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Location: Washington DC
Established: 1821
Mascot Name: Revolutionaries

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101_GW Wordmarks

The George Washington University®
George Washington University®
GW®

203_GW Revolutionaries

Revolutionaries™

204_GW Athletic Wordmarks

Buff and Blue®
Raise High the Buff and Blue®

Raise High™
GDub™

Color Standards:

<table>
<thead>
<tr>
<th>Color Standard</th>
<th>Institution</th>
<th>Athletics</th>
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<tbody>
<tr>
<td>Institutional Blue</td>
<td>Pantone 302c</td>
<td>C: 100 R: 0 M: 25 G: 64 Y: 0 B: 101 K: 50</td>
</tr>
<tr>
<td>institutional Buff</td>
<td>Pantone 7503c</td>
<td>C: 0 R: 200 M: 30 G: 177 Y: 35 B: 139 K: 73</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>Pantone 282c</td>
<td>C: 100 R: 4 M: 72 G: 30 Y: 0 B: 66 K: 73</td>
</tr>
<tr>
<td>Light Blue</td>
<td>Pantone 282c</td>
<td>Madeira: Rayon: 1030 Poly: 1761</td>
</tr>
<tr>
<td>Complexion</td>
<td>Pantone 726c</td>
<td>Madeira: Rayon: 1127 Poly: 1926</td>
</tr>
</tbody>
</table>
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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

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School Logos  
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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)

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**Artwork Guidelines for Merchandise**  
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**Preferred Merchandise Colors:**

- Pantone 302c
- Pantone 2925c
- Pantone 7503c
- Pantone 1205c
- Pantone 1605c
- Pantone 3288c
- Pantone 368c
- Pantone 123c
- Pantone 186c
- Neutral

**Logo Clear Space and Minimum Size:**

- Minimum width: .375 in
- Minimum width: .25 in
- Minimum width: .25 in
- Minimum width: 1.5 in