



TM

GEORGETOWN ATHLETICS BRAND & VISUAL IDENTITY

GUIDELINES FOR INTERNAL & EXTERNAL USE

INTRODUCTION

The Georgetown University Athletics brand identity is steeped in tradition pairing an iconic logo with consistency in visual imagery and assets.

The athletic brand marks are primarily reserved for intercollegiate athletics and their partners. At no time should any of the marks be modified, stretched or distorted and there must be clear space around the marks.

The marks cannot be used in any color combinations other than those specifically called out in the Georgetown brand and visual identity guidelines. Some color variations are acceptable for retail consumer products; however, prior approval must be given by Georgetown University Athletics.

Use of these marks for commercial purposes requires permission or licensure from Georgetown University Athletics. Requests for such use should be directed to Senior Associate AD for External Affairs Dan O'Neil at djo23@georgetown.edu. All requests will be reviewed for the editorial use of Georgetown Athletics logos on a case by case basis.

PRIMARY LOGO

The trademarked Georgetown “G” is the primary logo of the Georgetown University Athletics Department. Its preferred use is a blue fill with a gray or white stroke. However, other versions exist for different backgrounds.

These logos are intended to be used as a standalone and should not be altered in any way, including the fill of the G or anything placed behind, in front or above the logo. Text is allowed below the logo but placement of the text must have prior approval before use.

TWO COLOR OPTIONS, PRESENTED AS PREFERRED ON DIFFERING BACKGROUNDS



ONE COLOR OPTIONS ARE ONLY THE STROKE OF THE LOGO - THE FILL SHOULD NEVER BE USED WITHOUT THE STROKE

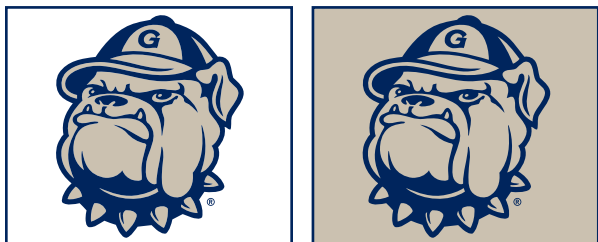


SECONDARY LOGO

The trademarked Georgetown “bulldog” is the secondary logo of the Georgetown University Athletics Department. Its preferred use is a two color logo. However, other versions exist for different backgrounds.

These logos are intended to be used as a standalone and should not be altered in any way, including anything placed behind, in front or above the logo. Text is allowed below the logo but placement of the text must have prior approval before use.

TWO COLOR OPTIONS, PRESENTED AS PREFERRED ON DIFFERING BACKGROUNDS



ONE COLOR OPTIONS, PRESENTED AS PREFERRED ON DIFFERING BACKGROUNDS



BULLDOG WITH A STROKE, PREFERRED FOR BLUE OR DARK BACKGROUNDS



WORDMARK

The trademarked “block Georgetown” is the wordmark of the Georgetown University Athletics Department. Its preferred use is a one color wordmark. Internally, a stroke may be applied when necessary. Adding a stroke is prohibited in external use.

ONE COLOR OPTIONS, PRESENTED AS PREFERRED ON DIFFERING BACKGROUNDS



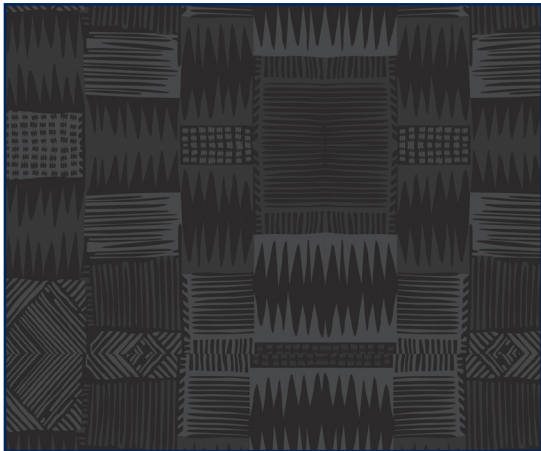
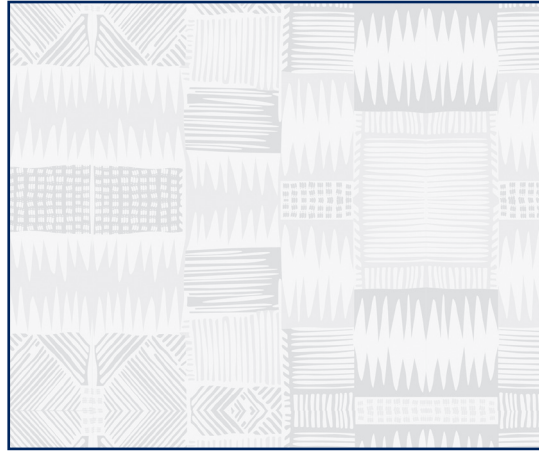
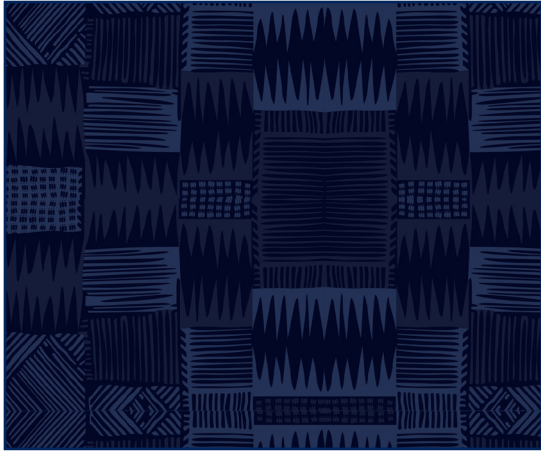
TWO COLOR OPTIONS INCLUDE A STROKE AND ARE FOR INTERNAL USE ONLY



PATTERN

The kente pattern is synonymous with Georgetown University Athletics and originated with the men's basketball program during the 1990s. The pattern is exclusively used internally within the department and is part of the visual brand of athletics.

KENTE PATTERN



COLORS & VISUAL IDENTITY

The official colors of the Georgetown University Athletics Department are blue and gray with the use of white and black as needed. Tertiary colors on uniforms are used by Nike and are strictly for internal use and not for outside vendors.

	DIGITAL				PRINT				
BLUE	R 4	G 30	B 66	HEX: 041E42	C 100	M 90	Y 13	K 68	PANTONE 282
GRAY	R 175	G 169	B 160	HEX: AFA9A0	C 10	M 11	Y 17	K 27	PANTONE 401
WHITE	R 255	G 255	B 255	HEX: #FFFFFF	C 0	M 0	Y 0	K 0	
BLACK	R 0	G 0	B 0	HEX: #000000	C 0	M 0	Y 0	K 100	PROCESS: BLACK