



THE GEORGE WASHINGTON UNIVERSITY ATHLETICS

GRAPHIC IDENTITY MANUAL

FOR MERCHANDISE

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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

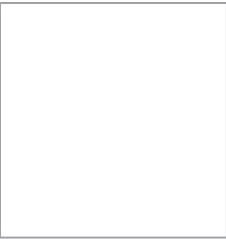
These colors are to be used for all athletics marks. If these colors are not available, the mark should be printed in black or reversed in white (whichever offers best contrast*).

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

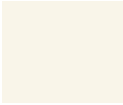
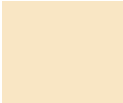
Because colors will vary from printer to printer and from monitor to monitor, a slight difference can significantly affect a color. These colors are to be used only as a reference.

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 ltip@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 ltg@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 ltip@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 ltip@gwu.edu.*

COLONIALS

MEN'S WATER POLO

COLONIALS

WOMEN'S WATER POLO

COLONIALS

GYMNASTICS

COLONIALS

GYMNASTICS

COLONIALS

LACROSSE

COLONIALS

LACROSSE

COLONIALS

MEN'S SWIMMING

COLONIALS

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 ltip@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 ltg@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 ltip@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 ltip@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 light 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.

16x



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 ltip@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.

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

COLOR INFORMATION			
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.			
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

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

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

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 ltf@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