



**THE GEORGE  
WASHINGTON  
UNIVERSITY**  
WASHINGTON, DC

**Responsible University Official:**  
Executive Director, Communications  
**Responsible Office:** Marketing and  
Creative Services  
**Last Revised Date:** March 31, 2014

## **THE GEORGE WASHINGTON UNIVERSITY NAME, LOGO, SEAL, AND COLOR USAGE**

### **Policy Statement**

Proper usage of the George Washington University name, logos, seal, and colors is important to the image and integrity of the university. All GW schools, departments and organizations must use the university's logos and follow this policy and the [GW Identity Standards & Guidelines](#) to ensure that all entities at the university are presented in a unified visual style.

Similarly, non-GW entities may only use the GW logos with [permission granted by a sponsoring department and the Division of External Relations](#) in coordination with the Office of the Senior Vice President and General Counsel. These entities also are bound by the following policy and procedures for proper usage.

### **Reason for Policy**

The purpose of this policy is to support proper usage of the George Washington University's name, logos, seal, and colors across all media including print, web and broadcast.

### **Who is Governed by this Policy**

Faculty, staff, students and outside entities authorized to use the university's logos with permission.

### **Table of Contents**

<b>Policy Statement</b> .....	1
<b>Reason for Policy</b> .....	1

<b>Who is Governed by this Policy</b> .....	1
<b>Table of Contents</b> .....	1
<b>Policy</b> .....	2
<b>Related Information</b> .....	3
<b>Contacts</b> .....	3
<b>Document History</b> .....	3
<b>Who Approved This Policy</b> .....	3

---

## Policy

---

The GW Identity Standards & Guidelines (the Guidelines) provide key guidance on how the university's name, logos, and seal should be presented, as well as guidance for the university's overall brand identity. The necessary procedures to maintain a consistent brand identity are found in the Guidelines.

### **Name and Acronym:**

When writing about or referring to the university, please observe 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" can be lowercase.
- As an acronym always use "GW" and never "GWU." But only use "GW" 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 the reference is 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).

### **GW Logo Usage:**

There is a full suite of the George Washington University's institutional logos. The suite is comprised of four individual logos that each serve a specific purpose.

In addition to the institutional logos, there are also school, center, institute and departmental logos that can be used by the various entities across the university.

The role and usage of each logo is explained in the Guidelines. Using these logos consistently ensures that we build equity and recognition for our brand.

For a full explanation of the use of the logos please refer to the Guidelines.

### **Color Specifications:**

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

For a full list of colors and usage, please refer to the Color Palette Section of the Guidelines.

### **University Seal Usage:**

The University Seal is also a symbol that represents the institution. Use of 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.

---

## **Related Information**

---

[GW Identity Standards & Guidelines](#)

[Third Party Logo Requests](#)

---

## **Contacts**

---

<b>Contact</b>	<b>Telephone</b>	<b>Email</b>
Marketing and Creative Services	202-994-1195	<a href="mailto:creativeservices@gwu.edu">creativeservices@gwu.edu</a>

---

## **Document History**

---

- **Last Reviewed Date:** April 25, 2017
- **Last Revised Date:** March 31, 2014
- **Policy Origination Date:** Not Available

---

## **Who Approved This Policy**

---

Lorraine Voles, Vice President for External Relations

*This policy, as well as all [university policies](#), are located on the [Office of Compliance and Privacy's](#) home page.*