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Location: Washington DC
Established: 1821
Mascot Name: Colonials

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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:

<table>
<thead>
<tr>
<th>Institutional Blue Pantone 7503c</th>
<th>Institutional Buff Pantone 282c</th>
<th>Dark Blue Pantone 282c 15%</th>
<th>Light Blue Pantone 282c 15%</th>
<th>Buff Pantone 7502c</th>
<th>Complexion Pantone 726c</th>
<th>Gray Pantone 429c</th>
<th>White Pantone White</th>
</tr>
</thead>
</table>

Institutional Buff Pantone 7503c
C: 0 R: 200
M: 12 G: 177
Y: 35 B: 139
K: 25
Madeira: 1162

Light Blue Pantone 282c 15%
Madeira: Rayon: 1242 Poly: 1742

Buff Pantone 7502c
Madeira: Rayon: 1270 Poly: 1526

Complexion Pantone 726c
Madeira: Rayon: 1127 Poly: 1926

Gray Pantone 429c
Madeira: Rayon: 1012 Poly: 1811

White Pantone White
Madeira: Rayon: 1001 Poly: 1801
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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:

<table>
<thead>
<tr>
<th>Logo</th>
<th>Minimum Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>GW</td>
<td>0.375 in</td>
</tr>
<tr>
<td>GW®</td>
<td>0.25 in</td>
</tr>
<tr>
<td>COLONIALS</td>
<td>0.75 in</td>
</tr>
</tbody>
</table>

Minimum width: 1.5 in

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