



THE GEORGE WASHINGTON UNIVERSITY ATHLETICS

GRAPHIC IDENTITY MANUAL

FOR MERCHANDISE

THE GEORGE WASHINGTON UNIVERSITY ATHLETICS

GRAPHIC IDENTITY MANUAL FOR MERCHANDISE

This manual presents guidelines for the approved representation of the George Washington Athletics, a critical component of the overall brand and identity program for the George Washington University. It introduces key elements—official colors, typography, and more—for marks such as the GW Primary Athletics, Secondary Colonials, Motion George Washington and George Mascot.

These guidelines protect the integrity of the George Washington Athletics marks and ensure that commercial vendors and others are working closely with the Licensing and Trademarks Office to obtain necessary permission to reproduce and distribute them.



For guidelines related to the George Washington University's overall brand and visual identity program, please visit creativeservices.gwu.edu.

Official GW Athletics Colors



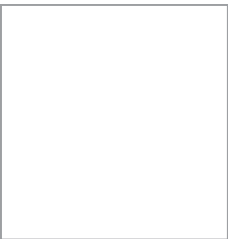
These colors are to be used for all athletics marks. If these colors are not available, the mark should be printed in black or reversed in white (whichever offers best contrast*).

*See individual artwork guidelines on pages 4, 7, 12 and 14.



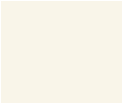
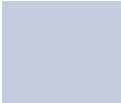
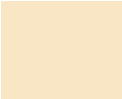
Because colors will vary from printer to printer and from monitor to monitor, a slight difference can significantly affect a color. These colors are to be used only as a reference.

Each vendor is responsible for making the necessary adjustments to visually match approved color swatches.

Primary GW Athletic colors:

	COLOR	PANTONE®	THREAD COLOR
	BUFF	PMS 7502	MADEIRA 1270 POLY-NEON 1670
	BLUE	PMS 282	MADEIRA 1242 POLY-NEON 1742
	White		

George Mascot mark colors (see page 13 for mark usage guidelines):

	COLOR	PANTONE®	THREAD COLOR		COLOR	PANTONE®	THREAD COLOR
	BUFF	PMS 7502	MADEIRA 1270 POLY-NEON 1670		BLUE	PMS 282	MADEIRA 1242 POLY-NEON 1742
	BUFF HIGHLIGHT	PMS 7502 - 20%	MADEIRA 1071 POLY-NEON 1949		LIGHT BLUE	PMS 282 - 15%	MADEIRA 1030 POLY-NEON 1053
	COMPLEXION	PMS 726	MADEIRA 1055 POLY-NEON 1927				

GW Primary Athletics Mark

Shown on the right are approved color variations for the GW Primary Athletics mark.

Ideally, the GW Primary Athletics mark should be used in the color combinations shown, but exceptions may apply for designs submitted by a licensed vendor.

✉ *All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.*



Full color



One-color



Full-color over a dark color **requires white outline**



Reverse one-color over a dark color



Full-color over a light color **requires white outline**



Positive one-color over a light color

GW Primary Athletics Mark Clear Space

The GW Primary Athletics mark is most effective when surrounded by as much open space as possible.

A minimum 1/8 of the full width of the Primary mark of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.



When used with athletic department designations



GW Primary Athletics Mark for Merchandise

All GW Primary Athletics marks that appear on merchandise **must** be accompanied by the registration mark as shown to the right, except on competition uniforms.



GW Primary Athletics Mark Athletic Department Designations

Any department, club, program, or organization name other than those listed below **may not** be added under the GW Primary Athletics mark without review by the Licensing and Trademark Office.

Baseball
 Men's Basketball
 Women's Basketball
 Men's Cross Country
 Women's Cross Country
 Golf
 Gymnastics
 Lacrosse
 Men's Rowing
 Women's Rowing
 Sailing
 Men's Soccer
 Women's Soccer
 Softball
 Men's Squash
 Women's Squash
 Men's Swimming
 Women's Swimming
 Men's Tennis
 Women's Tennis
 Volleyball
 Men's Water Polo
 Women's Water Polo

Always use approved and provided electronic artwork.

✉ *All designs must be submitted for review to the Licensing and Trademark Office by email at ltip@gwu.edu.*



WOMEN'S TENNIS



MEN'S TENNIS



VOLLEYBALL



VOLLEYBALL



CROSS COUNTRY



CROSS COUNTRY



BASEBALL



BASEBALL

Secondary Athletics Mark

This mark cannot replace the GW Primary Athletics mark, nor can it be used without the GW Primary Athletics mark.

✉ All designs must be submitted for review to the Licensing and Trademark Office by email at ltf@gwu.edu.



Full color



One-color



Full-color over a dark color **requires white outline**



Reverse one-color over a dark color



Full-color over a dark color **requires white outline**



Positive one-color over a light color

Secondary Athletics Mark Clear Space

The Secondary Athletics mark is most effective when surrounded by as much open space as possible.

A minimum 1/8 of the full width of the Secondary Mark of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.



When used with athletic department designations



Secondary Athletics Mark for Merchandise

All Secondary Athletics marks that appear on merchandise **must** be accompanied by the registration mark as shown to the right.



**Secondary Colonials
Mark Athletic
Department
Designations**

Any department, club, program, or organization name other than those listed below **may not** be added under the Secondary Athletics mark without review by the Licensing and Trademark Office.

- Baseball
- Men's Basketball
- Women's Basketball
- Men's Cross Country
- Women's Cross Country
- Golf
- Gymnastics
- Lacrosse
- Men's Rowing
- Women's Rowing
- Sailing
- Men's Soccer
- Women's Soccer
- Softball
- Men's Squash
- Women's Squash
- Men's Swimming
- Women's Swimming
- Men's Tennis
- Women's Tennis
- Volleyball
- Men's Water Polo
- Women's Water Polo

Always use approved and provided electronic artwork.

✉ *All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.*



MEN'S WATER POLO



WOMEN'S WATER POLO



GYMNASTICS



GYMNASTICS



LACROSSE



LACROSSE



MEN'S SWIMMING



WOMEN'S SWIMMING

Motion George Washington

This mark is approved for all practice gear and uniforms and can be used independent of a GW Primary Athletics mark as long as a team name is included.

This mark should always remain left justified and should never be centered.

✉ *All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.*

GEORGE WASHINGTON

Two-line version

GEORGE WASHINGTON

Linear version

Screen Printing:

GEORGE WASHINGTON

PMS: 282
PMS: 282 - 60%
PMS: 7502

GEORGE WASHINGTON

PMS: 282

GEORGE WASHINGTON

PMS: 7502
PMS: 7502 - 15%
WHITE

GEORGE WASHINGTON

PMS: 282
PMS: 282 - 60%
WHITE

Tackle Twill:

GEORGE WASHINGTON

PMS: 282
PMS: 7502

GEORGE WASHINGTON

PMS: 7502
WHITE

GEORGE WASHINGTON

PMS: 282
WHITE

Motion George Washington Mark Clear Space

The Motion George Washington mark is most effective when surrounded by as much open space as possible.

A minimum 1/8 of the full width of the Motion George Washington mark of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.

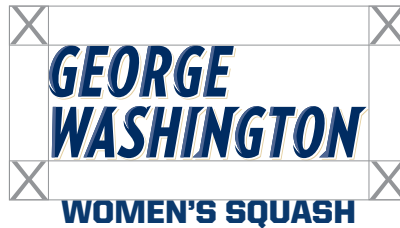
✉ *All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.*

8x

**GEORGE
WASHINGTON**



When used with athletic department designations



Motion George Washington Department Designations

Any department, club, program, or organization name other than those listed below **may not** be added under the the GW Primary Athletics mark without review by the Licensing and Trademark Office.

Baseball
Men's Basketball
Women's Basketball
Men's Cross Country
Women's Cross Country
Golf
Gymnastics
Lacrosse
Men's Rowing
Women's Rowing
Sailing
Men's Soccer
Women's Soccer
Softball
Men's Squash
Women's Squash
Men's Swimming
Women's Swimming
Men's Tennis
Women's Tennis
Volleyball
Men's Water Polo
Women's Water Polo

*Always use approved and provided
electronic artwork.*

✉ *All designs must be submitted
for review to the Licensing and
Trademark Office by email
at ltp@gwu.edu.*

**GEORGE
WASHINGTON**

WOMEN'S SOCCER

**GEORGE
WASHINGTON**

MEN'S SOCCER

**GEORGE
WASHINGTON**

MEN'S BASKETBALL

**GEORGE
WASHINGTON**

WOMEN'S BASKETBALL

**GEORGE
WASHINGTON**

CROSS COUNTRY

**GEORGE
WASHINGTON**

CROSS COUNTRY

**GEORGE
WASHINGTON**

SAILING

**GEORGE
WASHINGTON**

SAILING

George Mascot (Tertiary Athletics) Mark

This mark is a restricted use mark. It always requires prior approval before using and cannot be used without the GW Primary Athletics mark.

✉ All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.



Full color



One-color



Full-color over a dark color **requires light blue outline**
(see page 3 for color reference)



Reverse one-color over a dark color



Full-color over a dark color **requires light blue outline**
(see page 3 for color reference)



Positive one-color over a light color

George Mascot (Tertiary Athletics) Mark Clear Space

The George Mascot mark is most effective when surrounded by as much open space as possible.

A minimum 1/8 of the full width of the George Mascot mark of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.

George Mascot (Tertiary Athletics) Mark for Merchandise

All George Mascot marks that appear on merchandise **must** be accompanied by the trade mark as shown to the right.

✉ *All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.*



Tertiary Athletics Mark with University Name

This mark is also a restricted use mark and always requires prior approval before using.

✉ All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.



Full color



One-color



Full-color over a dark color **requires white outline and school name reversed**



Reverse one-color over a dark color **and school name reversed**



Full-color over a dark color **requires white outline and school name positive**



Positive one-color over a light color **and school name positive**

Tertiary Athletics Mark with University Name

The Tertiary Athletics mark with university name is most effective when surrounded by as much open space as possible.

A minimum 1/16 of the full width of the Tertiary Athletics mark with university name of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.



Tertiary Athletics Mark with University Name for Merchandise

All Tertiary Athletics mark with university name that appear on merchandise **must** be accompanied by the registration mark as shown to the right.



✉ *All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.*

APPENDIX B

THE GEORGE WASHINGTON UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

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OCTOBER 11, 2012

THE GEORGE WASHINGTON UNIVERSITY



PRIMARY ATHLETIC MARKS		
25	26	27
28	29	30
SECONDARY ATHLETIC MARKS		
31	32	33
34	35	36

VERBIAGE	GENERAL INFORMATION
The George Washington University ® George Washington University ® GW ® Colonials ® George Washington Colonials™ Raise High the Buff and Blue™	Buff and Blue™ Raise High™ GDub™ LOCATION: WASHINGTON, DC MASCOT: COLONIALS MASCOT NICKNAME: GEORGE ESTABLISHED DATE: 1821 CONFERENCE: ATLANTIC 10

TERTIARY ATHLETIC MARKS		
37	38	39
40	41	42
43	44	45
46	47	48

COLOR INFORMATION			
<small>You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE is a registered trademark of PANTONE, Inc.</small>			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
DARK BLUE LIGHT BLUE BUFF BUFF HIGHLIGHT COMPLEXION	PANTONE 282 PANTONE 282 - 15% PANTONE 7502 PANTONE 7502 - 20% PANTONE 726	MADEIRA 1242 MADEIRA 1030 MADEIRA 1270 MADEIRA 1071 MADEIRA 1055	POLY-NEON 1742 POLY-NEON 1053 POLY-NEON 1670 POLY-NEON 1949 POLY-NEON 1927
DARK BLUE	LIGHT BLUE	BUFF	BUFF HIGHLIGHT COMPLEXION

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Official Seal Approved on an Individual Basis _____
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.	<input type="checkbox"/>	<input type="checkbox"/>	_____
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.	<input type="checkbox"/>	<input type="checkbox"/>	_____

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

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by THE GEORGE WASHINGTON UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

Improper usage

To maintain the design integrity of the GW Athletic brand and maximize each mark's effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual without modification.

The marks are not to be altered in any way. Shown on the right are unacceptable uses of GW Athletics marks.

✉ *All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.*



Never overwrite the GW Primary Athletics mark.



Never overlap anything on top of the GW Primary Athletics mark.



The GW Primary Athletics mark may not be used to spell out another word.



Do not distort shapes of the marks.



The George Mascot mark can not replace the GW Primary Athletics mark.



Never reverse the GW Primary Athletics mark.



Never reverse the Secondary Athletics mark.



Do not center the Motion George Washington.



Do not add team name to Tertiary Athletics mark with the university name under it.

George Washington Athletics Typeface

The vendor should use this font (or a similar font). If you need something to be custom written, please contact the Licensing and Trademark Office by email at ltp@gwu.edu.

 *All requests must be submitted to the Licensing and Trademark Office by email at ltp@gwu.edu.*

United Sans Regular Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

United Sans Regular Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

United Sans Regular Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Any questions regarding Licensing and Trademarks should be directed to the Licensing and Trademarks Coordinator:

Licensing and Trademarks Program

 | licensing.gwu.edu

 | ltip@gwu.edu

All art shown in this manual is the property of The George Washington University and artwork may not be used in any way without prior written permission.

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC