



THE GEORGE WASHINGTON UNIVERSITY

Merchandise Guidelines For Student Organizations

All student organizations that use university funds and/or desire to purchase merchandise that includes a GW institutional mark must follow the below guidelines and process. University funds are defined as any monies that are associated with any GW sponsored/managed/affiliated bank or spending account. Examples of "merchandise" include, t-shirts, hats, pens, backpacks, mugs, etc.



ARTWORK GUIDELINES FOR MERCHANDISE:

VERBIAGE AND LOGO USAGE

All merchandise must include the language "The George Washington University," "GW" or one of the logos in at least one prominent location, e.g., back, front, pocket or sleeve.

The registration mark symbol "®" must appear in the lower right area of the GW verbiage or logo. *For merchandise versions of the GW logos, please email LTP@gwu.edu.*

The GW Athletics Marks are restricted to use only by the Department of Athletics, Intramural/Club Sports, and the Lerner Health and Wellness Center programs.

INSTITUTIONAL MARKS



ATHLETICS MARKS



INCORRECT LOGO USAGE

The GW marks must be used in their entirety and may not be altered in any way, shape or form.



Do not add drop shadows or any other graphic effects



Do not use unapproved color configurations



Do not change the typeface of any part of the logo



Never overlap anything on top of the GW logos

LOGO COLORS

The logos can only appear in the following colors:

INSTITUTIONAL



ATHLETICS



PRODUCT AND EMBROIDERY COLORS

We strongly encourage product colors to come from the university's color palette or be in a neutral color (white, grey, black).

INSTITUTIONAL

| | | | | |
|---------------|----------------|----------------|----------------|---------------|
| PANTONE 302 C | PANTONE 7503 C | PANTONE 2925 C | PANTONE 1205 C | PANTONE 186 C |
| MADEIRA 1162 | MADEIRA 1338 | MADEIRA 1096 | MADEIRA 1349 | MADEIRA 1147 |
| PANTONE 123 C | PANTONE 1605 C | PANTONE 3288 C | PANTONE 368 C | |
| MADEIRA 1277 | MADEIRA 1257 | MADEIRA 1280 | MADEIRA 1048 | |

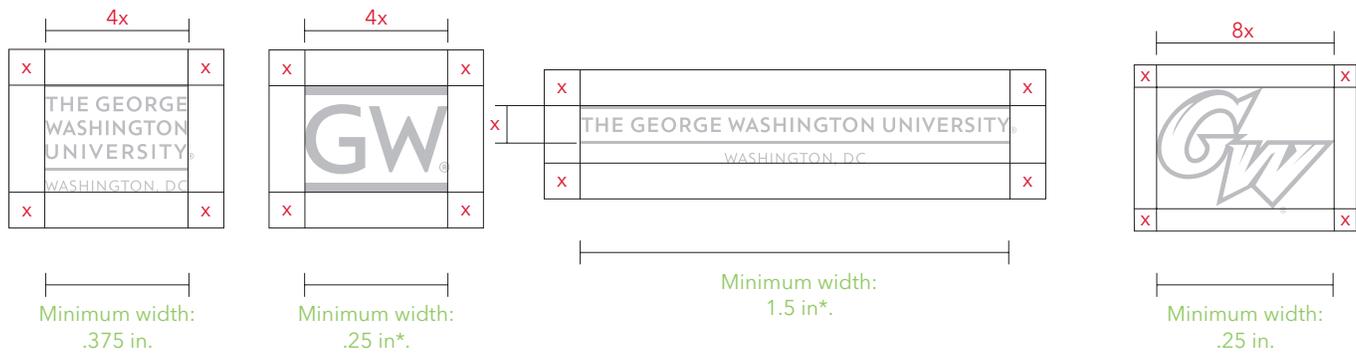
ATHLETICS

| | |
|--------------|--------------|
| PANTONE 7502 | PANTONE 282 |
| MADEIRA 1270 | MADEIRA 1242 |



ARTWORK GUIDELINES FOR MERCHANDISE (CONT'D):

LOGO CLEAR SPACE AND MINIMUM SIZE:



* For logos in the system that contain either the monogram or the horizontal logo (e.g. administrative department, shorthand school, and full school logos,) the clear space and minimum size requirements indicated on this page apply to the entire logo lockup.

STUDENT ORGANIZATION NAME ON MERCHANDISE

Merchandise must include the organization name and university name or mark as described above. How the organization is registered with the university in Engage is how the organization should identify on the merchandise. Merchandise for GW club sport teams must include "Club" preceding the sport/team name (e.g. Club Baseball, Club Basketball, Club Tennis).

Merchandise for political student groups must include the prefix "GW Students for..." (e.g., "GW Students for Candidate Name" and not "GW for Candidate Name").



PROCESS:

SELECT MERCHANDISE AND AN APPROVED VENDOR

The approved vendor list can be found at business-services.gwu.edu/licensed-vendors. Please reach out to the vendors for timelines, product selection and pricing. In addition, we now have multiple vendors that can help your organization set up fundraising sites—visit our website for more information.

DESIGN YOUR ARTWORK

Follow the Artwork Guidelines for Merchandise above.

GET ARTWORK APPROVED

Contact the GW Licensing and Trademarks Program either by submitting online at business-services.gwu.edu/submit-artwork-approval or emailing LTP@gwu.edu.

- All artwork submitted to the GW Licensing and Trademarks Program is subject to review for both conformance to the above guidelines and content. All artwork content will be reviewed by the GW Licensing and Trademarks Program, in consultation with the Division for Student Affairs, to ensure compliance with GW policies.
- If the GW Licensing and Trademarks Program does not approve artwork, student organizations will receive a written explanation and, if appropriate, an opportunity to resubmit artwork for approval.



ENFORCEMENT:

Student Organizations printing merchandise with GW trademark names or logos that do not follow the guidelines for merchandise by GW's Licensing and Trademarks Program will incur the following offenses:

FIRST OFFENSE:

Warning letter from the Division for Student Affairs and Licensing and Trademarks Program.

SECOND OFFENSE:

Student organization officers, along with any members involved in the design or ordering of the merchandise, will be required to attend a training on marketing, merchandise and using the GW licensed trademarks.

THIRD OFFENSE:

The student organization will suffer a loss of financial privileges for the equivalent of one semester (14 weeks).

FOURTH OFFENSE:

The student organization will become unregistered with the George Washington University and will have to wait the equivalent of one semester (14 weeks) to re-register as a student organization.