JMU's custom number set.**

NUMBERS

Custom numbers have been designed for all sports one color variants are shown here. Two color options are shown on 59.

NOTE: if numbers are applied to dark gray backgrounds, please use the black background options shown here.

One Color

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

1234567890

***NOTE: Nike's "Vapor Strike" is an acceptable alternative to JMU's custom number set.**

TYPOGRAPHY

For use in support and collateral materials i.e. posters, schedule cards letterhead etc, the commercially available font FORZA has been specified.

FORZA Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FORZA Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FORZA Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FORZA Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Example:

BASKETBALL SEASON TICKETS
ON SALE NOW!

FORZA Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FORZA Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FORZA Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FORZA Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WELCOME TO
BRIDGEFORTH
STADIUM

COMMON MISUSE



Do not use unapproved colors



Never alter the proportions



Never rotate the logo



Do not modify the color placement



Do not skew the logo



Never add graphic components i.e. drop-shadow



Never face Duke Dog to the right



CHEMISTRY Dept.

Never use in reference to non-athletics entities



Do not arch logos

COMMON MISUSE



Do not combine logos in close proximity



Do not list sport programs under Duke Dog logos



Do not apply logos over visually confusing backgrounds



Do not add additional outlines



Do not alter sport name placement in sport specific logos



Do not use logos as outline



Always ensure trademark designation is visible



Never invert colors



Do not create a two color logo from the one color version

CONTACT INFORMATION

James Madison University Athletics

Kevin Warner

Assistant A.D. for Communications

380 University Blvd, MSC 0404

Harrisonburg, VA 22807

540-568-4263

warnerka@jmu.edu

jmusports.com