Identity Standards and Guidelines
Introduction

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, D.C. 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

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, D.C. 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.
Messaging

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, D.C. 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.

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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, D.C. 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.

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Messaging

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, D.C. 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, D.C., 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, D.C., 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.

School of Public Health and Health Services
At the GW School of Public Health and Health Services (SPHHS), 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, SPHHS 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, SPHHS 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, D.C. 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"

• As an acronym always use "GW" and never "GWU." But only use this when preceded by the full name of the university.

• "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
Identity Elements

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

```
THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC
```

2. Horizontal Logo

```
THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC
```

3. Portrait with Primary Logo

```
THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC
```

4. Monogram

```
GW
```

The George Washington University Identity Guidelines
August 2012: Version 1.1
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 and must always be in visible proximity when there is a need to use the Monogram.

Choosing the Correct Version

Preferred Full-Color Logo
The CYMK or RGB full-color logos are preferred. Use CYMK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint projections, digital or TV use (see page 83-84).

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.
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 remove Washington, D.C. from 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.
Identity Elements

Horizontal Logo

The Horizontal logo is representative of the university as a whole. It is used when spatial 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 CYMK or RGB full-color logos are preferred. Use CYMK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint projections, digital or TV use (please see 83-84).

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.

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.

Preferred Full-Color

THE GEORGE WASHINGTON UNIVERSITY
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
WASHINGTON, DC
Identity Elements

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 remove Washington, D.C. from the Primary 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.
Identity Elements

Portrait Logo

The Portrait logos are used for special consideration on Institutional materials only.

Portrait logos should also never be used in proximity to any of the other logos in the logo suite.

Choosing the Correct Version

Preferred Full-Color Logo
The CYMK or RGB full-color logos are preferred. Use CYMK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint projections, digital or TV use (see pages 83-84).

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

Greyscale
Use the Greyscale 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.

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).
Identity Elements

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 remove Washington, D.C. from the Primary logo.

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.
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 CYMK or RGB full-color logos are preferred. Use CYMK for any print use such as collateral or business materials. Use RGB for electronic use such as PowerPoint projections, digital or TV use (please see pages 83-84).

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.
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.

- 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.
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.
## 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.

### Always use approved and provided electronic artwork.

<table>
<thead>
<tr>
<th>Logo Type</th>
<th>Minimum Size for Print</th>
<th>Minimum Size for Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Logo</strong></td>
<td>0.375&quot;</td>
<td>54 px</td>
</tr>
<tr>
<td><strong>Horizontal Logo</strong></td>
<td>1.5&quot;</td>
<td>180 px</td>
</tr>
<tr>
<td><strong>Portrait Logos</strong></td>
<td>0.375&quot;</td>
<td>54 px</td>
</tr>
<tr>
<td><strong>Monogram</strong></td>
<td>0.25&quot;</td>
<td>27 px</td>
</tr>
</tbody>
</table>
Portrait

The new 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 unless approved by the Division of External Relations.
Identity Elements

Signature System: 
Campus Logos

To immediately distinguish campuses from the institution, university campus logos have been created. These logos can stand alone in application and are not to be used in proximity to the Primary logo.

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.

Main University Campuses
Treatment: Monogram with prescribed type set in Lyon

The George Washington University
Virginia Science & Technology Campus

Clear Space

Advanced Technology Center

Clear Space

Alternate Locations, Facilities, Venues and Buildings
Treatment: Prescribed type only set in Avenir Next LT Pro

Advanced Technology Center

cap height = x A
Identity Elements

Signature System: Academic Logo

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

Option 1
This version is used on applications where the Primary logo is not present as it contains the Horizontal logo to represent the university.

Option 2
Use this version for academic departments or when 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 39 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.

Elliott School of International Affairs

THE GEORGE WASHINGTON UNIVERSITY

Applied Science & Technology

THE GEORGE WASHINGTON UNIVERSITY
Signature System: Academic Logo Shorthand Option

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

This logo may only be used on the cover or main page of a document. The Primary logo must be in visually proximity and the Horizontal logo must be used as a sign-off as noted on page 19 of these guidelines.

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 Options 1 and 2 of the Academic 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.

Option 3: All Schools
Treatment: Monogram with prescribed type set in Lyon

GW Nursing

Clear Space
Identity Elements

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.

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.

Treatment: Monogram with prescribed type set in Lyon

Alumni Association

Clear Space

Alumni Association
Identity Elements

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.

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
- Cannot mimic other lockups

Treatment: No institutional logo, graphical logo or wordmark within masterbrand parameters
Identity Elements

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: Athletic Logos

Although athletic logos 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.
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.

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® color standards.

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

For notional examples of these logo bars in use, see pages 68-82 in this document.
Visual System Elements

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 Liberator 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
Visual System Elements

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 Liberator 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: Liberator

Liberator 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.
Typefaces:
Hoefler Swash

Hoefler Text Italic Swash is to be used only as a display typeface for headline lockups in conjunction with Liberator.

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.
Headline Construction: Typographic Lockup

For headlines and more creative pieces, the Liberator 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 (Liberator), the accent typeface (Hoefler Text Italic Swash) and the graphic elements (bars and boxes).
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. There is no assigned justification for lockups.

Liberator should always be the primary typeface of the typographic lockup to provide maximum impact. Hoefler Text Italic Swash should be used only as an accent typeface as a way to put additional emphasis on certain words.

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.)
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 Liberator 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.

**FIG 1**
Do not overlap type

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

**FIG 3**
Do not use contrasting colors

**FIG 4**
Use at least one bar or box

**FIG 5**
Use more than one typeface and type size
Visual System Elements

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 Liberator 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 Liberator font and maintain a minimum length no shorter than .5” long. The corners have a radius of .03”.

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

![FIG 1 Bar minimum size](image1)

![FIG 2 Bar used in context with graphics](image2)
**Graphics:**

**Bar**

**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 Liberator font size.

**FIG 1**
Bars may not be used vertically.
Visual System Elements

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 of .1”

*This list is not exhaustive. For more information visit http://living.gwu.edu

**FIG 1**
Box used in a typographic lockup

**FIG 2**
Box used as a caption with graphics
Visual System Elements

Graphics: Parallelograms

Parallelograms are one of the primary design elements available for use within the GW brand identity system. They signify a forward-leaning direction 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 photographic 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 2 sizes. One size should be 66% the size of the larger size. You may also begin to play with composition by sliding the parallelograms up and down along their edges.

**FIG 3**
For the most expression in compositions, 3 sizes may be used at 100%, 66% and 33%. The parallelogram shapes may have as much creative freedom as necessary. When close in proximity, parallelograms should be aligned, but they may be broken apart with a minimum of .25" separation.
Visual System Elements

**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.

**FIG 1**
For the most expression in compositions, three sizes may be used at 100%, 66% and 33%. The parallelogram shapes may have as much creative freedom as necessary. When close in proximity, parallelograms should be aligned, but they may be broken apart with a minimum of .25” separation.
Visual System Elements

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. If using a parallelogram as a text container, the parallelogram should overlap the photograph to activate the space and provide impact.

**FIG 1**

Using the parallelogram shape to contain a photograph
Visual System Elements

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.

The parallelogram shape should never be angled to the left.

- **FIG 1** Incorrect angle of a parallelogram
- **FIG 2** Gradient color
- **FIG 3** Overlapping parallelograms with no photo
- **FIG 4** Incorrect size proportions
- **FIG 5** Caption in the center of a photo, not intersecting an edge.
- **FIG 6** Caption outside of a photo, not intersecting an edge.
Visual System Elements

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

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 Sundaresan 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 whims 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: 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.
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 D.C. 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.
Visual System Elements

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.

- 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 use the double circle anywhere but the end of the key lines.
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 not be more that 1 pt.

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.
Visual System Elements

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, D.C., 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.
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.
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.
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 black and white photography

**FIG 2**
Do not use clearly staged photography

**FIG 3**
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 universities 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.
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.
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.
Fixed Systems: Notional Examples
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 should be used on the cover/main page with the Horizontal logo centered on the back of the piece as a sign-off.

Fonts in the Avenir Next Pro family should be the principal font used for design purposes with Hoefler text as a secondary font. Liberator 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.
Institutional: Examples

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

Annual Report, Commencement Packet, Strategic Plan
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 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 Liberator as a secondary fonts. Liberator-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.
Application

Informational: Notional Examples, Print

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

Annual Report & Advertisement
Application

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 Liberator-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 masterbrand logo should be used and the sponsoring department/schools should be typeset.
Marketing: Print

Marketing materials for GW should be bold and engaging. The copy should be sharp, edgy and evoke emotion.
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 Liberator-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.
Events & Programming:
Print

Poster & Post Card
Logo Matrix and Naming Convention

George Washington University Primary Logo set

- gw_txt_2cs_pos.eps
  - Pantone 7503C
  - Pantone 302C
- gw_txt_4cp_pos.eps
  - CMYK
- gw_txt_rgb_pos.eps
  - RGB
- gw_txt_1cs_pos.eps
  - Pantone 302C
- gw_txt_blk_pos.eps
  - Black
- gw_txt_wht_rev.eps
  - White

George Washington University Horizontal Logo set

- gw_tsh_2cs_pos.eps
  - Pantone 7503C
  - Pantone 302C
- gw_tsh_4cp_pos.eps
  - CMYK
- gw_tsh_rgb_pos.eps
  - RGB
- gw_tsh_1cs_pos.eps
  - Pantone 302C
- gw_tsh_blk_pos.eps
  - Black
- gw_tsh_wht_rev.eps
  - White

George Washington University Monogram Logo set

- gw_stx_2cs_pos.eps
  - Pantone 7503C
  - Pantone 302C
- gw_stx_4cp_pos.eps
  - CMYK
- gw_stx_rgb_pos.eps
  - RGB
- gw_stx_1cs_pos.eps
  - Pantone 302C
- gw_stx_blk_pos.eps
  - Black
- gw_stx_wht_rev.eps
  - White

- gw
- txt
- 4cp
- pos
- .eps

Identifier Background Format
- Configuration/Orientation
- Color
- Background
- Format
- .eps
  - vector file for print
- .csv
  - for web
- .tif
  - for screen
- .jpg
  - for video
- .tga
  - for video

The George Washington University Identity Guidelines August 2012: Version 1.1
# Logo Matrix and Naming Convention

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<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>gw_portrait_4cp_pos.eps</td>
<td>gw_ahz_2cs4cp_pos.eps</td>
<td>gw_avt_2cs4cp_pos.eps</td>
</tr>
<tr>
<td>CMYK</td>
<td>Pantone 7503C</td>
<td>Pantone 7503C</td>
</tr>
<tr>
<td>gw_portrait_rgb_pos.eps</td>
<td>gw_ahz_4cp_pos.eps</td>
<td>gw_avt_4cp_pos.eps</td>
</tr>
<tr>
<td>RGB</td>
<td>gw_ahz_4cp_pos REV.CG</td>
<td>gw_avt_4cp_pos REV.CG</td>
</tr>
<tr>
<td>gw_portrait_blk_pos.eps</td>
<td>gw_ahz_4cp_pos REV.pdf</td>
<td>gw_avt_4cp_pos REV.pdf</td>
</tr>
<tr>
<td>Black</td>
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<tr>
<td></td>
<td>gw_ahz_1cp_pos REV.CG</td>
<td>gw_avt_1cp_pos REV.CG</td>
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<td>gw_ahz_4cp_pos REV.pdf</td>
<td>gw_avt_4cp_pos REV.pdf</td>
</tr>
</tbody>
</table>

The George Washington University Identity Guidelines August 2012: Version 1.1
Contacts

For more information or questions about the guidelines, please contact visualidentity@gwu.edu.