This manual presents guidelines for the approved representation of the George Washington Athletics, a critical component of the overall brand and identity program for the George Washington University. It introduces key elements—official colors, typography, and more—for marks such as the GW Primary Athletics, Secondary Colonials, Motion George Washington and George Mascot.

These guidelines protect the integrity of the George Washington Athletics marks and ensure that commercial vendors and others are working closely with the Licensing and Trademarks Office to obtain necessary permission to reproduce and distribute them.

For guidelines related to the George Washington University’s overall brand and visual identity program, please visit creativeservices.gwu.edu.
Official GW Athletics Colors

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

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

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

Each vendor is responsible for making the necessary adjustments to visually match approved color swatches.

George Mascot mark colors (see page 13 for mark usage guidelines):

<table>
<thead>
<tr>
<th>COLOR</th>
<th>PANTONE*</th>
<th>THREAD COLOR</th>
<th>COLOR</th>
<th>PANTONE*</th>
<th>THREAD COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUFF</td>
<td>PMS 7502</td>
<td>MADEIRA 1270</td>
<td>BLUE</td>
<td>PMS 282</td>
<td>MADEIRA 1242</td>
</tr>
<tr>
<td>POLY-NEON 1670</td>
<td></td>
<td></td>
<td>POLY-NEON 1742</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUFF HIGHLIGHT</td>
<td>PMS 7502 - 20%</td>
<td>MADEIRA 1071</td>
<td>LIGHT BLUE</td>
<td>PMS 282 - 15%</td>
<td>MADEIRA 1030</td>
</tr>
<tr>
<td>MADEIRA 1055</td>
<td>POLY-NEON 1927</td>
<td></td>
<td>POLY-NEON 1053</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMPLEXION</td>
<td>PMS 726</td>
<td>MADEIRA 1055</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>POLY-NEON 1927</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
GW Primary Athletics Mark

Shown on the right are approved color variations for the GW Primary Athletics mark.

Ideally, the GW Primary Athletics mark should be used in the color combinations shown, but exceptions may apply for designs submitted by a licensed vendor.

✉️ All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.
GW Primary Athletics Mark Clear Space

The GW Primary Athletics mark is most effective when surrounded by as much open space as possible.

A minimum 1/8 of the full width of the Primary mark of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.

GW Primary Athletics Mark for Merchandise

All GW Primary Athletics marks that appear on merchandise must be accompanied by the registration mark as shown to the right, except on competition uniforms.
GW Primary Athletics Mark
Athletic Department Designations

Any department, club, program, or organization name other than those listed below may not be added under the GW Primary Athletics mark without review by the Licensing and Trademark Office.

Baseball
Men’s Basketball
Women’s Basketball
Men’s Cross Country
Women’s Cross Country
Golf
Gymnastics
Lacrosse
Men’s Rowing
Women’s Rowing
Sailing
Men’s Soccer
Women’s Soccer
Softball
Men’s Squash
Women’s Squash
Men’s Swimming
Women’s Swimming
Men’s Tennis
Women’s Tennis
Volleyball
Men’s Water Polo
Women’s Water Polo

Always use approved and provided electronic artwork.

✉️ All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.
Secondary Athletics Mark

This mark cannot replace the GW Primary Athletics mark, nor can it be used without the GW Primary Athletics mark.

⚠️ All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.
Secondary Athletics Mark Clear Space

The Secondary Athletics mark is most effective when surrounded by as much open space as possible.

A minimum 1/8 of the full width of the Secondary Mark of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.

Secondary Athletics Mark for Merchandise

All Secondary Athletics marks that appear on merchandise must be accompanied by the registration mark as shown to the right.
Secondary Colonials Mark Athletic Department Designations

Any department, club, program, or organization name other than those listed below may not be added under the Secondary Athletics mark without review by the Licensing and Trademark Office.

Baseball
Men’s Basketball
Women’s Basketball
Men’s Cross Country
Women’s Cross Country
Golf
Gymnastics
Lacrosse
Men’s Rowing
Women’s Rowing
Sailing
Men’s Soccer
Women’s Soccer
Softball
Men’s Squash
Women’s Squash
Men’s Swimming
Women’s Swimming
Men’s Tennis
Women’s Tennis
Volleyball
Men’s Water Polo
Women’s Water Polo

Always use approved and provided electronic artwork.

⚠️ All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.
Motion George Washington

This mark is approved for all practice gear and uniforms and can be used independent of a GW Primary Athletics mark as long as a team name is included.

This mark should always remain left justified and should never be centered.

All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.

Screen Printing:

George Washington

George Washington

George Washington

George Washington

PMS: 282
PMS: 282 - 60%
PMS: 7502

PMS: 282

PMS: 7502
PMS: 7502 - 15%
WHITE

PMS: 282
PMS: 282 - 60%
WHITE

Tackle Twill:

George Washington

George Washington

George Washington

George Washington

PMS: 282
PMS: 7502
WHITE

PMS: 7502

PMS: 282
WHITE

PMS: 7502
WHITE
**Motion George Washington Mark Clear Space**

The Motion George Washington mark is most effective when surrounded by as much open space as possible.

A minimum 1/8 of the full width of the Motion George Washington mark of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.

✉️ All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.

When used with athletic department designations:

- **WOMEN’S SQUASH**
  - George Washington
  - Women’s Squash

- **MEN’S SQUASH**
  - George Washington
  - Men’s Squash
Motion George Washington Department Designations

Any department, club, program, or organization name other than those listed below may not be added under the GW Primary Athletics mark without review by the Licensing and Trademark Office.

Baseball
Men’s Basketball
Women’s Basketball
Men’s Cross Country
Women’s Cross Country
Golf
Gymnastics
Lacrosse
Men’s Rowing
Women’s Rowing
Sailing
Men’s Soccer
Women’s Soccer
Softball
Men’s Squash
Women’s Squash
Men’s Swimming
Women’s Swimming
Men’s Tennis
Women’s Tennis
Volleyball
Men’s Water Polo
Women’s Water Polo

Always use approved and provided electronic artwork.

All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.
George Mascot (Tertiary Athletics) Mark

This mark is a restricted use mark. It always requires prior approval before using and cannot be used without the GW Primary Athletics mark.

All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.

- Full color
- One-color
- Full-color over a dark color requires light blue outline (see page 3 for color reference)
- Reverse one-color over a dark color
- Full-color over a dark color requires light blue outline (see page 3 for color reference)
- Positive one-color over a light color
George Mascot (Tertiary Athletics) Mark Clear Space

The George Mascot mark is most effective when surrounded by as much open space as possible.

A minimum 1/8 of the full width of the George Mascot mark of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.

George Mascot (Tertiary Athletics) Mark for Merchandise

All George Mascot marks that appear on merchandise must be accompanied by the trade mark as shown to the right.

⚠️ All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.
**Tertiary Athletics Mark with University Name**

This mark is also a restricted use mark and always requires prior approval before using.

> All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.

- Full color
- One-color
- Full-color over a dark color requires white outline and school name reversed
- Reverse one-color over a dark color and school name reversed
- Full-color over a dark color requires white outline and school name positive
- Positive one-color over a light color and school name positive
Tertiary Athletics Mark with University Name

The Tertiary Athletics mark with university name is most effective when surrounded by as much open space as possible.

A minimum 1/16 of the full width of the Tertiary Athletics mark with university name of clear space must surround the mark at all times.

See diagrams to the right for the appropriate clear space.

Tertiary Athletics Mark with University Name for Merchandise

All Tertiary Athletics mark with university name that appear on merchandise must be accompanied by the registration mark as shown to the right.

✉️ All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.
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.

**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.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by THE GEORGE WASHINGTON UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.
Improper usage

To maintain the design integrity of the GW Athletic brand and maximize each mark’s effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual without modification.

The marks are not to be altered in any way. Shown on the right are unacceptable uses of GW Athletics marks.

- Never overwrite the GW Primary Athletics mark.
- Never overlap anything on top of the GW Primary Athletics mark.
- The GW Primary Athletics mark may not be used to spell out another word.
- Do not distort shapes of the marks.
- The George Mascot mark can not replace the GW Primary Athletics mark.
- Never reverse the GW Primary Athletics mark.
- Never reverse the Secondary Athletics mark.
- Do not center the Motion George Washington.
- Do not add team name to Tertiary Athletics mark with the university name under it.

랗 All designs must be submitted for review to the Licensing and Trademark Office by email at ltp@gwu.edu.
George Washington Athletics Typeface

The vendor should use this font (or a similar font). If you need something to be custom written, please contact the Licensing and Trademark Office by email at ltp@gwu.edu.

- United Sans Regular Bold
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- United Sans Regular Heavy
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

- United Sans Regular Black
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890

All requests must be submitted to the Licensing and Trademark Office by email at ltp@gwu.edu.
Any questions regarding Licensing and Trademarks should be directed to the Licensing and Trademarks Coordinator:

Licensing and Trademarks Program

Telegram | licensing.gwu.edu
Email | ltp@gwu.edu

All art shown in this manual is the property of The George Washington University and artwork may not be used in any way without prior written permission.