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THE GEORGE  
WASHINGTON  
UNIVERSITY

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WASHINGTON, DC

# Identity Standards and Guidelines

## Version 1.2 Updates

George Washington  
portrait usage

PG 30

Parallelogram  
usage

PG 56

Proprietary  
GW Liberated font

PG 45

Merchandise logo  
usage system

PG 85

Hoefler Swash  
usage

PG 46

## Objective of our Guidelines

Our identity is a powerful asset. By consistently applying all the elements of the George Washington University visual identity across all touchpoints, we create and maintain a strong brand that reinforces who we are, how we define our personality and the value we provide to our key audiences.

This document provides standards and guidelines for the use of the GW logos. It also provides information about the use of secondary graphics, color, typography, imagery and layout. These standards are to be consistently applied to all of our branded touchpoints including advertising, print, collateral, stationery, signage and digital media.

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## What is Creative Strategy?

A creative strategy summarizes the essence of the institution and the key attributes that define it.

The creative strategy guides all the ways in which an institution expresses itself, both visually (through its logo and visual identity) and verbally (through messaging and tone of voice), across all its communications.

Using the creative strategy as a filter for all communication decisions will ensure that the George Washington University builds a strong, consistent identity and speaks with a common voice across all its touchpoints – helping us tell our story in a way that stands out in the marketplace and drives awareness and understanding of who we are and what we stand for.

## Why is Creative Strategy Important?

**Clarifies** what makes the George Washington University special

**Differentiates** the George Washington University from its peer institutions

**Inspires** students, faculty and staff to select the George Washington University as their destination of choice

**Motivates** partners and donors to invest in the George Washington University's success

**Encourages** alumni to stay connected and give back

**Sparks** the interest of the community, the nation and the world

## Initial Creative Guidance

The initial creative guidance summarizes the essence of an organization: what it stands for, how it's distinctive and why anyone should care about it.

The George Washington University lies at the catalytic intersection of policy, practice and research, connecting all that Washington, DC has to offer with an intellectual environment that drives progress. The largest university in our nation's capital, the George Washington University transforms vision into action and combines powerful ideas with individuals and institutions to effect meaningful, positive change.

Our faculty members are scholars and leading practitioners who bring unique expertise into the classroom, providing students with learning experiences that are rigorous, real-time and real-world. Our students believe that one person can make a difference, and the George Washington University encourages them to use their education to make their mark on the world. Whether working through local community initiatives or developing global policies, they are committed to service. Our alumni serve as a global network with limitless energy, probing intellect and deep resolve, joined together by a commitment to act, live and lead responsibly.

Inspired by our namesake, we believe that a community united in purpose has the power to set great ideas in motion. In all the areas crucial to human society, we strive to make a lasting difference in the world.

## Creative Strategy Attributes

The key brand attributes give substance to the initial creative guidance and define specific expectations for stakeholders. In GW's case, the key brand attributes are the foundations of the message house.

- Location
- Rigorous Academics and Great Teaching
- Unique Opportunities = Successful Outcomes

## Key Messaging: Organizational Primary Messages

The primary message is the highest order message that should be used to communicate the brand positioning. In GW's case, the primary message is also known as the roof message of the message house.

Our location isn't just where we are, it's a big part of who we are. Our namesake envisioned a university in the nation's capital that would prepare citizen leaders brought together from all over the world. Today, we are that university with students and faculty members from every state and more than 130 countries. Taking full advantage of our setting in a global nerve center, a GW education integrates intellectual discovery, interactive learning and unparalleled access to opportunities in every sector of society. In a city shaping the future, George Washington is a university where faculty and students not only study the world but also work to change it.

## Key Messaging: Organizational Pillar Messages

The pillar messages support the primary message and can be used, where appropriate, to reinforce the brand positioning. In GW's case, the pillar messages are the pillars of the message house.

### **Knowledge in Action**

GW's research is distinguished by our commitment to transform policy that affects people in their daily lives. This unique approach to research gives special character to our teaching and enables us to offer our students learning experiences that few can match. With our location, connections and close proximity to institutions such as the National Institutes of Health, National Science Foundation, the Smithsonian Institution and Library of Congress, GW's research helps solve national and global problems while giving our students learning opportunities inside and outside the classroom. In the 21st Century, GW's faculty and students continue to open new doors of discovery.

### **Passion for Changing the World**

GW attracts people who want to make a difference in the world. Students and faculty come to GW for exceptional leadership training that links real-world experiences only found in Washington, DC with rigorous classroom learning. GW's commitment to giving back to the local and global communities means that students have special opportunities to interact with and learn from the most influential leaders of our time.

### **Smart Investment**

A GW education is a smart investment. Our dynamic classroom experiences and unrivaled connections to the world's most influential organizations and institutions enable our students to complete their studies with a clear sense of where their talents can have the greatest impact – and give them a head start on getting there. At the same time, we understand the challenges of paying for higher education, so we provide all undergraduate students with a no surprises tuition promise while continuing to increase student aid at both the undergraduate and graduate levels.

# Segment Specific Messaging: Undergraduate Student Experience

## Primary Message

At GW, we go beyond the typical university experience to provide our students with an education that is deeply connected to all that Washington, DC has to offer. Whether working with visionary faculty on groundbreaking research; learning from experts at the Smithsonian or taking courses at the Sorbonne; engaging influential speakers on campus; or contributing to the local community through service-learning, GW undergrads share experiences that will change the way they live, learn and look at the world. Our student life reinforces our academic mission by building a community of students who are individually outstanding and collectively determined to change the world. We're a university with vibrant athletics, colorful traditions, diverse on-campus groups and great cultural, recreational and curricular clubs – providing each student with unique opportunities to thrive and have fun in an environment where their independence is celebrated. Connected to each other and to the world, GW students have a passion to make a difference.

## Secondary Messages

### Knowledge in Action

GW's research is distinguished by our commitment to transform policy that affects people in their daily lives. This unique approach to research gives special character to our teaching and enables us to offer our students learning experiences that few can match. With our location, connections and close proximity to institutions such as the National Institutes of Health, National Science Foundation, the Smithsonian Institution and Library of Congress, GW's research helps solve national and global problems while giving our students learning opportunities inside and outside the classroom. In the 21st century, GW's faculty and students will continue to open new doors of discovery.

### Passion for Changing the World

GW attracts people who want to make a difference in the world. Students and faculty come to GW for exceptional leadership training that links real-world experiences only found in Washington, DC with rigorous classroom learning. GW's commitment to giving back to the local and global communities means that students have special opportunities to interact with and learn from the most influential leaders of our time.

### Smart Investment

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## Segment Specific Messaging: The School/College Experience

### **Columbian College of Arts and Sciences**

GW's Columbian College of Arts and Sciences engages Washington and the world through intense collaboration between students and scholars and informed partnerships with museums, government agencies, think tanks and non-governmental organizations. We are a leader among the nation's liberal arts universities because of an innovative undergraduate curriculum that emphasizes perspective, analysis and communication, graduating students prepared to be effective, responsible citizens of the 21st century. At the professional and graduate levels, we are advancing discovery, impacting policy and celebrating the humanities in a global capital that is at the center of science, the arts and national and international public policy. Our breadth and depth is complimented by a focused mission: to create and impart new knowledge that will impact and inspire future generations.

### **College of Professional Studies**

At the GW College of Professional Studies (CPS), we believe that empowering working professionals is an important driver for prosperity in the global economy. We offer diverse academic programs in a flexible, innovative learning environment that takes full advantage of the university's deep relationships in the Washington, DC area. Housed within CPS, the Graduate School of Political Management equips our student body to make their mark on the world. CPS arms our graduates with a professional agility that is critical to success and leadership in today's career landscape and crucial for making a difference in the world.

### **Elliott School of International Affairs**

GW's Elliott School of International Affairs is a superb place to study international affairs because of our extraordinary comparative advantages. GW is one of only nine universities in the United States that has a school devoted exclusively to the study of international affairs. Our faculty consists of world-class scholars and renowned policy practitioners who deliver an innovative, interdisciplinary curriculum. Our location in the heart of Washington, DC, provides our students unparalleled access to U.S. and international organizations where internship and work experience enhance their classroom education.

The Elliott School is committed to creating and sharing knowledge. As a nonpartisan institution, the school provides a unique forum for scholars and policy practitioners from a variety of intellectual and international backgrounds to engage on some of the most important issues of our time. Our dynamic research institutes provide venues where scholars and policymakers can come together to develop and disseminate new ideas. Faculty members work individually and collaboratively across disciplines to sharpen intellectual debates and deepen academic and policy conversations about international affairs. Through our education, research and policy engagement efforts, GW's Elliott School of International Affairs is committed to making the world a better place.

## Segment Specific Messaging (cont.): The School/College Student Experience

### **Graduate School of Education and Human Development**

At the GW Graduate School of Education and Human Development (GSEHD), we understand that learning is a lifelong activity. We are in the nation's capital, and we capitalize on the intersection of research, policy and practice to provide our students with innovative programs in the complex world of education and human development. Connected to faculty mentors who are leaders in their fields, GSEHD students are advancing the practice of teaching and learning, readying themselves to make a difference in the world.

### **Law School**

GW Law offers an education unlike any other in the country: a legal education to change the world. Our world-class faculty pursues innovative, action-oriented scholarship that finds solutions to global challenges. Our students blend rich theory with the hands-on opportunities found only in the nation's capital. There they actively participate in the shaping of public policy while helping real people in the real world. From the chambers of the Supreme Court to the halls of Congress, from government agencies to leading firms and businesses, our community is engaged in every way. At GW Law, constitutional law isn't just a course, it's current events.

### **School of Business**

The GW School of Business is at the intersection of business, policy and society. With faculty who are scholars and leaders in D.C.'s most powerful institutions, our MBA students go beyond a rote knowledge of balance sheets and management techniques to gain a deep understanding and appreciation for the important relationships between Washington, Wall Street and the global economy.

With an entrepreneurial spirit that is pervasive, our graduates pursue careers that advance the bottom line—ethically and responsibly.

### **School of Engineering and Applied Science**

The GW School of Engineering and Applied Science (SEAS) is ideally situated to take full advantage of today's advances in engineering. Located in the heart of one of the largest and most comprehensive technology centers in the nation, we harness our strong connections to influential institutions to deliver a unique combination of research, learning and leadership experiences for our students. Recognizing the range of opportunities available here, our outstanding faculty members join GW from some of the nation's other top engineering schools. At SEAS, they foster a tightly knit community where faculty and students develop innovative technologies that help address many of the big challenges of our day.



## Segment Specific Messaging (cont.): The School/College Experience

### **School of Medicine and Health Sciences**

At the GW School of Medicine and Health Sciences (SMHS), we believe that the answers to today's most challenging health issues can be found at the intersection of innovative research, exceptional instruction and high-quality patient care. Taking advantage of our relationships with powerful institutions in Washington, DC, SMHS students learn from physicians and scientists who are working to discover the next medical breakthroughs. They have extensive opportunities for patient interaction at our outstanding hospital, as well as access to our research laboratories. Finally, SMHS students contribute their time and skills to our local community, as well many others around the world. As a result, they develop a deeper understanding of how to promote a healthy society and encourage the policies that make medical progress possible.

### **School of Nursing**

Unbound by tradition, the GW School of Nursing embraces innovation by pushing the cutting edge of nursing practice and education to provide our students with a deep appreciation for compassionate and high quality health care. Our faculty are exceptional educators who understand the complex world of healthcare and build on the intersection of patient care, research and policy. We value lifelong learning, and our students are advancing nursing practice, leadership and education as they make a difference in the world.

### **Milken Institute School of Public Health**

At the Milken Institute School of Public Health (GWSPH), we believe that the source of public health advancement comes from the laboratory and the public policy process. As the only school of public health in the nation's capital, GWSPH provides students important connections with world-class faculty and influential public and private organizations working at the frontlines of today's biggest public health challenges. From the neighborhoods of the D.C. to the rural villages of Asia, Africa and the Americas, students build competencies to navigate the complex web of scientific, political, cultural and socioeconomic determinants of health. Committed to a vision of health as a global and holistic idea, GWSPH prepares passionate graduates to help change the world.

# Segment Specific Messaging: Development and Alumni Relations

## **Primary Message**

GW alumni, parents, faculty and staff; partnering corporations and foundations; friends and grateful patients are a powerful philanthropic force. They are part of a lifelong and worldwide community that gives back to GW by providing support for students, faculty, programs and facilities that set the university apart. As active participants in the life of the university, alumni and parents not only make valuable financial contributions but also volunteer and advocate on its behalf. Through the engagement and generosity of our community, GW students and faculty are able to take full advantage of all that Washington, DC has to offer and are equipped to make a lasting impact in the world.

## **Secondary Messages**

### **Knowledge in Action**

Support from alumni, parents and friends helps GW foster an environment where faculty and students can turn scholarship and research into valuable policy and practice, bringing important intellectual capital to the real world in real-time.

### **Passion for Changing the World**

GW alumni, parents and friends are role models acting as change agents locally, nationally and globally. They help the next generation of GW's citizen leaders continue this tradition by supporting a community dedicated to changing the world through service, commitment and rigorous academics.

### **Smart Investment**

By helping students from all backgrounds realize their full potential, generous alumni, parents and friends of the university make the George Washington University experience uniquely valuable for all Colonials and graduate levels.

## How to Refer to the George Washington University









When writing about or referring to the university in copy, please follow the following rules:

- The university's proper name is "the George Washington University."
- The "the" should only be capitalized at the beginning of a headline or sentence. In all other instances "the" should remain lower-case.
- As an acronym, always use "GW" and never "GWU." But only use this when preceded by the full name of the university.
- "#GWU" is the university's "hashtag" on social media.
- "George Washington" can be used to refer to the university, but only in cases where it is clear that you're referring to the university and not the person (e.g., George Washington is a university where faculty and students not only study the world, but work to change it.)

# Identity Elements

# Logo Signature System Overview

This is a quick reference to the full suite of the George Washington University logo signature system, organized by role and usage. That role and usage is explained in further detail in subsequent pages. **Do not alter, redraw or add any additional words or graphic elements to any logos. Always use approved and provided electronic artwork.**

<b>Institutional</b> Must be included on all materials, with the exception of merchandise where the imprint size prohibits its use.	<b>Campus</b> Can stand alone, without an institutional logo, on materials. <i>Not to be used in conjunction with other logos that incorporate the monogram.</i>	<b>School</b> Can stand alone, without an institutional logo, on materials.	<b>Center/Institute</b> Can stand alone, without an institutional logo, on materials.	<b>Administrative Unit</b> Must appear within visual proximity to an institutional logo. <i>Not to be used in conjunction with other logos that incorporate the monogram.</i>	<b>Academic Dept.</b> Must appear within visual proximity to an institutional or school logo, but <b>not</b> locked-up in any way with an institutional logo.	<b>Program/Initiative/Event</b> Must appear within visual proximity to an institutional or school logo.	
		<p>Columbian College of Arts &amp; Sciences <u>THE GEORGE WASHINGTON UNIVERSITY</u></p> <p>College of Professional Studies <u>THE GEORGE WASHINGTON UNIVERSITY</u></p> <p>Elliott School of International Affairs <u>THE GEORGE WASHINGTON UNIVERSITY</u></p> <p>School of Engineering &amp; Applied Science <u>THE GEORGE WASHINGTON UNIVERSITY</u></p>	<p>Regulatory Studies Center <u>THE GEORGE WASHINGTON UNIVERSITY</u></p> <p>Solar Institute <u>THE GEORGE WASHINGTON UNIVERSITY</u></p> <p>Institute for Sustainability Research, Education &amp; Policy <u>THE GEORGE WASHINGTON UNIVERSITY</u></p>		<p>Department of Religion</p> <p>Department of Music</p> <p>Department of English</p> <p>Department of Classical and Near Eastern Languages and Civilizations</p>		
<b>Monogram</b> Must appear within visual proximity to an institutional logo, with the exception of merchandise, where the monogram may appear on its own.							
							
		<b>School Shorthand</b> Must appear within visual proximity to an institutional logo, with the exception of merchandise, where it may appear on its own. <i>Not all schools requested shorthand logos. As such, not all schools have them.</i>					
							
							
							

# Institutional Logos

This is the full suite of the George Washington University's Institutional Logos.

Our logos are the most important and recognizable elements of our brand's identity. They are the visual focus for our brand and communicate who we are and how we differentiate ourselves from our peers.

This suite, comprised of four individual logos that each serve a specific purpose, are numbered here in order of hierarchy. The role and usage of each logo will be explained in these guidelines. Using these logos consistently ensures that we build equity and recognition for our brand.

**Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.**

## 1. Primary Logo



## 2. Horizontal Logo



## 3. Portrait with Primary Logo



## 4. Monogram



## Primary Logo

This is the George Washington's University's Primary logo, which should be used whenever possible to reflect the whole of the university.

The Primary logo must be used in most external facing communications that represent the university.

The Primary logo can be used alone.

### Choosing the Correct Version

#### Preferred Full-Color Logo

The full-color logos are preferred.

#### 1-Color Logos

Use the solid color-scheme for applications that do not support the use of gradients, such as embossing, debossing, die-cutting or extrusion. This logo version is also useful when cost is a consideration.

#### Reverse Logos

Use the reverse logos for applications on color or photographic backgrounds. Use the 2-Color Reverse Logo on solid blue (302) backgrounds only.

Always ensure that the background you choose provides sufficient clear space and contrast for the logo.

**Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.**

#### Preferred Full-Color



THE GEORGE  
WASHINGTON  
UNIVERSITY

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WASHINGTON, DC

#### Alternate Logos

##### 1-Color Blue



THE GEORGE  
WASHINGTON  
UNIVERSITY

---

WASHINGTON, DC

##### 1-Color Black



THE GEORGE  
WASHINGTON  
UNIVERSITY

---

WASHINGTON, DC

##### 2-Color Reverse



THE GEORGE  
WASHINGTON  
UNIVERSITY

---

WASHINGTON, DC

##### 1-Color Reverse



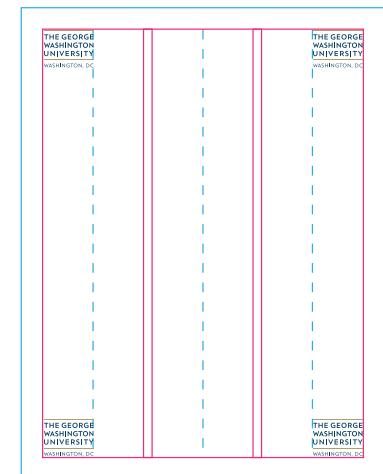
THE GEORGE  
WASHINGTON  
UNIVERSITY

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WASHINGTON, DC

#### Placement

To maintain a flexible consistency in appearance, the Primary logo must always be placed in one of the four corners of the page layout as shown here.



## Primary Logo: Incorrect Use

Correct and consistent use of the Primary logo is an essential part of building brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.

**Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.**



Do not add a drop shadow or any other effects to the Primary logo.



Do not use unapproved color configurations of the Primary logo.



Do not place the logo in a container shape of any type.



Do not change the typeface of any part of the Primary logo.



Do not rearrange the elements of the Primary logo.



Do not add additional information to the Primary logo.



Do not place the Primary logo on a color that does not provide sufficient contrast.



Do not place the Primary logo on visually distracting backgrounds.



Do not remove Washington, DC from the Primary logo.



# Horizontal Logo

The Horizontal logo is representative of the university as a whole. It is used when spacial restrictions do not accommodate the Primary logo. However, it should never be used as preference over the Primary logo.

The Horizontal logo can also be used as a sign-off to documents and communications. Please note the placement example on this page.

## Choosing the Correct Version

### Preferred Full-Color Logo

The full-color logos are preferred.

### 1-Color Logos

Use the solid color-scheme for applications that do not support the use of gradients, such as embossing, debossing, die-cutting or extrusion. This logo version is also useful when cost is a consideration.

### Reverse Logos

Use the reverse logos for applications on color or photographic backgrounds. Use the 2-Color Reverse Logo on solid blue (302) backgrounds only.

Always ensure that the background you choose provides sufficient clear space and contrast for the logo.

**Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.**

### Preferred Full-Color



### Alternate Logos

#### 1-Color Blue



#### 1-Color Black



#### 2-Color Reverse

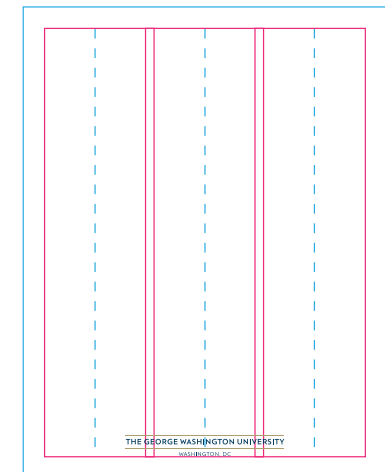


#### 1-Color Reverse



### Placement

Used as a sign-off, the Horizontal logo must be placed on the back of the multi-page document, centered at the bottom of the page, as shown here.



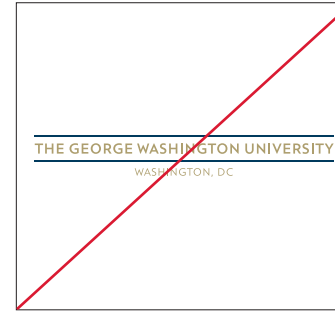
## Horizontal Logo: Incorrect Use

Correct and consistent use of the Horizontal logo is an essential part of building brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.

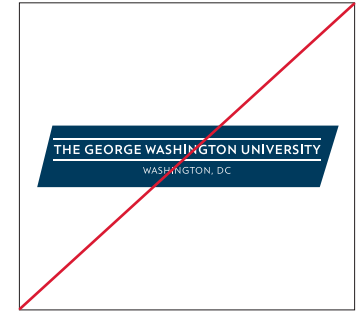
**Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.**



Do not add a drop shadow or any other effects to the Horizontal logo.



Do not use unapproved color configurations of the Horizontal logo.



Do not place the Horizontal logo in a container shape of any type.



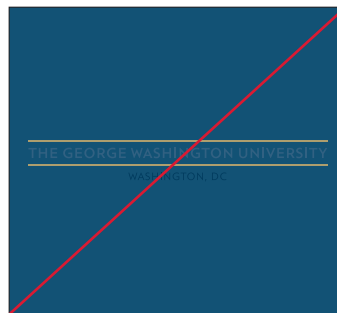
Do not change the typeface of any part of the Horizontal logo.



Do not rearrange the elements of the Horizontal logo.



Do not add additional information to the Horizontal logo.



Do not place the Horizontal logo on a color that does not provide sufficient contrast.



Do not place the Horizontal logo on visually distracting backgrounds.



Do not remove Washington, DC from the Primary logo.

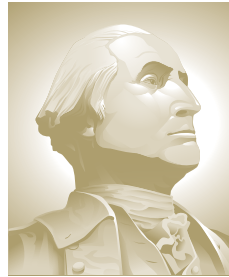
# Portrait Logo

The Portrait logos should only be used on materials that convey a serious, dignified tone, which makes its use most often suitable on institutional-level, informational and some marketing materials.

Portrait logos should also never be used in proximity to any of the other logos in the logo suite, including department or school logos.

Portrait logos should not be used on collateral for events that do not represent the institution as a whole.

Preferred Full-Color (vertical)



**THE GEORGE  
WASHINGTON  
UNIVERSITY**  
WASHINGTON, DC

Preferred Full-Color (horizontal)



**THE GEORGE  
WASHINGTON  
UNIVERSITY**  
WASHINGTON, DC

## Choosing the Correct Version

### Preferred Full-Color Logo

The full-color logos are preferred.

### Full-Color Reverse

Use the Full-Color Reverse logo for applications on solid blue (302) backgrounds only.

### Grayscale

Use the Grayscale version for applications that have print-limited restrictions such as newsprint or one-color black applications.

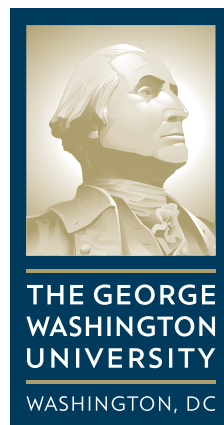
Always ensure that the background you choose provides sufficient clear space and contrast for the logo.

**Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.**

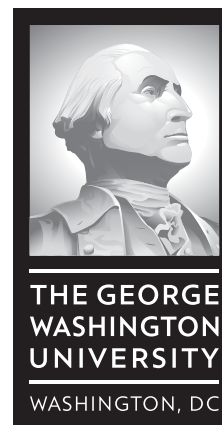
### Alternate Logos

Note: These alternate treatments apply to the horizontal version as well.

Full-Color Reverse

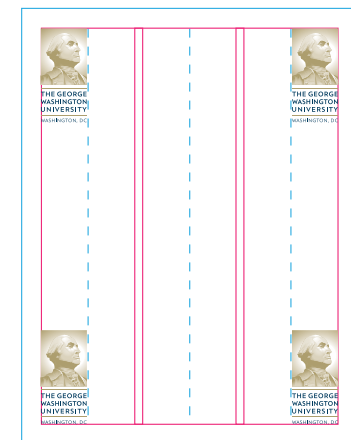


Grayscale



### Placement

To maintain a flexible consistency in appearance, the Portrait logos must always be placed in one of the four corners of the page layout as shown here (this applies to the vertical and horizontal versions).



## Portrait Logos: Incorrect Use

Correct and consistent use of the Portrait logos are an essential part of building brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.

**Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.**

*Please note: While the illustrations to the right depict only one logo lockup, the principles apply to both the horizontal and stacked lockup versions.*



Do not add a drop shadow or any other effects to the Portrait logos.



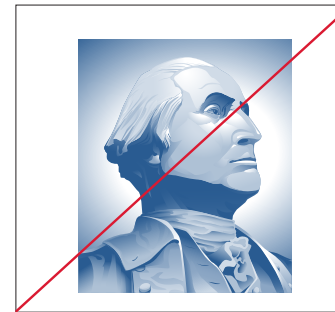
Do not use unapproved color configurations of the Portrait logos.



Do not add any additional graphics or elements to the Portrait logos.



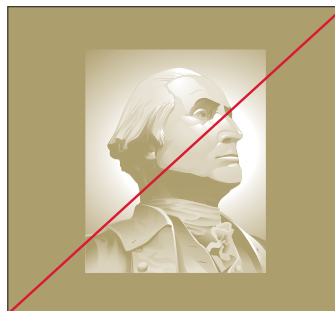
Do not change the typeface of any part of the Portrait logos.



Do not redraw or recolor the George Washington illustration.



Do not crop the George Washington illustration in any way when locked up to the Primary logo.



Do not place the Portrait logos on a color that does not provide sufficient contrast.



Do not place the Portrait logos on visually distracting backgrounds.



Do not remove Washington, DC from the Primary logo.

## Monogram

The Monogram is the least formal identity in the logo suite. It is used for visual impact when representing the university across all systems with the exception of institutional communications.

Merchandise is the only application where the Monogram can exist on its own. All other uses of the Monogram must be used in visual proximity to the Primary logo.

### Choosing the Correct Version

#### Preferred Full-Color Logo

The full-color logos are preferred.

#### 1-Color Logos

Use the solid color-scheme for applications that do not support the use of gradients, such as embossing, debossing, die-cutting or extrusion. This logo version is also useful when cost is a consideration.

#### Reverse Logos

Use the reverse logos for applications on color or photographic backgrounds. Use the 2-Color Reverse Logo on solid blue backgrounds only.

Always ensure that the background you choose provides sufficient clear space and contrast for the logo.

**Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.**

#### Preferred Full-Color



#### Alternate Logos

##### 1-Color Blue



##### 1-Color Black



##### 2-Color Reverse



##### 1-Color Reverse



## Monogram: Incorrect Use

Correct and consistent use of the Monogram is an essential part of building brand equity. While a great deal of flexibility has been built into the visual identity system, the use of each element has been carefully defined.

**Do not alter, redraw or add any additional words or graphic elements to the logo. Always use approved and provided electronic artwork.**

*Not to be used in conjunction with other logos that incorporate the monogram.*



Do not add a drop shadow or any other effects to the Monogram.



Do not use unapproved color configurations of the Monogram.



Do not change the scale of any part of the Monogram.



Do not place the Monogram in a container shape of any type.



Do not change the typeface of any part of the Monogram.



Do not rearrange the elements of the Monogram.



Do not add additional information to the Monogram.



Do not place the Monogram on a color that does not provide sufficient contrast.



Do not place the Monogram on visually distracting backgrounds.

# University Seal

The University Seal is also a symbol that represents the institution. Application for the University Seal is very limited and should only be used for official documents or by the Office of the President. All other uses must be approved by the Division of External Relations. For approval, please contact [visualidentity@gwu.edu](mailto:visualidentity@gwu.edu).

Preferred 1-Color Blue



Alternate Logos

1-Color Black



1-Color Reverse

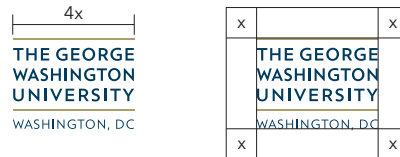


# Logo Clear Space

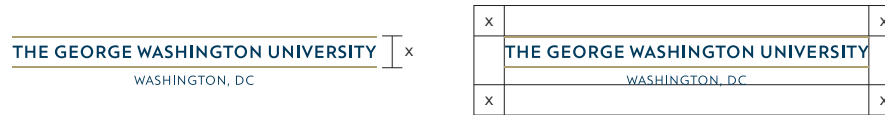
The GW logos are most effective when surrounded by as much open space as possible. A minimum amount of clear space must surround the logo at all times. See diagrams to the right for the appropriate clear space for the various logos.

**Always use approved and provided electronic artwork.**

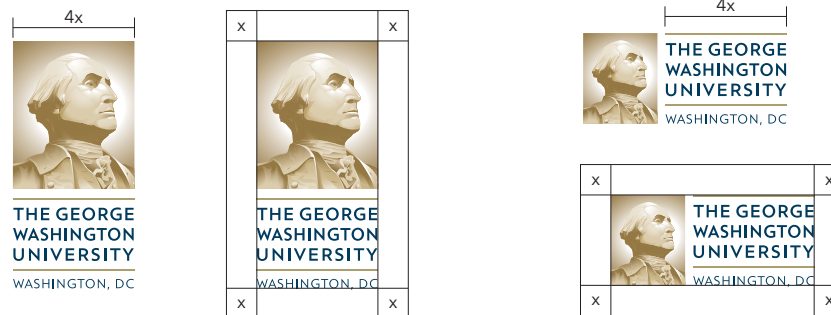
## Primary Logo Clear Space



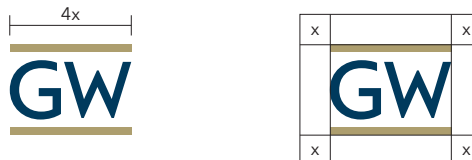
## Horizontal Logo Clear Space



## Portrait Logo Clear Space



## Monogram Clear Space





# Minimum Sizes

To ensure visibility and legibility, the logos should never be presented in sizes smaller than the requirements shown on this page.

To maintain visual integrity, applications using alternative reproduction techniques such as embroidery and silkscreen may require presenting the logos at larger sizes than indicated here.

These are only minimum sizes. Logos should be sized appropriately for the piece being designed.

\* In electronic applications where size limitations preclude the use of the institutional logo at or above the minimum size, the monogram may be substituted.

**Always use approved and provided electronic artwork.**

## Minimum Size for Print

## Minimum Size for Digital\*

### Primary Logo



### Horizontal Logo



### Portrait Logos



### Monogram



## Portrait

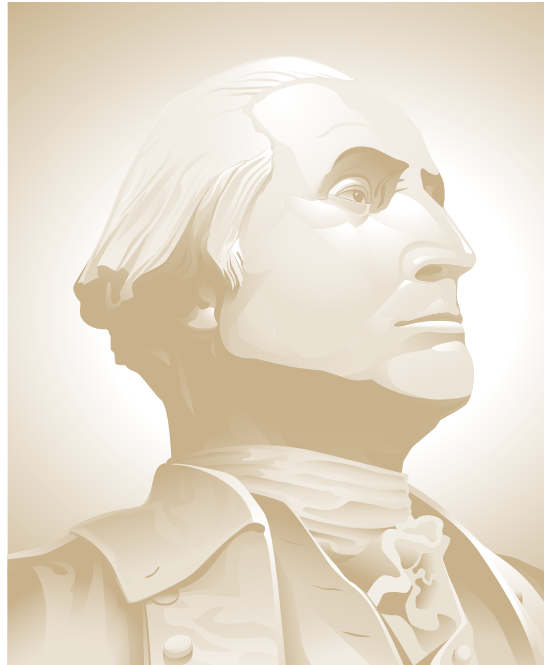
The portrait of George Washington is completely digital. It was created based on the most historically accurate likeness of George Washington, which is a statue based on the cast of his face. A replica of that statue is in University Yard.

The portrait can be used as a graphic element for applications across the design systems. However, as described in the first section of the guidelines, the portrait cannot be recolored, redrawn or have any additional items inserted into the image (e.g., a hat, sunglasses, etc.)

If you are using the portrait as artwork for an Institutional application, then the Primary logo should be used instead of the Portrait logo.

The portrait cannot be cropped or used as a design element unless approved by the Division of External Relations. For approval, please contact [visualidentity@gwu.edu](mailto:visualidentity@gwu.edu).

Portrait



Example: Portrait as design element



## Signature System: Campus Logos

To immediately distinguish campuses from the institution, university campus logos have been created. These logos can stand alone.

When identifying locations, facilities, venues and buildings, no logo of any kind is needed as illustrated on this page.

**Please note: The Lyon font is used in our Signature System ONLY and is considered artwork. It is not to be used in any other part of our visual system.**

*Not to be used in conjunction with other logos that incorporate the monogram.*

### Main University Campuses

Treatment: Monogram with prescribed type set in Lyon



### Clear Space



### Alternate Locations, Facilities, Venues and Buildings

Treatment: Prescribed type only set in Avenir Next LT Pro

## Advanced Technology Center

### Clear Space



cap height = x A

## Signature System: Academic Logos

For visual consistency and unification, a construct has been developed when identifying schools within the university. School logos have been created as artwork to be provided for use.

### Choosing the Correct Version

#### School, Center & Institute Logo

These logos can stand alone as they contain the full name of the university.

#### Academic Department Logo

Use this version for academic departments or when administrative departments, multiple schools, centers or institutes are sharing the same communication. This version must always be used in visual proximity of the Primary logo.

For an example that illustrates how these logos are used, please refer to page 42 of the guidelines.

**Please note: The Lyon font is used in our Signature System ONLY and is considered artwork. It is not to be used in any other part of our visual system.**

#### Schools, Centers & Institutes

Treatment: Horizontal logo with prescribed type set in Lyon

## Elliott School of International Affairs

**THE GEORGE WASHINGTON UNIVERSITY**

Clear Space

**THE GEORGE WASHINGTON UNIVERSITY** x  
WASHINGTON, DC

x		x
	Elliott School of International Affairs	
	<b>THE GEORGE WASHINGTON UNIVERSITY</b>	
x		x

#### Academic Departments

Treatment: Prescribed type only set in Avenir Next LT Pro

## Applied Science & Technology

Clear Space

x		x
	Applied Science & Technology	
x		x

cap height = x [ A

# Signature System: Academic Logo Shorthand Option

All schools have the option of using the shorthand version of the Academic Logo.

At the discretion of individual school communication leads, the following shorthand school logos are available:

- CCAS: "Arts & Sciences"
- Corcoran: "Corcoran"
- GSEHD: "GSEHD"
- GSPM: "GSPM"
- GWSB: "Business"
- Law: "LAW"
- Nursing: "Nursing"
- GWSPH: "Public Health"
- SEAS: "SEAS"
- SMHS: "Medicine & Health Sciences"

This logo must be in visually proximity to one of the institutional logos.

The Academic Logo Shorthand Option may be used as a standalone logo without the Primary logo in proximity on merchandise only.

Never use the Academic Logo Shorthand Option in conjunction with a full School/Centers/Institutes logo

**Please note: The Lyon font is used in our Signature System ONLY and is considered artwork. It is not to be used in any other part of our visual system.**

***Not to be used in conjunction with other logos that incorporate the monogram.***

## All Schools

Treatment: Monogram with prescribed type set in Lyon



## Clear Space



## Signature System: Administrative Divisions/Departments Logos

Administrative divisions/departments are more familiar to internal audiences. To identify these divisions within the university, the divisional descriptors are to be used with the Monogram only as shown on this page.

These logos must be used within visual proximity to an institutional logo.

**Please note: The Lyon font is used in our Signature System ONLY and is considered artwork. It is not to be used in any other part of our visual system.**

***Not to be used in conjunction with other logos that incorporate the monogram.***

Treatment: Monogram with prescribed type set in Lyon



Marketing &  
Creative Services

Clear Space



x		x
		Marketing & Creative Services
x		x

## Signature System: Program, Initiative & Event Logos

To provide a flexible consistency within our visual system, parameters must be used when creating logos for programs, initiatives and events.

A program, initiative & event logo is appropriate for time-limited and event-specific applications.

### Parameters include:

- Monogram logotype supplied by the Division of External Relations must always be present in the logo, when GW is included in the name
- Use approved color palette (plus one color of choice if needed). Prominent use of PANTONE 302 must always be included
- Prominent use of Primary logo must be in visual proximity on pieces of collateral
- Program, Initiative & Event logos are not replacements for any other logo in the system, and, as such, cannot mimic other logos



Do not closely mimic any university institutional logos

## Signature System: Student Organizations Logos

Because Student Organization logos are used for an internal audience, no parameters or guidelines are needed when creating artwork.

Treatment: No institutional logo or prescribed type





## Signature System: GW Athletics Marks

Although GW Athletics marks are an important representation of the George Washington University brand, they do not have to be used in visual proximity to any of the institutional logos.

They are only to be used on materials for the Athletic Department.

Please review the athletics merchandise guidelines, available at <http://go.gwu.edu/gwathleticguidelines>.

Any questions regarding GW Athletics mark usage should be directed to the Licensing and Trademarks Program.

Contact:  
website: [licensing.gwu.edu](http://licensing.gwu.edu)  
email: [lt@gwu.edu](mailto:lt@gwu.edu)



GW Primary Athletics Mark



George Mascot  
(Tertiary Athletics) Mark



Secondary Athletics Mark

## Taglines

The George Washington University does not have a tagline that speaks for the university as an entire entity. But in some instances, such as with institutional divisions and departments, a tagline may exist. To protect the integrity of the university's logo and brand, follow the rules shown here when adding a tagline.

x		x
x		x

Minimum clear space. Does not have to be next to logos.

# Visual System Elements

# Color Palette

The color palette is essential to the George Washington University. Consistency and proper usage of the palette protects and strengthens the brand.

The George Washington University color palette includes core primary colors, core accent colors and secondary colors.

The core primary colors are used in all preferred, full-color logos. These core colors define the George Washington University brand. They are to be present across all communications and applications. Core accent colors are used to expand and add flexibility with fixed and institutional visual systems. (Please note the importance of the color white in this palette. The use of “white space” helps emphasize the logo, text and messaging).

The secondary color palette adds variety, and is always used in combination with the core brand colors. These colors are never to be used as a replacement or alternative to the core brand colors.

For examples of color uses and application, please refer to the Application section of these guidelines.

The colors shown on this page are not intended to match PANTONE® PLUS color standards.

\* Pantone, Inc.’s check-standard trademark for color reproduction materials.

\*\* Metallic colors are to be used only in off-set printing where metallic off-set is possible. They should never be used as replacements for the standard Core Primary colors.

**Please Note:**  
 For spot color printing, use solid coated/uncoated values (C/U).  
 For process color printing, use Color Bridge coated/uncoated values (CP/UP). Do not convert spot to process for accurate results.  
 Refer to the Pantone® matching system for specific color values.

Core Primary	PANTONE 302	PANTONE 7503	WHITE
	CMYK:100/48/12/58 RGB: 0/59/92 HEX: 033C5A HEX for TV: 063244	CMYK: 85/21/0/0 RGB: 0/156/222 HEX: 0190DB HEX for TV: 3C8FC9	CMYK: 10/15/50/29 RGB: 168/153/104 HEX: AA9868 HEX for TV: 908065
Core Accents		PANTONE 2925	PANTONE 1205
			CMYK: 0/3/43/0 RGB: 248/224/142 HEX: F8E08E HEX for TV: FFEDBA

Secondary	PANTONE 123	PANTONE 1605	PANTONE 3288	PANTONE 368	PANTONE 186	
	CMYK: 0/19/89/0 RGB: 255/199/44 HEX: FFC72C HEX for TV: F6AE31	CMYK: 6/71/100/32 RGB: 166/85/35 HEX: A75523 HEX for TV: 8F4622	CMYK: 99/3/68/12 RGB: 0/130/100 HEX: 008364 HEX for TV: 035B4F	CMYK: 65/0/100/0 RGB: 120/190/32 HEX: 78BE20 HEX for TV: 71AB3D	CMYK: 2/100/85/6 RGB: 200/16/46 HEX: C9102F HEX for TV: D6262A	
	75%	75%	75%	75%		
	25%	25%	25%	25%		

Metallic **	PANTONE 10267 C	PANTONE 10347 C

Embroidery Colors	PANTONE 302	PANTONE 7503	PANTONE 1605	PANTONE 3288	PANTONE 186
	MADEIRA 1162	MADEIRA 1338	MADEIRA 1257	MADEIRA 1280	MADEIRA 1147
	PANTONE 2925	PANTONE 1205	PANTONE 123	PANTONE 368	
	MADEIRA 1096	MADEIRA 1349	MADEIRA 1171	MADEIRA 1048	

## Tone

To help inspire and inform your visual communications for the George Washington University, refer to these words when expressing tone.

The tonality of a communication's piece should be dialed-up or dialed-down depending on its audience and level of expression.

Idealistic  
Ambitious  
Influential  
Engaged  
Diverse  
Passionate  
Fearless  
Innovative  
Socially Responsible

# Logo Bars

Some layouts may contain numerous levels of information and graphics. These logo bars were created to organize and protect all logos and informative messaging. Conversational messages, photography and graphics are not to be used within these bars.

**Please note: Campus, School shorthand and Administrative logos should not be used in conjunction with each other to avoid repetitive use of the GW Monogram. The dominant organizational logo can be accompanied by secondary organization logos typeset.**

Option 1

<p>School of Engineering &amp; Applied Science <small>THE GEORGE WASHINGTON UNIVERSITY</small></p>	<p>The George Washington University 2201 G Street, NW Washington, DC 20025 www.gwu.com</p>
--	--

Option 2

<p>Sponsored by: School of Engineering &amp; Applied Science</p>	<p>College of Professional Studies</p>	<p><small>THE GEORGE WASHINGTON UNIVERSITY</small> WASHINGTON, DC</p>
--	--	---

Option 3

<p>For more information: Email: gwu@gwu.edu Phone: (202) 994-XXXX Social Media: @gwtweets</p>	<p>School of Engineering &amp; Applied Science <small>THE GEORGE WASHINGTON UNIVERSITY</small></p>
---	--

	<p> Public Health</p>	<p> The George Washington University Virginia Science &amp; Technology Campus</p>	<p>For more information: Email: gwu@gwu.edu Phone: (202) 994-XXXX Social Media: @gwtweets</p>
--	-----------------------	---	---

	<p>Milken Institute School of Public Health <small>THE GEORGE WASHINGTON UNIVERSITY</small></p>	<p>Virginia Science &amp; Technology Campus</p>	<p>For more information: Email: gwu@gwu.edu Phone: (202) 994-XXXX Social Media: @gwtweets</p>
--	---	---	---

	<p> The George Washington University Virginia Science &amp; Technology Campus</p>	<p>Milken Institute School of Public Health</p>	<p>For more information: Email: gwu@gwu.edu Phone: (202) 994-XXXX Social Media: @gwtweets</p>
--	---	---	---

## Typefaces: Avenir Next LT Pro

The Avenir family of fonts is the most flexible system of fonts available for use in the GW brand identity. All weights and faces are available for use but should be used with discretion where appropriate. Avenir can be used for headlines in pieces where the Signature Typographic Lockup has already been used, or as subhead and descriptor text in marketing pieces.

Avenir should not be used in headline lockups with GW Liberated as a replacement for Hoefler Swash Bold Italic.

Avenir Next LT Pro Regular

*Avenir Next LT Pro Italic*

Avenir Next LT Pro Medium

*Avenir Next LT Pro Medium Italic*

**Avenir Next LT Pro Demi**

***Avenir Next LT Pro Demi Italic***

**Avenir Next LT Pro Bold**

***Avenir Next LT Pro Bold Italic***

Avenir Next LT Pro Condensed

*Avenir Next LT Pro Condensed Italic*

Avenir Next LT Pro Medium Condensed

*Avenir Next LT Pro Medium Condensed Italic*

**Avenir Next LT Pro Demi Condensed**

***Avenir Next LT Pro Demi Condensed Italic***

**Avenir Next LT Pro Bold Condensed**

***Avenir Next LT Pro Bold Condensed Italic***

## Typefaces: Hoefler Text

Hoefler Text is the next widely used font in the GW visual system. Hoefler Text is the university's official serif typeface and can be used an alternative to the sans serif Avenir, especially in body copy.

Like Avenir, Hoefler Text should not be used in headline lockups with GW Liberated as a replacement for Hoefler Swash Bold Italic.

Hoefler Text Regular

*Hoefler Text Italic*

Hoefler Text Bold

*Hoefler Text Bold Italic*

Hoefler Text Black

*Hoefler Text Black Italic*



## Typefaces: GW Liberated

GW Liberated is primarily used as a display typeface for headlines and headline lockups. When necessary, it can be used as a subhead if Avenir is being used as a headline. It can also be used small as a caption to provide a more technical effect.

GW Liberated is a modification of the commercially available font Liberator. GW Liberated is proprietary and is not licensed to be used for non-university materials. It can only be obtained from Marketing and Creative Services by request. Please contact [visualidentity@gwu.edu](mailto:visualidentity@gwu.edu).

**GW LIBERATED REGULAR**

## Typefaces: Hoefler Swash

Hoefler Text Italic Swash is to be used mainly as a display typeface for headline lockups in conjunction with GW Liberated.

Hoefler Text Italic Swash can also be used as a stand-alone accent typeface, when the application calls for a more formal look.

Hoefler Text Italic Swash should only be used when a capital letter is needed, e.g., the first letter of a word. Words should never appear as all caps when using Hoefler Text Italic Swash.

**University and school names should not be typed in Hoefler Text Italic Swash.**

# Hoefler Swash

### Notional Example:

Hoefler Text Italic Swash used as a stand-alone accent typeface

The image shows a notional example of the Hoefler Text Italic Swash typeface used as a stand-alone accent typeface. The example is a congratulatory message for the Class of 2018 at The George Washington University. The main headline, "Next Steps", is written in the Hoefler Text Italic Swash typeface. Below it, the text "Class of 2018" and "Congratulations on your admission to GW!" are in a serif font. The message includes a yellow callout box with a URL and a list of seven action items, each starting with a square bullet point. The footer contains the university's name and location.

*Next Steps*  
Class of 2018  
*Congratulations on your admission to GW!*

Your journey has just begun.  
Visit <http://freshmen.admissions.gwu.edu> to take these next steps to become a GW Colonial.

- ❑ **Make it Official!** Secure your spot in the class by submitting your Declaration of Intent and enrollment deposit.
- ❑ **Visit in April.** Come check out your home for the next four years. RSVP online for one of our Colonial Welcome Days for admitted students.
- ❑ **Understand the Numbers.** GW is committed to providing financial options to help you achieve your academic goals. Review the enclosed information about GW's fixed tuition plan and financing options.
- ❑ **View your Financial Aid Award Online.** Print and save a copy of your award letter.
- ❑ **Watch a Video from the Director of Admissions.** This card is enriched with the "Layar" app, where you can view interactive content with your smart phone. (1) Download the free "Layar" app from iTunes or Google stores. (2) Scan this card. (3) Enjoy a special message.
- ❑ **Meet Each Other.** Visit the GW Class of 2018 Facebook fan page and get to know your new classmates!
- ❑ **I'm Proud to be a Colonial.** Tell us why using #GWClassof2018 on Twitter, Facebook, Instagram, YouTube, or Vine!

Once the Office of Admissions has received your enrollment deposit, you may register for housing, select your Colonial Inauguration (freshman orientation program) session, and choose a class registration date.

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC

## Headline Construction: Typographic Lockup

For headlines and more creative pieces, the GW Liberated and Hoefler Text Italic Swash typefaces should be artistically configured to create an interesting composition. Switch the faces back and forth to activate the type as well as to add emphasis.

### ELEMENTS

The typographic lockup is composed of three to four core elements: the primary typeface (GW Liberated), the accent typeface (Hoefler Text Italic Swash) and the graphic elements (bars and boxes).

Elements of a Typographic Lockup



FIG 1  
Typographic lockup using a box as the graphic element



FIG 2  
Typographic lockup using a bar as the graphic element

## Headline Construction: Typographic Lockup

### CONSTRUCTION OF LOCKUP

When constructing typographic lockups, there are several things to consider: the pacing of the headline; choosing the correct words to emphasize; and how the graphic elements (bars and boxes) are utilized.

Individual typographic lockups can be dialed up or down in energy and excitement by emphasizing more or fewer words, alternating word sizes and even rotating orientation of the lockups themselves when constructing them.

The words in the lockup should be arranged in a creative, engaging way that strengthens the copy and reinforces the brand. Words and lines should be comfortably spaced so that they feel quite literally “locked up” or constructed and free from any effects.

Typographic lockups are not restricted to particular sizes but are most effective when used for the main headline or title of a piece.

Typographic lockups may use between one and three colors of a similar tone, and should never include a contrasting or complementary color. (See color section.)

### How to Build a Typographic Lockup



FIG 1

A more restrained lockup for serious pieces. Controlled lockup, only 2 type sizes

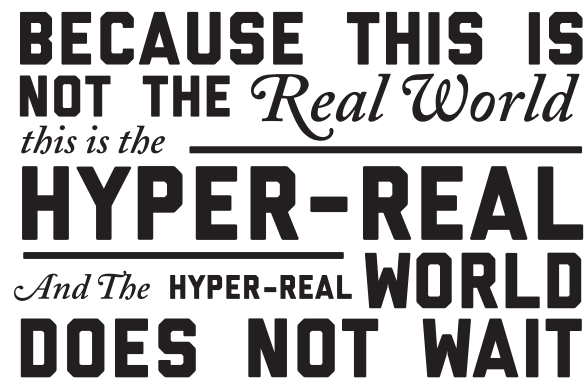


FIG 2

A more elaborate lockup for more creatively free pieces. Large variation in type sizes, bold statement.

## Headline Construction: Typographic Lockup

### BARS AND BOXES

Bars and boxes are the graphic elements available for use in typographic lockups. They are inspired by the bars in the GW logo and the typographic shapes of the GW Liberated typeface.

### USAGE

Bars should be used in typographic lockups as dividers and design elements to add visual interest. Boxes may also be used in typographic lockups. They may be used in conjunction with one another. Bars and boxes should always be horizontal unless a typographic lockup turns vertical and the bar may rotate with it.

### Bar/Box Usage



FIG 1  
Bars used in a typographic lockup



FIG 2  
Boxes used in a typographic lockup

## Headline Construction: Incorrect Use

### USAGE

When used properly, the typographic lockups will become the signature graphic device of the GW identity and become an ownable piece of the brand toolkit. Improper usage will lead to confusion and less than appealing graphic compositions. Here are a few examples of how typographic lockups should NOT be used.

### Please note:

The headline lockups of GW Liberated/Hoefler Swash should never be combined with Avenir.



FIG 1  
Do not overlap type

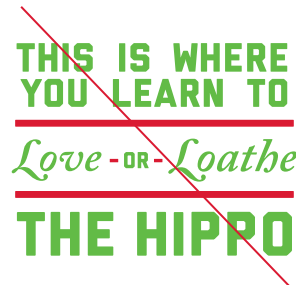


FIG 3  
Do not use contrasting colors

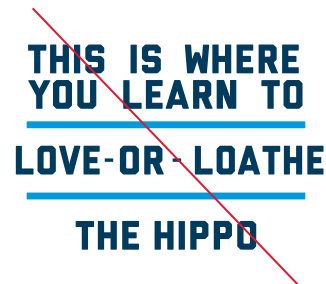


FIG 5  
Use more than one typeface and type size



FIG 2  
Do not apply effects to typographic lockups (gradients, dropshadows)



FIG 4  
Use at least one bar or box



FIG 6 and 7  
Do not mix the GW Liberated/Hoefler Text Swash lock-up with Avenir.

## Graphics: Bars

Bars are graphic elements available for use in typographic lockups or in creative pieces. They are inspired by the bars in the GW brand mark and the typographic shapes of the GW Liberated typeface.

### USAGE

Bars should be used as visual elements and dividers in creative pieces.

Bars may expand in length, but should always be in proportion to the size of the GW Liberated font. Similarly, the radius of the rounded corners of the bars should match that of GW Liberated.

Bars should always be horizontal unless a typographic lockup turns vertical and the bar may rotate with it.



FIG 1& 2  
Bar used in context with graphics

## Graphics: Bars Incorrect Use

### USAGE

When used properly, bars will reinforce the GW identity and become an ownable piece of the brand toolkit. Improper usage will lead to confusion and less than appealing graphic compositions. Here are a few examples of how bars should NOT be used.



FIG 1  
Bars may get longer or shorter but must always be in proportion to the GW Liberated font size



FIG 2  
Bars may not be used vertically



## Graphics: Rounded Boxes

Rounded boxes are tools available in the brand toolkit to use with typography and to use as graphic shapes to highlight important information.

### USAGE

Rounded boxes are used primarily as graphic elements in typographic lockups and as containers to highlight important pieces of information or captions in body copy. Boxes should have a corner radius similar to that of any nearby GW Liberated font usage.



FIG 1  
Box used in a typographic lockup



FIG 2  
Box used as a caption with graphics

# Graphics: Parallelograms

Parallelograms are one of the primary design elements available for use within the GW visual identity system. They signify motion, activity and dynamism, as well as activate pieces to parallel the activity of the GW experience. They are versatile in their use and can be used as containers for photography, as graphic elements and to create interesting compositions.



FIG 1  
Parallelograms as typographic containers



FIG 2  
Parallelograms as compositional photographic elements

# Graphics: Parallelograms

## USAGE

Parallelograms may be used in a variety of ways, depending on context. When creating more conservative pieces, parallelograms may be used, but in a more restrained manner, e.g., using fewer of them in a more uniform manner. Conversely, when creating a piece that requires more excitement or energy, parallelograms may be used in a more exciting and engaging way, e.g., varying sizes offset from one another.

Parallelograms used on the same page must be all the same angle and the length must be in proportion to the largest parallelogram on the page. The parallelograms can bleed off the page to create a trapezoid shape.

When using parallelograms solely as graphic shapes, they should always be used as solid colors as defined by the GW color palette.



FIG 1  
For more restrained compositions, use parallelograms at only one size together in strict formations



FIG 2  
As the piece calls for it, the parallelograms may be used in various sizes. You may also begin to play with composition by sliding the parallelograms up and down along their edges.

# Graphics: Parallelograms

## USAGE

When creating creative compositions with all three sizes of the parallelogram, the piece should emanate from one or two focal points to create a feeling of momentum and energy. Avoid overusing the parallelogram shapes and creating a "confetti effect."

In the compositions, parallelograms may be used simply as all graphic shapes or may include parallelograms as photo containers as well.

When applying color to the shapes, follow the guidelines as set out in the color section.

It is important to choose a single orientation for parallelogram usage in a given project for a consistent aesthetic. **Do not mix parallelogram orientations.**



FIG 1: Right-leaning orientation  
The parallelogram shapes may have as much creative freedom as necessary.



FIG 2: Left-leaning orientation

# Graphics: Parallelograms

## **USAGE: PHOTOGRAPHY**

When used in conjunction with photography, a parallelogram can be used as a container for the photo or for a caption.



FIG 1  
Using the parallelogram shape to contain a photograph  
with two examples of caption placement

# Graphics: Parallelogram Incorrect Use

## USAGE

When used properly, the parallelogram shape will reinforce the GW identity and become an ownable piece of the brand toolkit. Improper usage will lead to confusion and less than appealing graphic compositions. Here are a few examples of how the parallelogram shape should **not** be used.

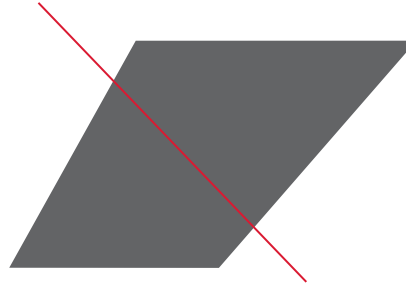


FIG 1  
Incorrect angle of a parallelogram

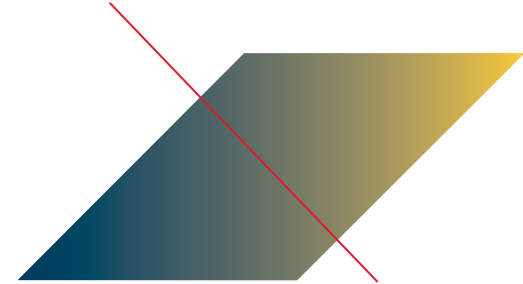


FIG 2  
Gradient color



FIG 3  
Caption in the center of a photo, not intersecting an edge.

# Graphics: Infographic System

Triangles, double circles and keylines form a distinctive and unique system for creating GW–centric data-driven pieces and infographics. They capture GW’s forward-thinking energy and speak to the university’s focus on research. They are also used to convey connectivity and access.

## USAGE

Use keylines to connect triangles as points on a path or to connect elements or photographs.

Use circles to highlight points on maps or as endpoints for keylines.



FIG 1  
Connecting images

## Graphics: Triangles

Triangles are used as design detail elements to highlight specific items in data-driven creative pieces. They further reinforce the forward-looking aspect of the GW identity.

### USAGE

Triangles can be used individually to highlight a photo or caption or to complement information contained in the parallelograms. They are also used as data points (individually or as clusters) in conjunction with keylines to show connectivity between pieces of information.

When multiple triangles are used in clusters, arrange them by aligning points of the triangles together. Use as few as one up to as many as you may need.

The triangles are a detail element and should be used small in proportion to the piece that they are highlighting. The triangles can point up, down or to the side.

When choosing colors for triangles, follow the instructions outlined in the color section.



FIG 1  
Highlight a caption/photograph



FIG 2  
Highlight a parallelogram



# Graphics: Triangle Incorrect Use

## USAGE

When used properly, the triangle shape will reinforce the GW identity and become an ownable piece of the brand toolkit. Improper usage will lead to confusion and less than appealing graphic compositions. Here are a few examples of how the triangle shape should NOT be used.

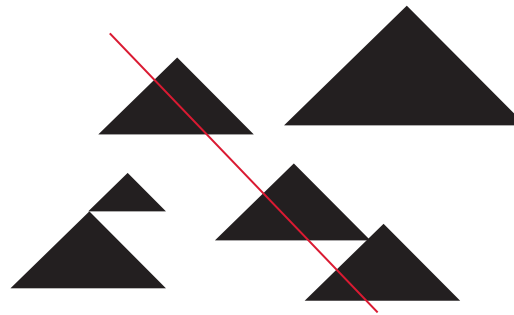


FIG 1  
Do not attempt to create patterns with the triangle



FIG 2  
Do not use the triangle as a large graphic element

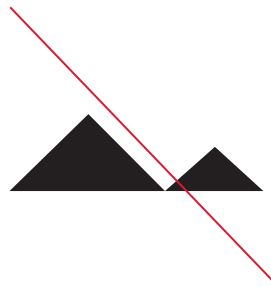


FIG 3  
Do not use multiple sizes of triangles

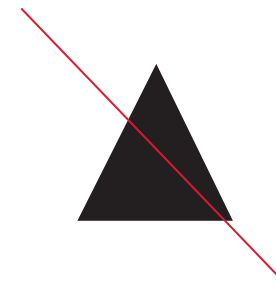


FIG 4  
Incorrect triangle shape

# Graphics: Double Circles

Double circles are used as design detail elements to highlight specific items in data-driven creative pieces. The double circle is a visual reference to the DC Metro and reinforces GW as an urban campus in the center of a metropolitan city. They also serve as a reference to GW being at the epicenter of activity in the nation's capital.

## USAGE

The double circle can be used to highlight a photo/caption or to indicate an endpoint or destination on a keyline or in data-driven creative pieces. It should be used sparingly compared to the other graphic elements.

Double circles may be used in isolation when calling out points on a map or in infographics, as modified bullet points, or as other technical details.

When choosing colors for double circles, follow the instructions outlined in the color section.



FIG 1  
Double circle highlighting a photograph

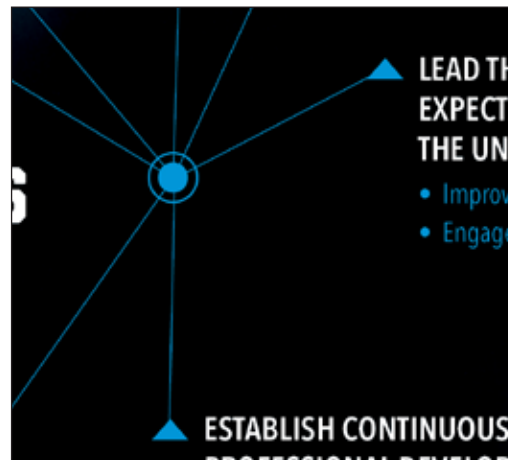


FIG 2  
Double circle in infographics

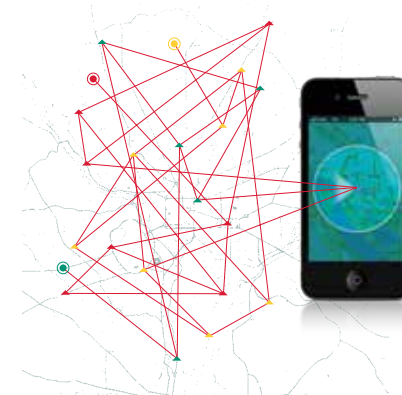


FIG 3  
Double circle on a map

**JUST BECAUSE**  
*It's a*  
**SMARTPHONE.**  
*Doesn't mean*  
**It Should Know**  
**EVERYTHING.**

There's a good chance that in the last 24 hours you've used your mobile phone to search for a new restaurant. Digitally announce your presence as the mayor of your local cafe. Or just update your Facebook status. Every time you do that, the info about where you are and what you're looking at is stored. Which means, theoretically, someone at some point can get access to it. Do we have to sacrifice our privacy for convenience? Can't we have both?

Enter Dr. Nan Zhang and doctoral candidate Sundeesan Rajasekaran, a pair of GW computer science researchers working to keep your privacy well, private. Specifically, they have created privacy-preserving techniques in mobile devices' location-based services to prevent information on your exact whereabouts and whereabouts from getting into the wrong hands—something even the mighty Apple couldn't solve. In fact, Zhang and Rajasekaran won one of the first National Science Foundation's Innovation Corps grants to help them find a way to implement this technology across the globe. Because if you're searching for the best steamed pork dumplings at 3:00 am, it's nobody's business but your own.

# Graphics: Double Circles

## USAGE

When used properly, the double circle will reinforce the GW identity and become an ownable piece of the brand toolkit. Improper usage will lead to confusion and less than appealing graphic compositions. Here are a few examples of how the double circle should **not** be used.

NOTE: Graphic element artwork files are available for download from <http://creativeservices.gwu.edu>.

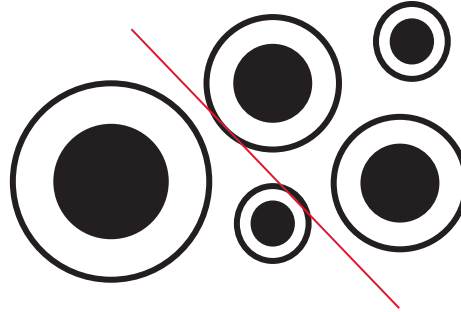


FIG 1  
Do not create a pattern with the double circles

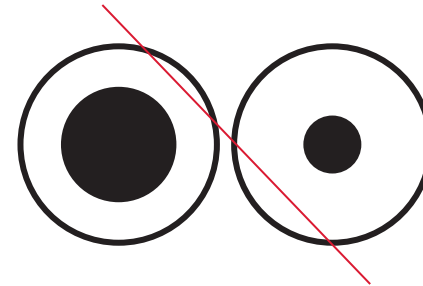


FIG 2  
Do not use different sized double circles

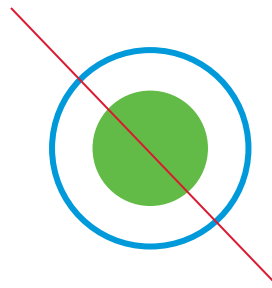


FIG 3  
Do not make the double circle 2 different colors

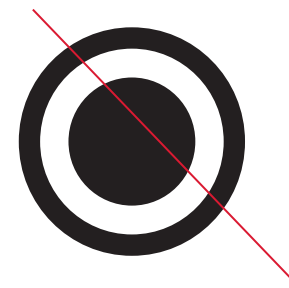


FIG 4  
Do not alter the proportion of the thickness of the outer stroke to the size of the inner circle.

# Graphics: Keylines

Keylines are used as design detail elements to highlight specific points in data-driven creative pieces and are used to show connectivity between relevant elements.

## USAGE

Keylines should only be used when connecting multiple points of information. Triangles should be used anytime the keyline changes course. Circles should only be used as endpoints or destinations of keylines.

Keylines should match the stroke of the circle data point.

Keylines should always go from point to point in a straight line.

Take care to ensure the keylines do not overshadow the primary image in a piece. If the lines are too strong, reduce their opacity to between 35 and 50 percent.

When using keylines in conjunction with triangles/double circles, all of the elements should be the same color.

To create more constrained compositions when using keylines, use them in multiple tones and tints of the same color, reduce the amount and fluctuation of the keylines. For more dialed up compositions, use contrasting color keylines and a wider variation in keyline directions.



FIG 1  
Keylines in conjunction with circles and triangles connecting two pieces of information

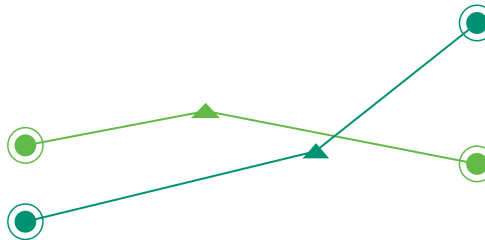


FIG 2  
Constrained keyline composition (few points, monochromatic, minimal line variation)

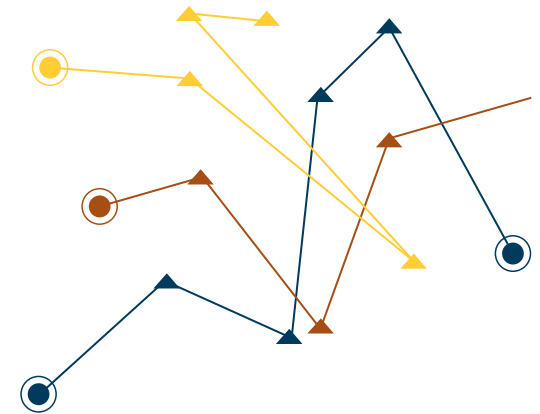


FIG 3  
Dialed up keyline composition (many points, contrast colors, maximum line variation)

## Graphics: Keylines Misuse

When used properly, keylines will reinforce the GW identity and become an ownable piece of the brand toolkit. Improper usage will lead to confusion and less than appealing graphic compositions. Here are a few examples of how keylines should NOT be used.



FIG 1  
Do not use keylines without at least using triangles

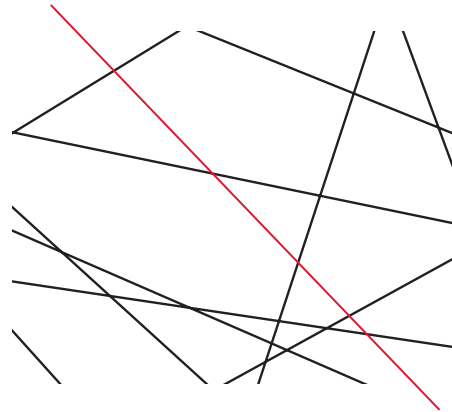


FIG 2  
Do not use keylines without information or datapoints to connect.

# Imagery and Imagery Treatment

Like all elements in the GW brand toolkit, photography must be considered at all points to convey a consistent brand message. Specific photo styles have been selected to properly reinforce the bold, ambitious, “in-the-moment” tone of the GW brand.

These photographic styles include angled architecture, unstaged moments, motion and stylized portrait. The photography should represent the spirit of the message strategy and should demonstrate how the GW community takes full advantage of relationships in Washington, DC, which enhance the academic experience as well as create unique opportunities that lead to successful outcomes. The tone of the photos should be idealistic, ambitious, influential, engaged, socially responsible, diverse, passionate, fearless and innovative.



angled architecture



unstaged moments



motion



unstaged moments



stylized portrait





# Imagery and Imagery Treatment

## USAGE

Color-washed images are used to allow information of a creative piece to stand out on top and to provide a cinematic depth that draws the reader in. These photos should capture epic environments and sweeping wide angle shots so that when the viewer is drawn into the piece, it takes on a new and stronger meaning.

Color-washed images may also be used as a textural element that allows information on a piece to stand out. The content of the image should be directly related to the content of the piece and provide further context, strengthening the piece overall.

When to use color-wash images is at the discretion of the designer but it should be used primarily for covers of books, large -scale creative pieces and pieces that have a large quantity of content.

The color of the image should be chosen in conjunction with the color palettes in the color section.

To add emphasis to specific parts of photos, grayscale photography can be used with color added to these specific parts.



# Imagery and Imagery Treatment

## USAGE

Full bleed imagery allows the viewer to get “in the moment” with the content of the piece, as well as provides an engaging platform to present graphic elements and typographic lockups.

When to use full bleed photography is at the discretion of the designer but it should be used primarily for covers of books, large scale creative pieces and pieces that have a large quantity of content.

## Photography Usage - Full Bleed



FIG 1 Full bleed photography allows the viewer to get “in the moment”



FIG 2 Full bleed photography provides a platform for graphics



# Imagery and Imagery Treatment

## USAGE

Photography may be used within the parallelogram–shape container as a way to provide support imagery to full bleed or color-wash images. Photography in parallelograms may also be a part of a creative composition of parallelograms.

In some cases, a parallelogram may not be appropriate as a container or the image simply does not fit within a parallelogram. In these cases, a square or rectangle may be used.

Other instances of photographic techniques may be used sparingly when necessary as one-offs.

## Photography Usage - Containers, Shapes and Other Instances



FIG 1  
Images contained in a parallelogram shape



FIG 2  
Images in a parallelogram shape used in a creative composition

## Imagery: Incorrect Use

### USAGE

When applied consistently and properly, photography will begin to have a clear voice across the GW brand. Improper usage will lead to confusion and less than appealing graphic compositions. Here are a few examples of how photography should NOT be used.



FIG 1  
Do not use clearly staged photography



FIG 2  
Do not use photography in unapproved containers

# Application






























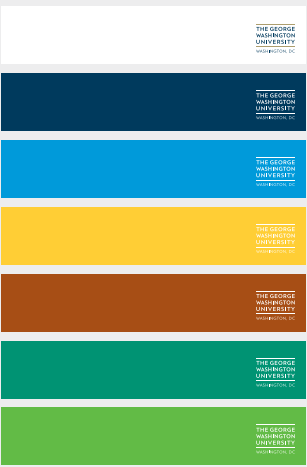
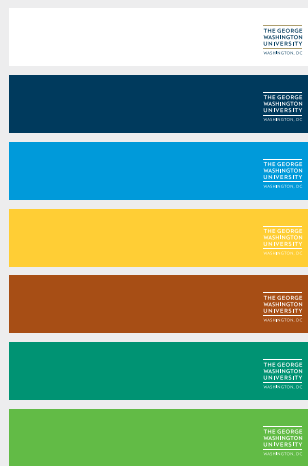
## System Overview

In this section of the guidelines, we've put the identity elements in context. Since we have a broad range of applications, we've developed a system of how these elements are used to differentiate applications as they relate to a specific purpose or audience, while always feeling like a cohesive brand.

On the following page, a system overview has been created as a quick reference of which elements are to be selected for use in their respective areas.

Please note that these are notional applications used to demonstrate how and when the identity elements are used. These applications are not to be regarded as final designed communications.

# System Overview

Fixed Systems	Institutional	Informational	Marketing	Programs, Initiatives & Events
<p>Logos</p>  	<p>Logos</p>  	<p>Logos</p>  <p>Portrait Logo*</p>   	<p>Logos</p>  <p>Portrait Logo*</p>   	<p>Logos</p>  
<p>Lorem Ipsum Line One Lorem Ipsum Line Two</p>  <p> Lorem Ipsum One Line (Limited use)</p>	<p> Lorem Ipsum One Line (Limited use)</p>	<p> Lorem Ipsum One Line Lorem Ipsum Line Two</p>  <p> Lorem Ipsum One Line (Limited use)</p>	<p> Lorem Ipsum One Line Lorem Ipsum Line Two</p>  <p> Lorem Ipsum One Line (Limited use)</p>	<p> Lorem Ipsum One Line Lorem Ipsum Line Two</p>  <p> Lorem Ipsum One Line (Limited use)</p>
<p>Fonts</p> <h2>Avenir Next LT Pro</h2> <p>Colors</p> 	<p>Fonts</p> <h2>Avenir Next LT Pro</h2> <h3>Hoefler</h3> <h3>GW LIBERATED</h3> <p>Colors</p> 	<p>Fonts</p> <h2>Avenir Next LT Pro</h2> <h3>Hoefler</h3>  <p>(Limited use)</p> <p>Colors</p> 	<p>Fonts</p>  <h2>Avenir Next LT Pro</h2> <h3>Hoefler</h3> <p>Colors</p> 	<p>Fonts</p>  <h2>Avenir Next LT Pro</h2> <h3>Hoefler</h3> <p>(Plus one font of choice)</p> <p>Colors</p> 
<p>Logo bar</p> 	<p>Logo bar</p> 	<p>Logo bar</p> 	<p>Logo bar</p> 	<p>Logo bar</p>  <p>(Plus one color of choice)</p>

\* Use of the Portrait logo is limited. Please see pages 23 and 24 for more information

## Fixed Systems: Elements

Applications within the fixed system include items that have a long shelf life or are permanent fixtures, including building signage, flags, rugs, trash cans, stationery, business cards, identification (GWorld card, name tags, etc.), uniforms and vehicles.

For most cases, the Primary logo should be used. However, in certain instances where the Primary logo can not be used (size constraints, readability, etc.), the Monogram logo can be used instead with the Primary logo in proximity. The GW Monogram can also be used on internal pieces (e.g., nametags, GWorld Card).

A formal school or department mark can be used on uniforms and patches (e.g., School of Nursing labcoats).

For all fixed systems, the Primary logo, school mark or department logos should be used left or right justified with any accompanying text typeset in Avenir Next Pro following the clear space rules outlined in the first section of the guidelines.

The colors for fixed systems are GW buff, GW blue and white.

### Logos

THE GEORGE  
WASHINGTON  
UNIVERSITY

WASHINGTON, DC

GW

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Lorem Ipsum Line One  
Lorem Ipsum Line Two

THE GEORGE WASHINGTON UNIVERSITY

(Limited use)

GW

Lorem Ipsum One Line

(Limited use)

### Fonts

Avenir Next LT Pro

### Colors



# Fixed Systems: Notional Examples, Stationery

The university's stationery is built on a grid system based on the clear space rules outlined in the first section of the guidelines. The Primary logo is left justified in the letterhead and envelopes with accompanying contact information aligned in the grid format typeset in Avenir Next Pro.

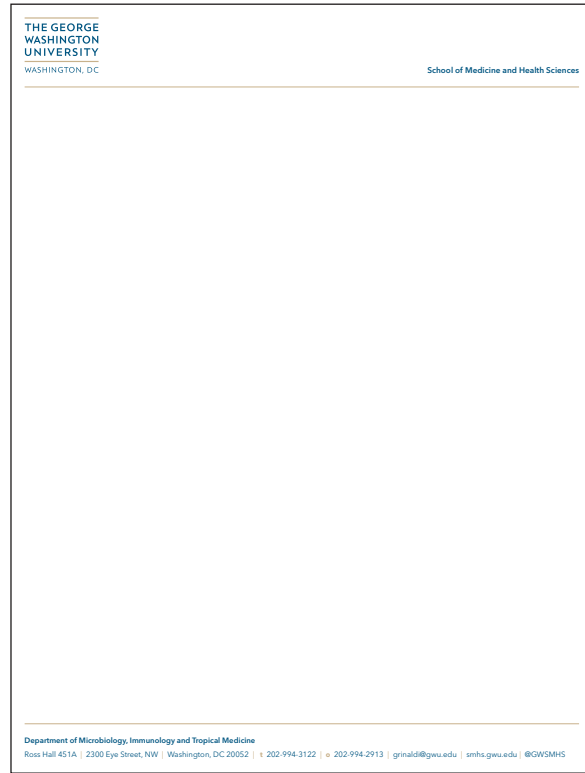
Members of the GW community can order approved business cards and letterhead from the university's online ordering system. The preferred version is shown below to the left. Alternate versions are available for members of the community who have multiple titles or addresses that need to be listed.

All stationery orders should be submitted through Dupli under iBuy+ Good & Services:

iBuy+ Goods & Services: [ibuy.gwu.edu](http://ibuy.gwu.edu)

Dupli: 800.726.7599

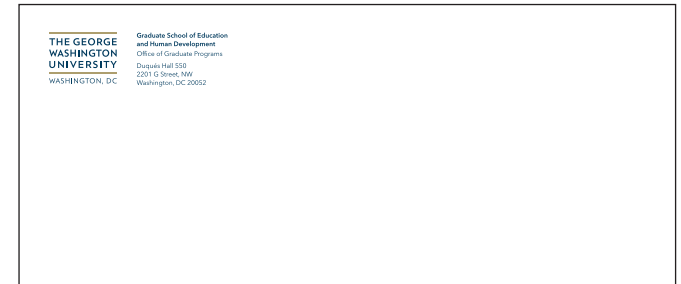
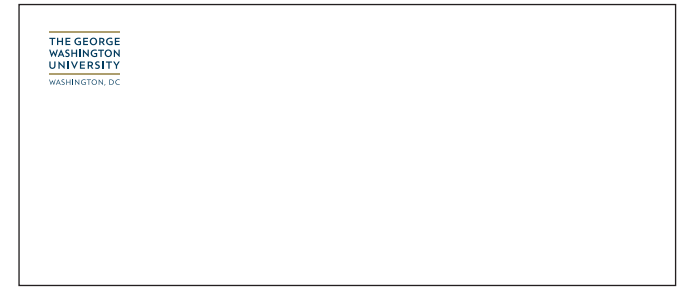
## Stationery



## Standard Business Card



## Envelopes



## Alternate Business Card



## Dual-sided Business Card



# Fixed Systems: Notional Examples

Building Identifier



Labcoats



Nametags





# Institutional: Elements

Any materials or items that are related to formal university events or important documents that represent the university or its units are considered "Institutional." Examples include materials for Commencement, annual reports and strategic plans.

For these documents and materials, the Portrait logo can be used.

Fonts in the Avenir Next Pro family should be the principal font used for design purposes with Hoefler text as a secondary font. GW Liberated can be used sparingly.

The color palette for these pieces is the primary and core accent colors. If included, the parallelogram shape should be used in a restrained manner. The options for the brand bar are blue, white or transparent.

## Logos



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC

Lorem Ipsum Line One  
Lorem Ipsum Line Two  
THE GEORGE WASHINGTON UNIVERSITY

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

THE GEORGE  
WASHINGTON  
UNIVERSITY

WASHINGTON, DC

## Fonts

Avenir Next Pro  
Hoefler Text

GW LIBERATED

## Colors



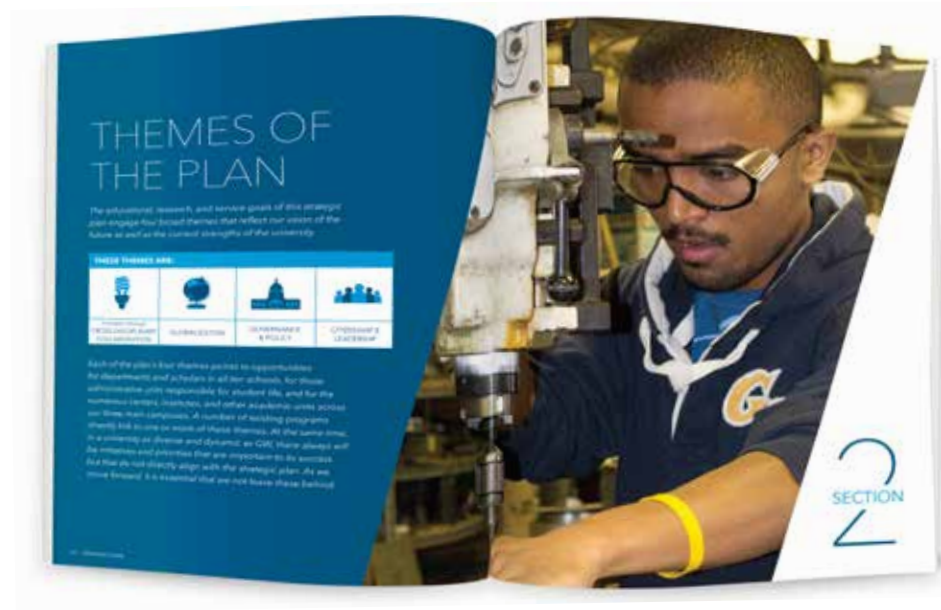
## Logo Bar



# Institutional: Examples

Print pieces in the institutional system are sophisticated and elegant, demonstrating the serious and important nature of the content.

Strategic Plan spread, main university home page and financial report



## Informational: Elements

Any materials or items that are issued to alert the university community about important information related to their experience as a student, staff member, faculty member or alumnus/alumnae would fall into this category.

Examples of materials include the Benefits Guide, regular updates from the Office of Safety & Security or general information related to housing, financial aid and class registration that come from various units.

For these materials, the Primary logo or School logo can be used independently. An Administrative Department logo can be used with the Primary logo in proximity. If it is a document with multiple pages, the Horizontal logo should be centered on the back as a sign-off.

Fonts in the Avenir Next Pro family should be the primary body copy font with Hoefler text and GW Liberated as a secondary fonts. GW Liberated-Hoefler Swash headline treatment can be used sparingly when there is a call to action in the information.

The other graphic elements should be used in ways that support the overall design but do not overwhelm the piece.

The color palette for these pieces is the primary, core accent and secondary colors. Tints of the palette should not be used. The options for the brand bar are blue, white or transparent.

### Logos

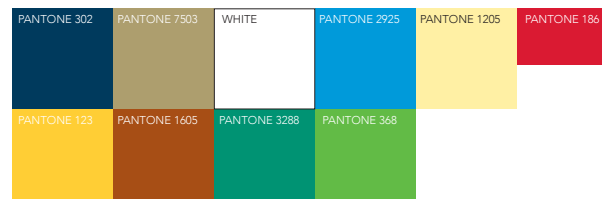


### Fonts

Avenir Next Pro  
Hoefler Text



### Color



### Logo Bar



# Informational: Notional Examples, Print

Print pieces in the informational system are sophisticated and elegant, demonstrating the serious and important nature of the content

Open Enrollment poster & Paystub brochure

**OPEN ENROLLMENT**  
October 8 through 26

your HEALTH + your MEDICAL + your DENTAL + your VISION + your INSURANCE + your FLEXIBLE SPENDING + your BENEFITS + your CHOICE

The Open Enrollment period for medical, dental, vision, insurance (including life, AD&D, and disability), and flexible spending benefits will be Monday, October 8 through Friday, October 26.

During the Open Enrollment period, you have the opportunity to review and make changes to your benefit elections. **Please remember that most changes made during this period become effective on January 1.**

- Beginning October 1st, the call center will have extended hours through October 26th, from 9:00am to 8:00pm (EST). Call 1 (888) 4GWUBEN (44V-8236) for assistance with any benefits questions or concerns.
- Beginning October 8th, log in to the enrollment system at <http://benadetails.gwu.edu/openenrollment> to review, change, or select new benefits.
- To download your Open Enrollment Guide, visit <http://financeoffice.gwu.edu/benefits>.

**Benefits Fairs:**  
For your convenience, the Benefits Administration Department is sponsoring Benefits Fairs where you will be able to get direct assistance with the enrollment process and have the opportunity to speak directly with the medical, dental, vision, insurance (including life, AD&D, and disability) and flexible spending plan providers.

We strongly encourage you to attend one of these fairs.\*

**FOGGY BOTTOM**

- Tuesday, October 11  
10:00am-3:00pm  
Marvin Center Continental Ballroom
- Wednesday, October 17  
10:00am-3:00pm  
Marvin Center Grand Ballroom

**VIRGINIA SCIENCE AND TECHNOLOGY CAMPUS**

- Monday, October 15  
10:00am-1:00pm  
Emergence Hall, Room 176

**OCTOBER 2012**

10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

\*Fairs will include the following:  
Click [www.gwu.edu/pdfs/content/2012openenrollmentguide.pdf](http://www.gwu.edu/pdfs/content/2012openenrollmentguide.pdf) for registration information.

For additional questions, contact the GW Benefits Administration Department:  
4275 Research Plaza, Suite 502 • Arlington, VA 22204  
Phone: (703) 736-8388 • Fax: (703) 736-8383  
Email: [benefits@gwu.edu](mailto:benefits@gwu.edu)

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC

**Understanding Your Paystub**

Payroll Year 2012-2013 Pay Calendar for Employees Paid Bi-Weekly

Payroll Period	Pay Date	Pay Type
09/18-09/24	10/01	REGULAR
09/25-10/01	10/01	REGULAR
10/02-10/08	10/08	REGULAR
10/09-10/15	10/08	REGULAR
10/16-10/22	10/15	REGULAR
10/23-10/29	10/15	REGULAR
10/30-11/05	11/05	REGULAR
11/06-11/12	11/05	REGULAR
11/13-11/19	11/19	REGULAR
11/20-11/26	11/19	REGULAR
11/27-12/03	12/03	REGULAR
12/04-12/10	12/03	REGULAR
12/11-12/17	12/17	REGULAR
12/18-12/24	12/17	REGULAR
12/25-12/31	12/31	REGULAR
01/01-01/07	01/07	REGULAR
01/08-01/14	01/07	REGULAR
01/15-01/21	01/21	REGULAR
01/22-01/28	01/21	REGULAR
01/29-02/04	02/04	REGULAR
02/05-02/11	02/04	REGULAR
02/12-02/18	02/18	REGULAR
02/19-02/25	02/18	REGULAR
02/26-03/04	03/04	REGULAR
03/05-03/11	03/04	REGULAR
03/12-03/18	03/18	REGULAR
03/19-03/25	03/18	REGULAR
03/26-04/01	04/01	REGULAR
04/02-04/08	04/01	REGULAR
04/09-04/15	04/15	REGULAR
04/16-04/22	04/15	REGULAR
04/23-04/29	04/29	REGULAR
04/30-05/06	04/29	REGULAR
05/07-05/13	05/13	REGULAR
05/14-05/20	05/13	REGULAR
05/21-05/27	05/27	REGULAR
05/28-06/03	05/27	REGULAR
06/04-06/10	06/10	REGULAR
06/11-06/17	06/10	REGULAR
06/18-06/24	06/24	REGULAR
06/25-07/01	06/24	REGULAR
07/02-07/08	07/08	REGULAR
07/09-07/15	07/08	REGULAR
07/16-07/22	07/22	REGULAR
07/23-07/29	07/22	REGULAR
07/30-08/05	08/05	REGULAR
08/06-08/12	08/05	REGULAR
08/13-08/19	08/19	REGULAR
08/20-08/26	08/19	REGULAR
08/27-09/02	09/02	REGULAR
09/03-09/09	09/02	REGULAR
09/10-09/16	09/16	REGULAR
09/17-09/23	09/16	REGULAR
09/24-09/30	09/30	REGULAR
10/01-10/07	10/07	REGULAR
10/08-10/14	10/07	REGULAR
10/15-10/21	10/21	REGULAR
10/22-10/28	10/21	REGULAR
10/29-11/04	11/04	REGULAR
11/05-11/11	11/04	REGULAR
11/12-11/18	11/18	REGULAR
11/19-11/25	11/18	REGULAR
11/26-12/02	12/02	REGULAR
12/03-12/09	12/02	REGULAR
12/10-12/16	12/16	REGULAR
12/17-12/23	12/16	REGULAR
12/24-12/30	12/30	REGULAR
12/31-01/06	12/30	REGULAR
01/07-01/13	01/13	REGULAR
01/14-01/20	01/13	REGULAR
01/21-01/27	01/27	REGULAR
01/28-02/03	01/27	REGULAR
02/04-02/10	02/10	REGULAR
02/11-02/17	02/10	REGULAR
02/18-02/24	02/24	REGULAR
02/25-03/01	02/24	REGULAR
03/02-03/08	03/08	REGULAR
03/09-03/15	03/08	REGULAR
03/16-03/22	03/22	REGULAR
03/23-03/29	03/22	REGULAR
03/30-04/05	04/05	REGULAR
04/06-04/12	04/05	REGULAR
04/13-04/19	04/19	REGULAR
04/20-04/26	04/19	REGULAR
04/27-05/03	05/03	REGULAR
05/04-05/10	05/03	REGULAR
05/11-05/17	05/17	REGULAR
05/18-05/24	05/17	REGULAR
05/25-05/31	05/31	REGULAR
06/01-06/07	06/07	REGULAR
06/08-06/14	06/07	REGULAR
06/15-06/21	06/21	REGULAR
06/22-06/28	06/21	REGULAR
06/29-07/05	07/05	REGULAR
07/06-07/12	07/05	REGULAR
07/13-07/19	07/19	REGULAR
07/20-07/26	07/19	REGULAR
07/27-08/02	08/02	REGULAR
08/03-08/09	08/02	REGULAR
08/10-08/16	08/16	REGULAR
08/17-08/23	08/16	REGULAR
08/24-08/30	08/30	REGULAR
08/31-09/06	08/30	REGULAR
09/07-09/13	09/13	REGULAR
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09/28-10/04	09/27	REGULAR
10/05-10/11	10/11	REGULAR
10/12-10/18	10/11	REGULAR
10/19-10/25	10/25	REGULAR
10/26-11/01	10/25	REGULAR
11/02-11/08	11/08	REGULAR
11/09-11/15	11/08	REGULAR
11/16-11/22	11/22	REGULAR
11/23-11/29	11/22	REGULAR
11/30-12/06	12/06	REGULAR
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12/28-01/03	01/03	REGULAR
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01/11-01/17	01/17	REGULAR
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04/06-04/12	04/05	REGULAR
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05/04-05/10	05/03	REGULAR
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05/18-05/24	05/17	REGULAR
05/25-05/31	05/31	REGULAR
06/01-06/07	06/07	REGULAR
06/08-06/14	06/07	REGULAR
06/15-06/21	06/21	REGULAR
06/22-06/28	06/21	REGULAR
06/29-07/05	07/05	REGULAR
07/06-07/12	07/05	REGULAR
07/13-07/19	07/19	REGULAR
07/20-07/26	07/19	REGULAR
07/27-08/02	08/02	REGULAR
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09/07-09/13	09/13	REGULAR
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01/18-01/24	01/17	REGULAR
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02/01-02/07	02/07	REGULAR
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02/15-02/21	02/21	REGULAR
02/22-02/28	02/21	REGULAR
02/29-03/05	03/05	REGULAR
03/06-03/12	03/05	REGULAR
03/13-03/19	03/19	REG

# Marketing: Elements

Any materials or items that are used to promote the university, a school or program internally or externally would fall in this category.

The Primary logo, full school logo, or campus mark can be used independently. The Monogram logo, shorthand school logo or administrative department logos can also be used but must be in proximity to the Primary logo. For materials with multiple pages, the Horizontal logo should be centered on the back as a sign-off.

The GW Liberated-Hoefler Swash lockup text treatment should be prominent design element on the cover and in the headlines of interior pages. Avenir should continue to be the principal body copy font with the rest of the Hoefler Text family used as a secondary font.

The other graphic elements should be widely employed, including use of the parallelograms, triangles, circles and lines. It's important to be aware of the audience for the piece and dial up or dial down the elements accordingly.

Marketing applications can use the full scale of color options in the palette and brand bar.

When multiple schools and units are sponsoring the same event/initiative, the institutional logo should be used and the sponsoring department/schools should be typeset in Avenir.

## Logos



Lorem Ipsum Line One  
 Lorem Ipsum Line Two  
 THE GEORGE WASHINGTON UNIVERSITY

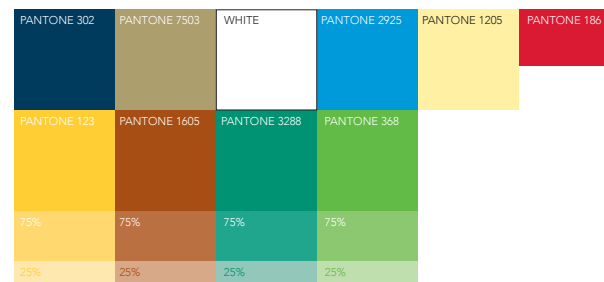
GW | Lorem Ipsum One Line

## Fonts



Avenir Next LT Pro  
Hoefler Text

## Colors



## Colors

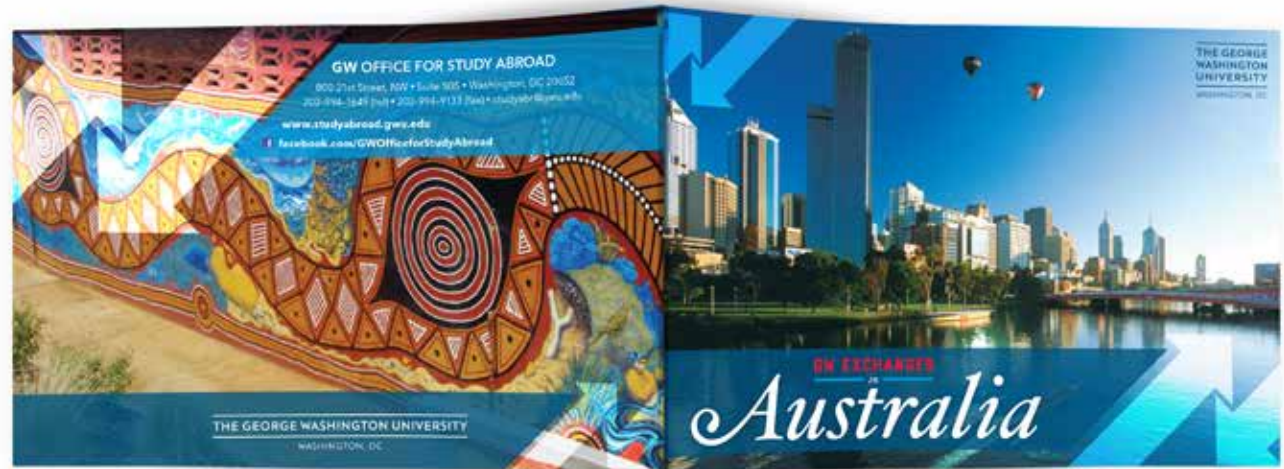
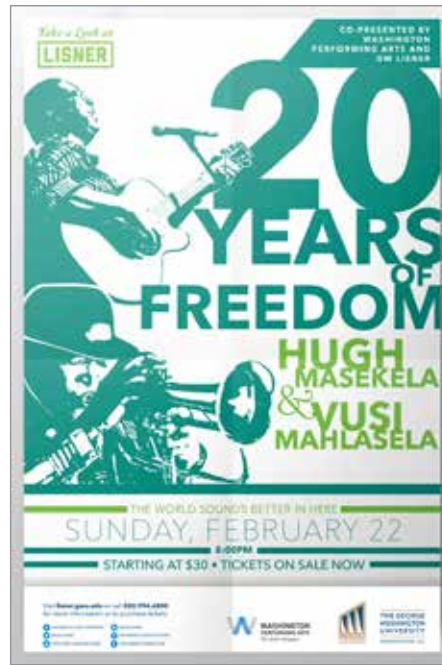




# Marketing: Print

Marketing materials for GW should be bold and engaging. The copy should be sharp, edgy and evoke emotion.

Event poster, marketing brochure and train ad



# Events & Programming: Elements

Since events and programming are largely theme driven, applications in this category have the most flexibility. Materials in the events and programming category must be related to time-limited university, school or administrative department initiatives like Colonial Inauguration, Colonials Weekend, Alumni Weekend and Midnight Breakfast.

The Primary logo or full school logo can be used independently. The administrative department logos can also be used but must be in proximity to the Primary logo. For materials with multiple pages, the Horizontal logo should be centered on the back as a sign-off.

In addition to fonts and elements shared by the other systems, creative for events and programming will be able to contain one additional font. The font chosen cannot mimic one of the existing fonts in the system, including Verlag and Lyon which are used in the signature system. The GW Liberated-Hoefler Swash headline treatment should still be prominent where feasible.

Events and Marketing materials can use the full scale of color options in the palette and brand bar as well as one additional color when needed. The additional color must be significantly different than those in the existing palette (for example, if a dark blue is needed, Pantone 302 should be used instead of a different dark blue color).

When multiple schools and units are sponsoring the same event/initiative, the Primary logo should be used and the sponsoring department/schools should be typeset.

## Logos

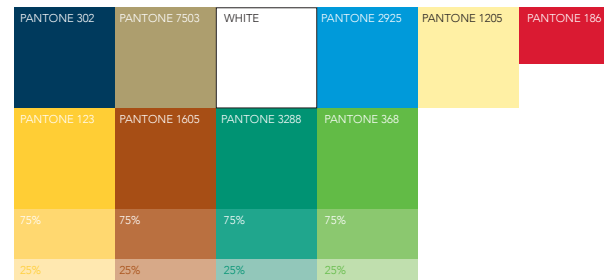


## Fonts (Plus one font of choice)



Avenir Next LT Pro  
Hoefler Text

## Colors (Plus one color of choice)



## Logo Bar (Plus one color of choice)



# Events & Programming: Print

Event poster and post card





# Merchandise

The licensing of GW's logos for use on merchandise is governed by the university's Licensing and Trademarks Program.

GW requires all individuals, groups, departments, and organizations to receive permission before using the trademarked names and identifying marks for merchandise.

- When using the GW Institutional Marks on merchandise they must be used in their entirety and may not be altered in any way, shape or form.
- The symbol ® must appear at the lower right area of the logo or name, as indicated on this page.
- Trademarks should appear only in the color configurations indicated on this page.

For a full list of guidelines or more information contact the GW Licensing and Trademarks Program:

Contact:  
 website: [licensing.gwu.edu](http://licensing.gwu.edu)  
 email: [ltg@gwu.edu](mailto:ltg@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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**PAGE 1**  
 JUNE 13, 2014

## THE GEORGE WASHINGTON UNIVERSITY

**PRIMARY INSTITUTIONAL MARKS**

1

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3

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**SECONDARY INSTITUTIONAL MARKS**

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14

**VERBIAGE**

The George Washington University ®  
 George Washington University ®  
 GW ®  
 Colonials ®  
 George Washington Colonials™  
 Raise High the Buff and Blue™

**GENERAL INFORMATION**

LOCATION: WASHINGTON, DC  
 MASCOT: COLONIALS  
 MASCOT NICKNAME: GEORGE

ESTABLISHED DATE: 1821  
 CONFERENCE: ATLANTIC 10

**SECONDARY INSTITUTIONAL MARKS**

15

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21

22

**RESTRICTED USE INSTITUTIONAL MARKS**

23

Restricted Use

24

Restricted Use

**ADDITIONAL PERTINENT INFORMATION**

	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Official Seal Approval 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 checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.	<input checked="" 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.

# Logo Matrix and Naming Convention

## George Washington University Primary Logo set

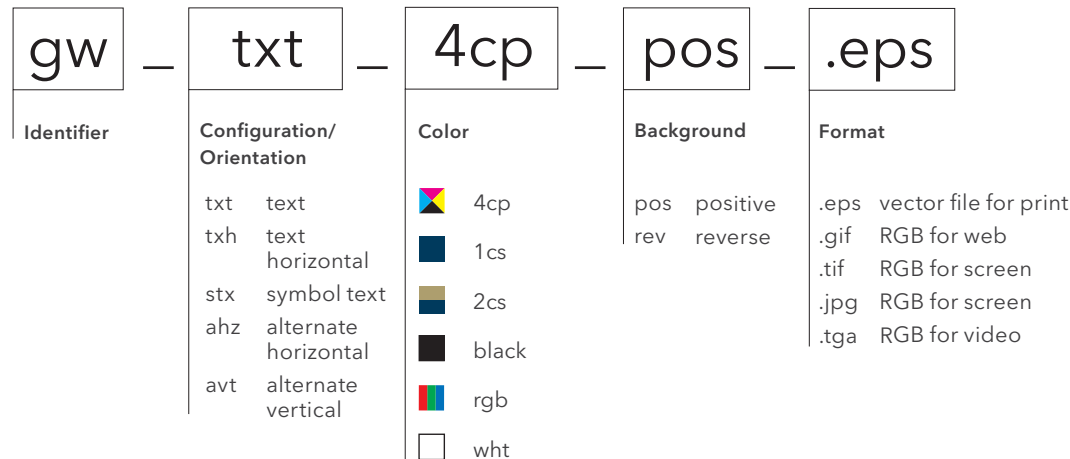
	<b>gw_txt_2cs_pos.eps</b> ■ Pantone 7503C ■ Pantone 302C
	<b>gw_txt_4cp_pos.eps</b> ■ CMYK
	<b>gw_txt_rgb_pos.eps</b> ■ RGB
	<b>gw_txt_1cs_pos.eps</b> ■ Pantone 302C
	<b>gw_txt_blk_pos.eps</b> ■ Black
	<b>gw_txt_wht_rev.eps</b> □ White

## George Washington University Horizontal Logo set

	<b>gw_txx_2cs_pos.eps</b> ■ Pantone 7503C ■ Pantone 302C
	<b>gw_txx_4cp_pos.eps</b> ■ CMYK
	<b>gw_txx_rgb_pos.eps</b> ■ RGB
	<b>gw_txx_1cs_pos.eps</b> ■ Pantone 302C
	<b>gw_txx_blk_pos.eps</b> ■ Black
	<b>gw_txx_wht_rev.eps</b> □ White

## George Washington University Monogram Logo set

	<b>gw_stx_2cs_pos.eps</b> ■ Pantone 7503C ■ Pantone 302C
	<b>gw_stx_4cp_pos.eps</b> ■ CMYK
	<b>gw_stx_rgb_pos.eps</b> ■ RGB
	<b>gw_stx_1cs_pos.eps</b> ■ Pantone 302C
	<b>gw_stx_blk_pos.eps</b> ■ Black
	<b>gw_stx_wht_rev.eps</b> □ White



# Logo Matrix and Naming Convention

## George Washington University Portrait Logo set



gw\_portrait\_4cp\_pos.eps  
CMYK

gw\_portrait\_rgb\_pos.eps  
RGB



gw\_portrait\_blk\_pos.eps  
Black

## George Washington University Portrait Horizontal Logo set



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC

gw\_ahz\_2cs4cp\_pos.eps  
Pantone 7503C  
Pantone 302C  
CMYK

gw\_ahz\_4cp\_pos.eps  
CMYK

gw\_ahz\_rgb\_pos.eps  
RGB



gw\_ahz\_4cp\_rev.eps  
CMYK



gw\_ahz\_1cp\_rev.eps  
Black

## George Washington University Portrait Vertical Logo set



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC

gw\_avt\_2cs4cp\_pos.eps  
Pantone 7503C  
Pantone 302C  
CMYK

gw\_avt\_4cp\_pos.eps  
CMYK

gw\_avt\_rgb\_pos.eps  
RGB



gw\_avt\_4cp\_rev.eps  
CMYK



gw\_avt\_1cp\_rev.eps  
Black

## Contact Information

For more information or questions about the guidelines, please contact [visualidentity@gwu.edu](mailto:visualidentity@gwu.edu).