GEORGE WASHINGTON UNIVERSITY

EXEMPLAR ASSOCIATES

Guidelines for Licensees

August 2026

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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	**The George Washington University®**
	George Washington University®
	GW®
203_GW Revolutionaries	**Revolutionaries™**
204_GW Athletic Wordmarks	**Raise High the Buff and Blue®**
	Buff and Blue™
	Raise High™
	GDub™

Color Standards:

Institutional

Institutional Blue
Pantone 302c

C: 100 R: 0
M: 48 G: 59
Y: 12 B: 92
K: 58

Madeira: 1162

Institutional Buff
Pantone 7502c

C: 13 R: 214
M: 20 G: 191
Y: 45 B: 145
K: 3

Madeira:
Rayon: 1270
Poly: 1526

Athletics

Dark Blue
Pantone 303c

C: 100 R: 0
M: 33 G: 34
Y: 6 B: 62
K: 84

Light Blue
Pantone 282c 15%

Madeira:
Rayon: 1030
Poly: 1761

Buff
Pantone 7502c

C: 13 R: 214
M: 20 G: 191
Y: 45 B: 145
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

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Institutional Logos

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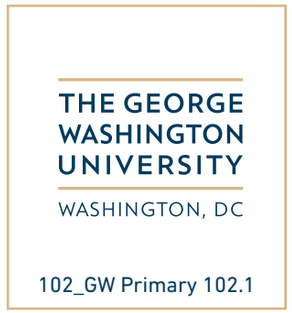
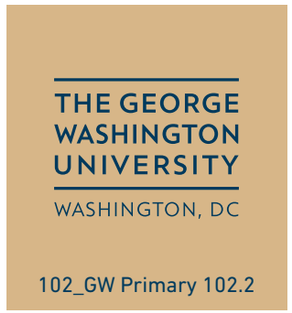
Use of these logos should abide by the Institutional color standards shown on page 1.



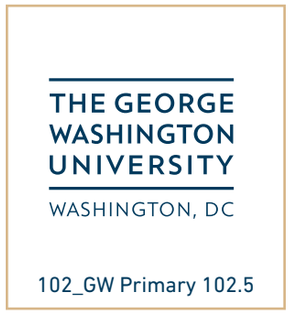
102_GW Primary 102.1



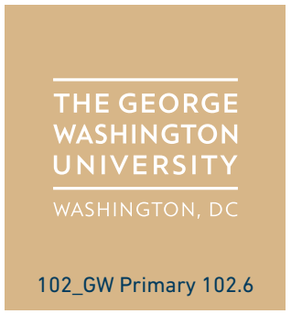
102_GW Primary 102.2

102_GW Primary 102.3

102_GW Primary 102.4



102_GW Primary 102.5



102_GW Primary 102.6

102_GW Primary 102.7

103_GW Monogram 103.1

103_GW Monogram 103.2

103_GW Monogram 103.3

103_GW Monogram 103.4

103_GW Monogram 103.5

103_GW Monogram 103.6

103_GW Monogram 103.7

104_GW Horizontal 104.1

104_GW Horizontal 104.2

104_GW Horizontal 104.3

104_GW Horizontal 104.4

104_GW Horizontal 104.5

104_GW Horizontal 104.6

104_GW Horizontal 104.7

105_GW Seal 105.1

105_GW Seal 105.2

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Athletics Logos

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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)*

201_GW Athletics GW 201.1

201_GW Athletics GW 201.2

201_GW Athletics GW 201.3

201_GW Athletics GW 201.4

201_GW Athletics GW 201.5

201_GW Athletics GW 201.6

202_GW Athletics Logo 202.1

202_GW Athletics Logo 202.2

202_GW Athletics Logo 202.3

202_GW Athletics Logo 202.4

202_GW Athletics Logo 202.5

202_GW Athletics Logo 202.6

203_GW Revolutionaries Primary

203_GW Revs Horiz.

203_GW Revs Shield

203_GW Revs Stack

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)

301_GW Arts & Sciences 301.1

301_GW Arts & Sciences 301.2

301_GW Arts & Sciences 301.3

301_GW Arts & Sciences 301.4

301_GW Arts & Sciences 301.5

301_GW Arts & Sciences 301.6

301_GW Arts & Sciences 301.7

301_GW Arts & Sciences 301.8

301_GW Arts & Sciences 301.9

301_GW Arts & Sciences 301.10

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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Heritage Logos

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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

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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.*

COLOR PALETTE:

Primary:

Pantone 302c

Pantone 7502c

Pantone 3005c

Pantone 303c

Secondary:

Pantone 2034c

Pantone 686c

Pantone 7401c

Pantone 305c

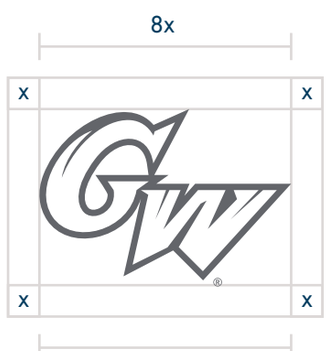
Pantone 559c

LOGO CLEAR SPACE AND MINIMUM SIZE:

Minimum width: .375 in

Minimum width: .25 in

Minimum width: 1.5 in



Minimum width: .25 in

Minimum width: .25 in

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