

Guidelines for Licensees

August 2021

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: Colonials

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	The George Washington University®
	George Washington University®
	GW®
204_GW Athletic Wordmarks	Colonials®
	George Washington Colonials™
	Raise High the Buff and Blue®
	Buff and Blue™
	Raise High™
	GDub™

Color Standards:

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



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:

