



BRAND GUIDELINES

JANUARY 2025

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INTRODUCTION

George Mason Athletics' transformation over the past 60+ years has directly mirrored our University's dynamic path to becoming one of nation's largest, most innovative, most diverse institutions of higher learning.

From humble beginnings in the NAIA to our current position as a Division I, Atlantic 10 stalwart, George Mason Athletics has steadfastly remained All Together Different.

Much like the University's remarkable ascendance to the youngest-ever Tier 1 research institution, the Patriots achieved the previously unthinkable as the first modern Cinderella to reach the Final Four in 2006.

And as collegiate athletics has continued to evolve, our department has proved consistent in our mission.

As the highly visible front porch of our University, we've built an inclusive, championship-driven culture which emphasizes the holistic development of our student-athletes into postgraduate leaders in the Northern Virginia community and across the globe.

PURPOSE

Much like Athletics' growth and mission have reflected the University's, it is fitting that our logo aligns for the first time in our institution's history. The values and vision which fueled our ascendance are embedded into every aspect of this new mark.

Its open ends represent the many entry points and pathways to success that have become the hallmark of our student-athlete community. The inner gold, hugged by green on both sides depicts our department's signature inclusivity, where diverse student origins, identities, circumstances and viewpoints come together to achieve championship success.

Green and gold—the colors chosen by some of our earliest Patriots in the late 1960s—honor our student-focused roots. But a bolder palette signifies our confidence and standing as a rising national leader in Division I Athletics.

And the "GM" monogram embraces the All Together Different positioning of George Mason Athletics. It makes a clean break from more than 40 other American universities that bear conventional logos featuring an "M," allowing us to stand alone as the world's only "GM" university and athletic department.

College Athletics is at a decisive crossroads in America.

As the national landscape continues to shift, this new look symbolizes our commitment to evolution in a new era of expectations.

We will remain committed to our mission while continuing to meet the times, as we have throughout the course of our history.

This is a new flag for a new ship.

This is George Mason Athletics.

SECTION 1 |

COLOR PALETTE

COLOR PALETTE

PRIMARY COLORS

OVERVIEW

George Mason's green (PMS 357c) should stand out as the dominant color representing the Patriots athletics programs where possible. From playing surfaces to the website and marketing collateral, George Mason Athletics will utilize green to set itself apart from the other athletic programs in the area, none of whom have green as their primary color.

The gold (PMS 123) in the color palette can and should be used as a secondary color, set against a green background.

GREEN

FOR PRINT

Pantone®
357C

CMYK
83 | 19 | 73 | 58

FOR DIGITAL

RGB
0 | 82 | 57
HEX
#005239

GOLD

FOR PRINT

Pantone®
123C

CMYK
0 | 22 | 80 | 0

FOR DIGITAL

RGB
255 | 199 | 51
HEX
#ffc733

BLACK

FOR PRINT

Pantone®
Black 7C

CMYK
65 | 61 | 64 | 54

FOR DIGITAL

RGB
51 | 51 | 51
HEX
#333333

White

CMYK
0 | 0 | 0 | 0

FOR DIGITAL

RGB
255 | 255 | 255
HEX
#ffffff

GRAY

FOR FABRIC ONLY

Pantone®
Cool Gray 9
CMYK
5 | 2 | 0 | 52

SECTION 2 |

PRIMARY IDENTITY

PRIMARY IDENTITY

GEORGE MASON ATHLETICS HORIZONTAL

REGISTERED & TRADEMARK

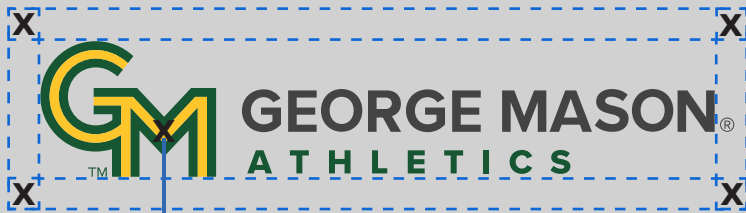
This legal superscript is an important part of the logo and should never be removed.

LOGO CLEAR SPACE

A clear space is defined to maintain a logos integrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to "x", as illustrated. "x" is equal to the width of the interlocking GM.

LOGO USAGE

The GM monogram on its own is not a replacement for the George Mason primary logo and may not be used alone on materials.



The clear space is determined by the width of the interlocking GM.



3-COLOR



3-COLOR REVERSED



3-COLOR REVERSED



2-COLOR



2-COLOR



1-COLOR GREEN
(USE ON GOLD, WHITE AND GRAY)



1-COLOR GOLD

PRIMARY IDENTITY

GEORGE MASON ATHLETICS STACKED

REGISTERED & TRADEMARK

This legal superscript is an important part of the logo and should never be removed.

LOGO CLEAR SPACE

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LOGO USAGE

The GM monogram on its own is not a replacement for the George Mason primary logo and may not be used alone on materials.



The clear space is determined by the width of the interlocking GM.



SECTION 3 |

SPIRIT MARKS

SPIRIT MARK

GEORGE MASON PATRIOTS STACKED

REGISTERED & TRADEMARK

This legal superscript is an important part of the logo and should never be removed.

LOGO CLEAR SPACE

A clear space is defined to maintain a logos integrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to "x", as illustrated. "x" is equal to the width of the interlocking GM.



The clear space is determined by the width of the interlocking GM.



SECTION 4 |

SPORT- SPECIFIC MARKS

SPORTS-SPECIFIC

GEORGE MASON SPORTS-SPECIFIC HORIZONTAL

REGISTERED & TRADEMARK

This legal superscript is an important part of the logo and should never be removed.

LOGO CLEAR SPACE

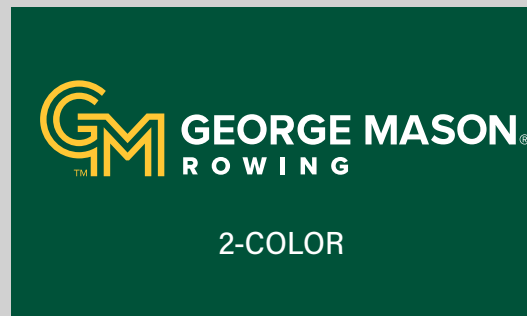
A clear space is defined to maintain a logos integrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to "x", as illustrated. "x" is equal to the width of the interlocking GM.

LOGO USAGE

The GM monogram on its own is not a replacement for the George Mason primary logo and may not be used alone on materials.



The clear space is determined by the width of the interlocking GM.



SPORTS-SPECIFIC

GEORGE MASON SPORTS-SPECIFIC STACKED

REGISTERED & TRADEMARK

This legal superscript is an important part of the logo and should never be removed.

LOGO CLEAR SPACE

A clear space is defined to maintain a logos integrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to "x", as illustrated. "x" is equal to the width of the interlocking GM.

LOGO USAGE

The GM monogram on its own is not a replacement for the George Mason primary logo and may not be used alone on materials.



The clear space is determined by the width of the interlocking GM.



SECTION 5 |

**GEORGE
MASON
MONOGRAM**

MONOGRAM

GEORGE MASON MONOGRAM

REGISTERED & TRADEMARK

This legal superscript is an important part of the logo and should never be removed.

LOGO CLEAR SPACE

A clear space is defined to maintain a logos intergrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to "x", as illustrated. "x" is equal to the width of the interlocking GM.

USAGE RULES

Monogram may not be used alone. Use in conjunction with one wordmark where the monogram and wordmark are used in different imprint areas.



The clear space is determined by the width of the interlocking GM.



MONOGRAM

GEORGE MASON MONOGRAM ALT

REGISTERED & TRADEMARK

This legal superscript is an important part of the logo and should never be removed.

LOGO CLEAR SPACE

A clear space is defined to maintain a logos integrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to “x”, as illustrated. “x” is equal to the width of the interlocking GM.

USAGE RULES

For merchandise only. Monogram alternate may not be used alone. Use in conjunction with one wordmark where the monogram and wordmark are used in different imprint areas.



The clear space is determined by the width of the interlocking GM.



SECTION 6 |

**GEORGE
MASON
WORDMARKS**

GEORGE MASON WORDMARKS

GEORGE MASON TYPE TREATMENT

REGISTERED & TRADEMARK

This legal superscript is an important part of the logo and should never be removed.

LOGO CLEAR SPACE

A clear space is defined to maintain a logos integrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to the height and width of the letter G.



The clear space is determined by the height and width of the letter G.

GEORGE MASON®

1-COLOR

GEORGE MASON®

1-COLOR

GEORGE MASON®

1-COLOR

GEORGE MASON®

1-COLOR

GEORGE MASON®

1-COLOR

GEORGE MASON WORDMARKS

GEORGE MASON ARCHED TYPE TREATMENT

REGISTERED & TRADEMARK

This legal superscript is an important part of the logo and should never be removed.

REFERENCING ATHLETICS

The athletic department and its programs should only be referred to as George Mason. For example, George Mason Women's Soccer. Mason by itself is not acceptable on uniforms or apparel, and may only be used as a verbal reference.

LOGO CLEAR SPACE

A clear space is defined to maintain a logo's integrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to the height and width of the letter G.



GEORGE MASON[®]

1-COLOR, SINGLE LINE



GEORGE
MASON[®]

1-COLOR, TWO-LINE

SECTION 6 |

BRAND TYPOGRAPHY

BRAND TYPOGRAPHY

INDUSTRY INC

Industry Inc is for use for the Athletics brand. It is used at display sizes, for isolated words and short phrases, such as names on apparel and large signage. It should not be used to typeset sentences and other texts with multiple lines.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789&!?.;

INDUSTRY INC BASE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789&!?.;

INDUSTRY INC CUTLINE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789&!?.;

INDUSTRY INC OUTLINE

BRAND TYPOGRAPHY

BRAND TYPEFACES

Industry Inc typeface should only be used at banner sizes, in signage and jerseys, and should not be used for standard typographic needs. For normal text, use the Acumin Pro typefaces at the appropriate sizes.

The Acumin Pro family comprises many options in weight, as well as an italic style, for a versatile typographic palette.

Superior Title Regular and Italic is used for longform body text.

Superior Title Bold and Italic is used for headings.

HEADINGS | CAPTIONS & SMALL TEXT

Acumin Pro Condensed Regular

Acumin Pro Condensed Italic

Acumin Pro Condensed Black

Acumin Pro Condensed Black Italic

Acumin Pro SemiCondensed Medium

Acumin Pro SemiCondensed Medium Italic

Acumin Pro SemiCondensed Black

Acumin Pro SemiCondensed Black Italic

Acumin Pro ExtraCondensed Medium

Acumin Pro ExtraCondensed Medium Italic

Acumin Pro ExtraCondensed Black

Acumin Pro ExtraCondensed Black Italic

BODY TEXT

Superior Title Light

Superior Light Italic

Superior Title Regular

Superior Title Italic

Superior Title Bold

Superior Bold Italic

SECTION 7 |

SECONDARY IDENTITY

SECONDARY IDENTITY

PATRIOT FACE

LOGO CLEAR SPACE

A clear space is defined to maintain a logos integrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to "x" as illustrated.



The clear space is determined by the "x" as illustrated.



4-COLOR



3-COLOR

SECONDARY IDENTITY

PATRIOTS SCRIPT

LOGO CLEAR SPACE

A clear space is defined to maintain a logos integrity. Do not allow any graphic elements such as copy, photography or background patterns to violate the clear space. The preferred clear space is equal to the height and width of the letter P.



The clear space is determined by the height and width of the letter P.

2-COLOR

2-COLOR

2-COLOR

1-COLOR

2-COLOR

SECTION 8 |

LEGACY LOGOS

LEGACY LOGOS

GEORGE MASON INTERLOCKING GM

REGISTERED & TRADEMARK

This legal superscript is an important part of the logo and should never be removed.

SPECIAL USE ONLY

The George Mason baseball GM and contemporary GM are to be used only for special events upon departmental approval. General use of this mark is strictly prohibited.



BASEBALL GM



CONTEMPORARY GM

LEGACY LOGOS

GEORGE MASON STAR BOLT

SPECIAL USE ONLY

The George Mason “starbolt” logo is to be used only for special events upon departmental approval. General use of this mark is strictly prohibited.



4-COLOR FULL



4-COLOR NO BANNER



3-COLOR STARBOLT

SECTION 9 |

LOGO USAGE

INCORRECT LOGO USAGE

Logos and type treatment should not be adjusted or edited in any way. Here are some examples of incorrect usage:

1. Do not change the colors of the logo.
2. Do not place elements in the logo clear space.
3. Do not condense, expand or distort the logo unproportionally.
4. Do not add a drop shadow, bevel and emboss, inner glow or any other text effects to the logo.
5. Do not place the logo on top of an image or pattern with poor contrast and readability.
6. Do not resize any individual elements of the logo.
7. Do not rotate the logo.
8. Do not crop the logo.
9. Do not use the George Mason word art logo within a line of text.



1



2



3



4



5



6



7



8

DO NOT USE
GEORGE MASON
WITHIN TEXT

9

SECTION 10 |

SOCIAL MEDIA

SOCIAL MEDIA

TEAM ICONS



George Mason athletics social media handles and profiles have been updated to implement the visual identity consistently across all channels.

