



# THE GEORGE WASHINGTON UNIVERSITY Merchandise Guidelines

## Steps to Take When Creating Merchandise for the University:



**Review this document** for artwork guidelines for merchandise



Select a **GW licensed vendor**



Once you have a design mocked up on the merchandise, **submit your artwork** for approval at [go.gwu.edu/merchapproval](https://go.gwu.edu/merchapproval)



## ARTWORK GUIDELINES FOR MERCHANDISE:

All merchandise produced by a department or staff at the university requires a GW trademark logo or name somewhere on the merchandise. Please remember that our logos must not be altered in any way—they must appear in their original form. If you need vector files of the logos with the registration mark added, please email [LTP@gwu.edu](mailto:LTP@gwu.edu).

### REGISTRATION MARK

The registration mark “®” must appear in the lower right corner after the GW logo or name of the university on all merchandise (see logos on this sheet for reference). The following is a list of instances when the registration mark may be omitted:

- When the logo or verbiage is embroidered and the registration mark will fill in
- When the logo or verbiage is engraved or embossed
- When the logo or verbiage is etched on glass/crystal
- On high-end and/or one-of-a-kind donor gifts
- On expensive dinnerware
- On table cloths
- When it appears so small that it will fill in and look like a dot (smaller products like pens/pencils)
- On uniforms

### INSTITUTIONAL MARKS

**THE GEORGE WASHINGTON UNIVERSITY®**  
WASHINGTON, DC



**THE GEORGE WASHINGTON UNIVERSITY®**  
WASHINGTON, DC

### ATHLETICS MARKS



The GW Athletics Marks are restricted to use only by the Department of Athletics, Intramural/Club Sports, and the Lerner Health and Wellness Center programs.

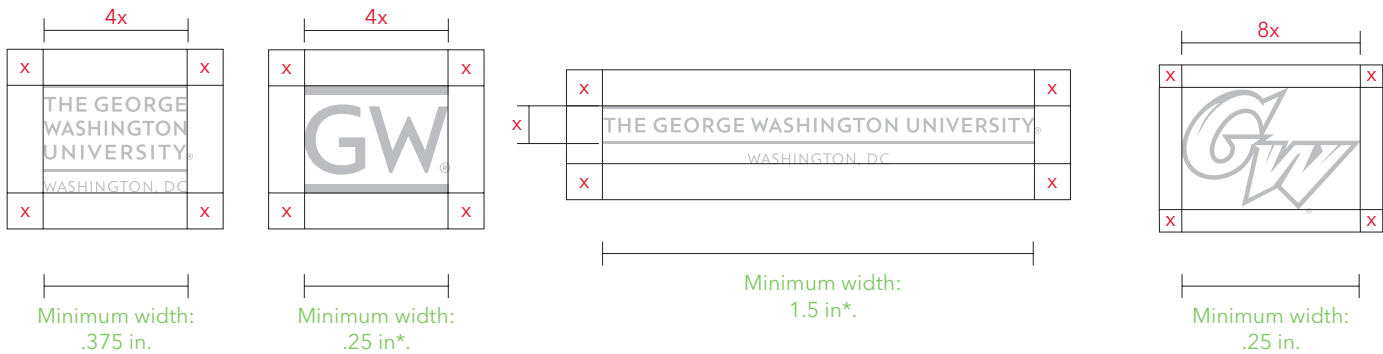
### APPROVED NAMES

**The George Washington University®**  
**GW®**



## ARTWORK GUIDELINES (CONT'D)

### LOGO CLEAR SPACE AND MINIMUM SIZE:



\* For logos in the system that contain either the monogram or the horizontal logo (e.g. administrative department, shorthand school, and full school logos,) the clear space and minimum size requirements indicated on this page apply to the entire logo lockup.

### LOGO COLORS:

#### INSTITUTIONAL



#### ATHLETICS



### COLORS OF MERCHANDISE:



We strongly suggest choosing merchandise (shirts, hats, etc.) in a color from the university color palette or in a neutral grey or white color.

### FONTS FOR MERCHANDISE:

**Merchandise that contains an Institutional mark:** We prefer the font Avenir but Arial and Times New Roman are also acceptable.

**Merchandise that contains the Athletics mark:** Liberator, United Sans, or Knockout.



## SELECTING A LICENSING VENDOR:

When printing merchandise you must use a vendor that is licensed with GW.

For a complete list of licensed vendors please visit [licensing.gwu.edu/licensed-vendors](https://licensing.gwu.edu/licensed-vendors).



## SUBMIT YOUR ARTWORK FOR APPROVAL:

Once you have designs and a vendor selected, have the vendor mock up the design on the merchandise you are printing and submit to the licensing portal for approval at [go.gwu.edu/merchapproval](https://go.gwu.edu/merchapproval).