



The George Washington University (Institutional)

Current Revision Date: 1/5/21

Established: 1821

Location: Washington, D.C.

Mascot: Colonials

Mascot Name: George

Conference: NCAA Div I, Atlantic 10

Verbiage

The George Washington University®
George Washington University®
GW®
Colonials®
George Washington Colonials™
Raise High the Buff and Blue®

Buff and Blue™
Raise High™
GDub™

Institutional Blue

PANTONE 302 C
CMYK: 100, 25, 0, 50 | RGB: 0, 64, 101
MADEIRA: 1162

Institutional Buff

PANTONE 7503 C
CMYK: 0, 12, 35, 25 | RGB: 200, 177, 139
MADEIRA: 1338

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Primary Institutional Marks

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WASHINGTON
UNIVERSITY®
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UNIVERSITY®
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UNIVERSITY®
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WASHINGTON, DC

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Secondary Horizontal Institutional Word Marks

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Secondary Monogram Institutional Marks

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Institutional Seal






The George Washington University (Athletics)

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Dark Blue	Light Blue	Buff	Complexion	Gray	White
PANTONE 282 C CMYK: 100, 72, 0, 73 RGB: 4, 30, 66 MADEIRA Rayon: 1242 Poly: 1742	PANTONE 282 C - 15% MADEIRA Rayon: 1030 Poly: 1761	PANTONE 7502 C CMYK: 13, 20, 45, 3 RGB: 206, 184, 136 MADEIRA Rayon: 1270 Poly: 1526	PANTONE 726 C CMYK: 6, 21, 33, 0 RGB: 224, 192, 159 MADEIRA Rayon: 1127 Poly: 1926	PANTONE 429 C CMYK: 35, 23, 19, 2 RGB: 162, 170, 173 MADEIRA Rayon: 1012 Poly: 1811	PANTONE White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 MADEIRA Rayon: 1001 Poly: 1801

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Primary Athletic Marks







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 27	 28	 29

Tertiary Athletic Marks

 36	 37	 38
 39	 40	 41

Secondary Athletic Marks

 30	 31	 32
 33	 34	 35

 42	 43	 44
 45	 46	 47

NOTE: The marks of The George Washington University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.



The George Washington University (School-Specific Logos and Guidelines)

Current Revision Date: 1/5/21

School-Specific Marks

<p>48</p> <p>Columbian College of Arts & Sciences</p> <p>THE GEORGE WASHINGTON UNIVERSITY.</p>	<p>49</p> <p>Columbian College of Arts & Sciences</p> <p>THE GEORGE WASHINGTON UNIVERSITY.</p>	<p>50</p> <p>Columbian College of Arts & Sciences</p> <p>THE GEORGE WASHINGTON UNIVERSITY.</p>	<p>51</p> <p>Columbian College of Arts & Sciences</p> <p>THE GEORGE WASHINGTON UNIVERSITY.</p>	<p>52</p> <p>Columbian College of Arts & Sciences</p> <p>THE GEORGE WASHINGTON UNIVERSITY.</p>
<p>53</p>	<p>54</p>	<p>55</p>	<p>56</p>	<p>57</p>

CCAS logos are an example of usage. All GW school-specific logos (CCAS, CSAD, CPS, ESIA, GSEHD, GSPM, GWSB, Milken Institute, Law, Nursing, SEAS, SMHS, SMPA, and TSPPA) are available upon request from JPatton.

Artwork Guidelines for Merchandise

Preferred Merchandise Colors

PANTONE 302 C	PANTONE 2925 C
PANTONE 7503 C	PANTONE 1205 C
PANTONE 1605 C	PANTONE 3288 C
PANTONE 123 C	PANTONE 368 C
PANTONE 186 C	NEUTRAL

Logo Clear Space and Minimum Size



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures are not permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.