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.

**PRIMARY INSTITUTIONAL MARKS**

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

**SECONDARY INSTITUTIONAL MARKS**

GW®
GW®
GW®

**RESTRICTED USE INSTITUTIONAL MARKS**

Restricted Use

**VERBIAGE**

Buff and Blue™
Raise High™
GDub™

**GENERAL INFORMATION**

LOCATION:
WASHINGTON, DC

MASCOT:
COLONIALS

MASCOT NICKNAME:
GEORGE

ESTABLISHED DATE:
1821

CONFERENCE:
ATLANTIC 10

**INSTITUTIONAL COLORS**

INSTITUTIONAL BLUE
PANTONE 302
MADEIRA 1162
MADEIRA 1338
INSTITUTIONAL BUFF

PANTONE COLORS
PANTONE 7603
MADEIRA 1152
MADEIRA 1338

**THREAD COLORS**

INSTITUTIONAL BLUE
INSTITUTIONAL BUFF

NOTE: The marks of The George Washington University 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.
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