



Project Title: Cincinnati Dukes — Official Football Team Logo Design

Overview:

The **Cincinnati Dukes** are a new professional football team in the **Continental Football League (CoFL)**.

We're looking for a bold, timeless, and battle-ready logo that captures the strength, pride, and heritage of Cincinnati — a design fans will be proud to wear on game day.

This logo will appear everywhere: **player helmets, uniforms, team merchandise, website, and social media**.

It should feel professional, powerful, and instantly recognizable as a major football brand.

Creative Challenge:

Create a logo that feels like **Cincinnati royalty meets football toughness**.

Think *"grit meets greatness"* — something that can stand beside the NFL and NCAA elite while maintaining its own unique identity.

Design Direction:

- Strong, clean lines with a professional sports aesthetic
 - A design that scales well for **helmet decals, embroidery, and digital use**
 - Can feature a **crown, shield, "D" mark, or knight/royalty theme** — open to your creative interpretation
 - Bold typography that feels athletic and confident
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Official Team Colors:

- **Royal Blue** (Primary)

- **Silver / Gray** (Secondary)
- **White** (Accent)

Please ensure the logo works on both dark and light backgrounds.

Applications:

- Football helmets
 - Player uniforms & warmups
 - Fan merchandise (hoodies, hats, shirts)
 - Website & social media
 - Stadium signage & banners
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Optional Text Versions:

- Full: **Cincinnati Dukes**
 - Alternate: **Dukes**
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Avoid:

- Overly detailed or cartoon-style mascots
 - Thin or overly decorative fonts
 - Designs that rely too heavily on gradients or effects
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Inspiration Keywords:

Powerful · Modern · Royal · Bold · Athletic · Classic · Iconic

Deliverables:

- Primary full-color logo
 - One-color simplified version (for helmets)
 - Transparent background files (PNG/SVG preferred)
 - Optional horizontal and stacked versions
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