

# Duke Color Palette Update

December 12, 2018

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## Duke Primary Colors

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Duke Blue



**CMYK** 100-68-0-12  
**RGB** 0-83-155  
**HEX** 00539B  
**PMS** 287

Duke Gray



**CMYK** 0-0-0-90  
**RGB** 65-64-66  
**HEX** 414042  
**PMS** Cool Gray 11

## Duke Secondary Colors

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Duke Orange



**CMYK** 9-64-100-1  
**RGB** 224-117-11  
**HEX** E0750B  
**PMS** 1665

Duke Red



**CMYK** 22-88-86-13  
**RGB** 176-61-51  
**HEX** B03D33  
**PMS** 1797

Duke Green



**CMYK** 67-31-100-14  
**RGB** 94-128-44  
**HEX** 5E802C  
**PMS** 2279

Duke Purple



**CMYK** 71-77-15-2  
**RGB** 100-82-143  
**HEX** 64528F  
**PMS** 7670

Duke Sky Blue



**CMYK** 77-41-29-3  
**RGB** 64-126-153  
**HEX** 407E99  
**PMS** 7697

Duke Yellow



**CMYK** 6-26-73-0  
**RGB** 238-189-96  
**HEX** EEBD60  
**PMS** 143