

## Guidelines for Licensees

August 2023

The George Washington University trademark licensing program is intended to promote, regulate and protect the use of GW's trademarked names and identifying marks. The program is administered by George Washington University in partnership with Exemplar Associates.

Any person, organization or corporation wishing to produce a product using or containing any of the marks of the University, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Only officially licensed, approved vendors may produce items bearing GW's trademarks. All designs must be submitted for review and approval prior to being produced.

**Location:** Washington DC

**Established:** 1821

**Mascot Name:** Revolutionaries

### PROTECTED NOMENCLATURE:

George Washington University holds trademarks on the following words and phrases. Use of these words or phrases on licensed product is subject to the same approval process as trademarked logos.

101_GW Wordmarks	<b>The George Washington University®</b>
	<b>George Washington University®</b>
	<b>GW®</b>
203_GW Revolutionaries	<b>Revolutionaries™</b>
204_GW Athletic Wordmarks	<b>Raise High the Buff and Blue®</b>
	<b>Buff and Blue™</b>
	<b>Raise High™</b>
	<b>GDub™</b>

### Color Standards:

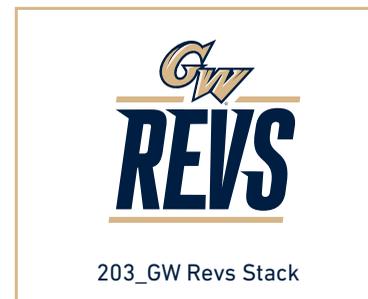
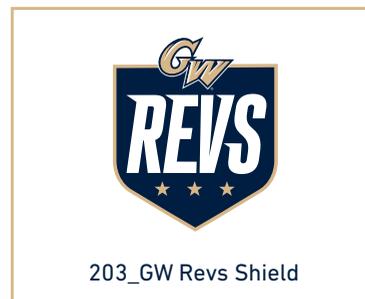
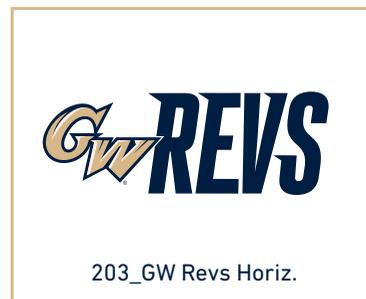
Institutional		Athletics					
<b>Institutional Blue</b> Pantone 302c  C: 100 R: 0 M: 25 G: 64 Y: 0 B: 101 K: 50  Madeira: 1162	<b>Institutional Buff</b> Pantone 7503c  C: 0 R: 200 M: 12 G: 177 Y: 35 B: 139 K: 25  Madeira: 1338	<b>Dark Blue</b> Pantone 282c  C: 100 R: 4 M: 72 G: 30 Y: 0 B: 66 K: 73  Madeira: Rayon: 1242 Poly: 1742	<b>Light Blue</b> Pantone 282c 15%  Madeira: Rayon: 1030 Poly: 1761	<b>Buff</b> Pantone 7502c  C: 13 R: 206 M: 20 G: 184 Y: 45 B: 136 K: 3  Madeira: Rayon: 1270 Poly: 1526	<b>Complexion</b> Pantone 726c  C: 6 R: 224 M: 21 G: 192 Y: 33 B: 159 K: 0  Madeira: Rayon: 1127 Poly: 1926	<b>Gray</b> Pantone 429c  C: 35 R: 162 M: 23 G: 170 Y: 19 B: 173 K: 2  Madeira: Rayon: 1012 Poly: 1811	<b>White</b> Pantone White  C: 0 R: 255 M: 0 G: 255 Y: 0 B: 255 K: 0  Madeira: Rayon: 1001 Poly: 1801

*Institutional Logos* All artwork included in this guide is the property of George Washington University and may not be altered under any circumstance. Use of these logos should abide by the Institutional color standards shown on page 1.



**Athletics Logos** All artwork included in this guide is the property of George Washington University and may not be altered under any circumstance.

Use of these logos should abide by the Athletics color standards shown on page 1. **NOTE:** The Athletics "mascot" logo (202) can only be used with the primary GW Athletics mark (201)



Do NOT use "REVS" by itself

**School Logos** All artwork included in this guide is the property of George Washington University and may not be altered under any circumstance. Use of these logos should abide by the Institutional color standards shown on page 1.

## 301\_GW Arts & Sciences (Columbian College of Arts & Sciences)



School marks, variations and numbering shown above also apply to the following:

- 302\_GW Arts & Design (Corcoran School of the Arts & Design)
- 303\_GW Business (School of Business)
- 304\_GW Education and Human Development (Graduate School of Education & Human Development)
- 305\_GW Engineering (School of Engineering & Applied Science)
- 306\_GW International Affairs (Elliott School of International Affairs)
- 307\_GW Law (GW Law)
- 308\_GW Media (School of Media & Public Affairs)
- 309\_GW Medicine (School of Medicine & Health Sciences)
- 310\_GW Nursing (School of Nursing)
- 311\_GW Political Management (Graduate School of Political Management)
- 312\_GW Prof Studies (College of Professional Studies)
- 313\_GW Public Health (Milken Institute School of Public Health)
- 314\_GW Policy & Admin (Trachtenberg School of Public Policy & Public Administration)

*Heritage Logos* All artwork included in this guide is the property of George Washington University and may not be altered under any circumstance.

Use of these logos should abide by the Athletics color standards shown on page 1.



401\_GW Heritage GW 401.1



401\_GW Heritage GW 401.2



402\_GW Heritage George

*Artwork Guidelines for Merchandise* All artwork included in this guide is the property of George Washington University and may not be altered under any circumstance.

## PREFERRED MERCHANDISE COLORS:



## LOGO CLEAR SPACE AND MINIMUM SIZE:

