



★ ★ ★
GEORGE WASHINGTON
REVOLUTIONARIES



THE GEORGE WASHINGTON UNIVERSITY

**MONIKER IDENTITY
GUIDELINES**



HOW TO USE GW MONIKER IDENTITY GUIDELINES

The guidelines articulated in this document detail how to best communicate the George Washington University's moniker, Revolutionaries. These guidelines are meant to be used specifically for GW Athletics, GW merchandise, and—occasionally—GW student-life purposes.

They are in no way meant to supplant the university's overarching Identity Standards and Guidelines: communications.gwu.edu/visual-identity

Please use the overarching Identity Standards and Guidelines primarily for GW communications.

If you have any questions on how to use these guidelines or their relationship to GW's overarching Identity Standards and Guidelines, please contact the Office of Communications & Marketing visualidentity@gwu.edu for specific usage guidance.

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MONIKER HISTORY

In spring 2022, the George Washington University decided to discontinue the use of the Colonials moniker. The university wanted to adopt a new moniker that would create widespread pride and signal a more inclusive future for the university.

The university then formed the Moniker Advisory Committee consisting of administrators, faculty, students and alumni to engage the entire GW community for input on the development of a new moniker.

After 12 months, 47,000 points of feedback and 8,000 moniker suggestions whittled down in a comprehensive community engagement process, GW announced in May 2023 its new moniker: the Revolutionaries.

GW received approximately 47,000 points of feedback throughout its community engagement efforts, and Revolutionaries consistently ranked as the top choice.

WHO ARE THE REVOLUTIONARIES?

The George Washington Revolutionaries are not afraid to break boundaries and **CHANGE THE GAME**. The GW Revs go beyond what's conventional or expected.

We focus on shifting mindsets and creating a new future for ourselves and our world.

MONIKER PERSONALITY

This is how the Revolutionaries moniker should look, sound and feel. These traits represent the GW community at-large and should be reflected in the new moniker.

Tenacious

Ambitious. Resilient. At GW, we strive for success. We'll keep pushing, keep learning and keep moving the needle even if it's only an inch at a time.

Electric

Energetic. Charged. Full of excitement and passion – our campus and community are always in motion.

Open

Approachable. Diverse. We're as excited about new people as we are about new experiences, ideas and ways of thinking.



THE MONIKER

What a moniker is:

A source of school pride connected to our history and heritage.

An opportunity to build a shared identity around the universal concept of breaking boundaries with revolutionary ideas and actions.

A rallying cry that unites our entire community including athletes, alumni, students, faculty and staff.

A moniker that will endure the test of time no matter where our university and community may go.

What a moniker isn't:

An overhaul of GW's purpose, beliefs, ideals or identity.

A hastily made decision rooted in special interests.

A temporary change to meet a specific moment in time.



USING THE MONIKER

Do:

Emphasize innovation and revolutionary ways of thinking.

Embrace positive, lasting change and the impact revolutionary actions make.

Expand the meaning beyond athletics, showing how anyone can be a revolutionary in their field.

Connect to the personality attributes, showing how Revolutionaries are tenacious, electric and open.

Don't:

Lean into connections with the American Revolutionary War.

Associate with political revolutions or upheavals.

Use Colonials in any communication or messaging about the university or its moniker.

USING THE MONIKER

Revolutionaries:

Is the standard and official moniker name.

Can be used on its own (e.g., Revolutionaries) or together with GW (e.g., GW Revolutionaries).

GW Revs:

Can be used as shorthand for Revolutionaries in copy, print, speech and design.

Must ***always*** be connected with GW (e.g., GW Revs), cannot be used on its own (e.g., Revs) in print and design.

WRITING GUIDANCE



GW REVOLUTIONARIES ARE TENACIOUS. THAT MEANS ACROSS OFFICIAL COMMUNICATIONS, WE SHOW STRENGTH:

Do:

Drive action: Create headlines that encourage the community to act (e.g., "GW Revolutionaries unite!").

Be bold: Convey confidence by candidly stating skills, goals and vision for the future.

Celebrate victory: Use eye-catching numbers or facts to demonstrate GW's achievements.

Write definitively: We use clear, direct statements to communicate strength.

Don't:

Overuse rhyming headlines or calls to action—these will seem gimmicky if done too frequently.

Leverage the word "power" in contexts that may connote political clout (e.g., "The GW Revs control Capitol Hill").

Even in athletics, this shifts the focus from GW's achievements to alleged political ties, which distracts from the message.

GW REVOLUTIONARIES ARE ELECTRIC. THAT MEANS ACROSS OFFICIAL COMMUNICATIONS, WE BRING ENERGY:

Do:

Keep communications dynamic. Favor short and punchy sentences. For longer sentences, consider using dashes to emphasize key ideas.

Vary word choice, especially at the beginning of sentences, to keep communications fresh and engaging.

Leverage words that focus on energy and movement (e.g., "charge," "force," etc.).

Get clever with headlines. Humor should come through as a wink, not a punchline.

Don't:

Lean on punctuation, such as exclamation points, to convey enthusiasm.

Focus on "energy" so much that it sounds effusive.



GW REVOLUTIONARIES ARE OPEN. THAT MEANS ACROSS OFFICIAL COMMUNICATIONS, WE WELCOME ALL:

Do:

Use language that focuses on the global, international nature of GW's community (e.g., "from around the globe," "diversity in interests and backgrounds").

Sound human: Use positive, authentic and conversational language that reflects how real people speak.

Ensure that official communications are reviewed by community members from different backgrounds.

Don't:

Use internet slang or abbreviations too often.

Let emotive headlines become long-winded and weaken the moniker's voice.

SOCIAL MEDIA: ADDITIONAL RECOMMENDATIONS

Do:

Keep headlines and captions short.

Remind community members that we are "GW Revs" by using the correct abbreviation regularly.

Don't:

Create or endorse social media posts that refer to "Revs" without the use of "GW."

Name or shame those who omit "GW" from "GW Revs."

BRAND ELEMENTS



★ ★ ★
 GEORGE WASHINGTON
REVOLUTIONARIES

Global United Pattern

Imagery

Typography



**GAME
 CHANGERS
 UNITE.**

**123
 456
 789**

Revolutionaries Primary Logo



GW Athletics Logo Suite

Our suite of logos consists of three versions of the GW Revolutionaries logo, three versions of the GW Revs logo, the Primary Athletics Logo and George Mascot Head Logo. These cover all of the different usage requirements.

» Revolutionaries Primary Logo

» GW Revs Logos:

- › GW Revs Shield
- › GW Revs Stacked
- › GW Revs Horizontal

» GW Primary Athletics Logo

» George Mascot Head Logo

GW Revs Logos



GW Primary Athletics Logo



George Mascot Head Logo





Spurs reflect dynamic shapes in GW primary logo



Three stars pay tribute to the D.C. flag



GEORGE WASHINGTON

REVOLUTIONARIES

Washington Monument silhouette replaced the "l"

Bold, italicized font reflect movement (moving forward)

Revolutionaries Logo

There are three versions of the GW Revolutionaries logo: Revolutionaries Primary; Revolutionaries Stars; and Revolutionaries.

Consult with the Office of Communications & Marketing for specific usage guidance.

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

Revolutionaries Logo: Full Color

To ensure the consistency necessary to build a strong identity, it is important that our logo appears only in the colors specified.

When applying the logo to images, ensure the logo is legible.

The full color primary logo should only be used on backgrounds where the three star elements have enough visual contrast. (i.e. do not use buff on a light grey background or fabric.)

Revolutionaries
Primary



Revolutionaries
Stars



Revolutionaries





Revolutionaries Logo: One Color

When restricted to one color, the logo should appear in blue.

For usage such as embossing, clear foil stamping and vinyl, use a one-color version of the logo to create the artwork.

Consult the respective vendor for its artwork requirements.



Clear space = 0.5X

Revolutionaries Logo: Clear Space

To ensure its integrity and visibility, our logo must always be kept clear of competing text, images and graphics. It must be surrounded by a minimum clear space – as indicated by “X.”

When creating team or department name logos, refer to p. 36.

Revolutionaries Primary



Revolutionaries Stars



Revolutionaries



Revolutionaries with Team/Department Name



Revolutionaries Logo: Improper Usage

To maintain the design integrity of the GW Athletics brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification.

Shown on the right are improper uses of GW Athletics logos.



Never overwrite the Revolutionaries logo.



Never overlap anything on top of the Revolutionaries logo.



Do not distort shapes of the Revolutionaries logo.



Never change the fonts of Revolutionaries logo.



Never reverse or change the colors of the Revolutionaries logo.



Ensure there is appropriate color contrast for all elements of the Revolutionaries logo.

GW Revs Logos

There are three versions of the GW Revs logo: GW Revs Shield; GW Revs; Stacked; and GW Revs Horizontal.

Consult with the Office of Communications & Marketing for specific usage guidance.

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

GW Revs Shield
(preferred)



GW Revs Stacked



GW Revs Horizontal



GW Revs Logos: Full Color

To ensure the consistency necessary to build a strong identity, it is important that our logo appears only in the colors specified.

When applying the logo to images, ensure the logo is legible.

Full color



Full color "reversed"



A white outline is required for full color applications



GW Revs Logo: One Color

When restricted to one color, the logo should appear in blue, black or white.

For usage such as embossing, clear foil stamping and vinyl, use a one-color version of the logo to create the artwork.

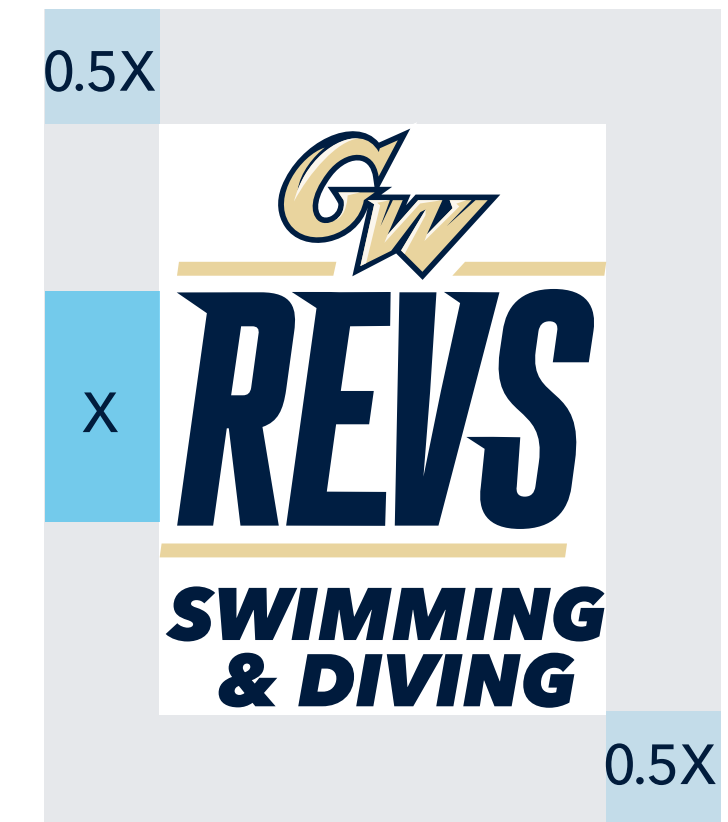
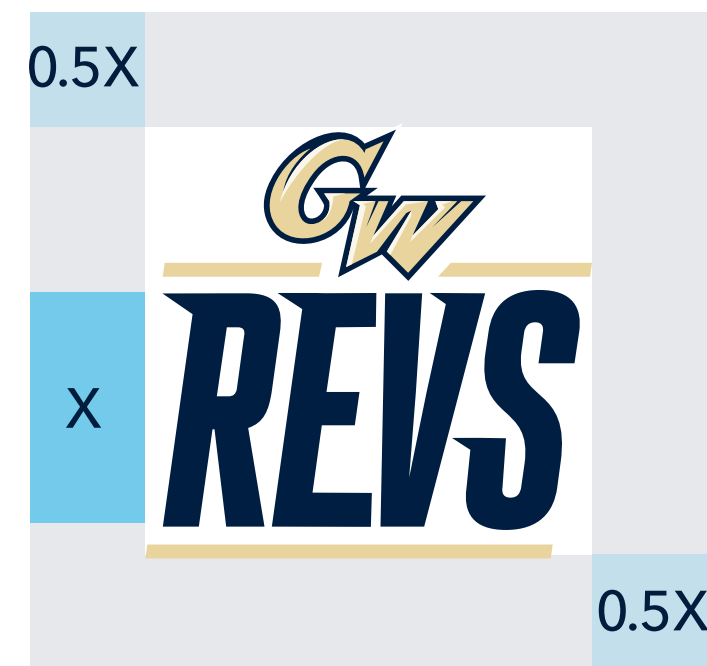
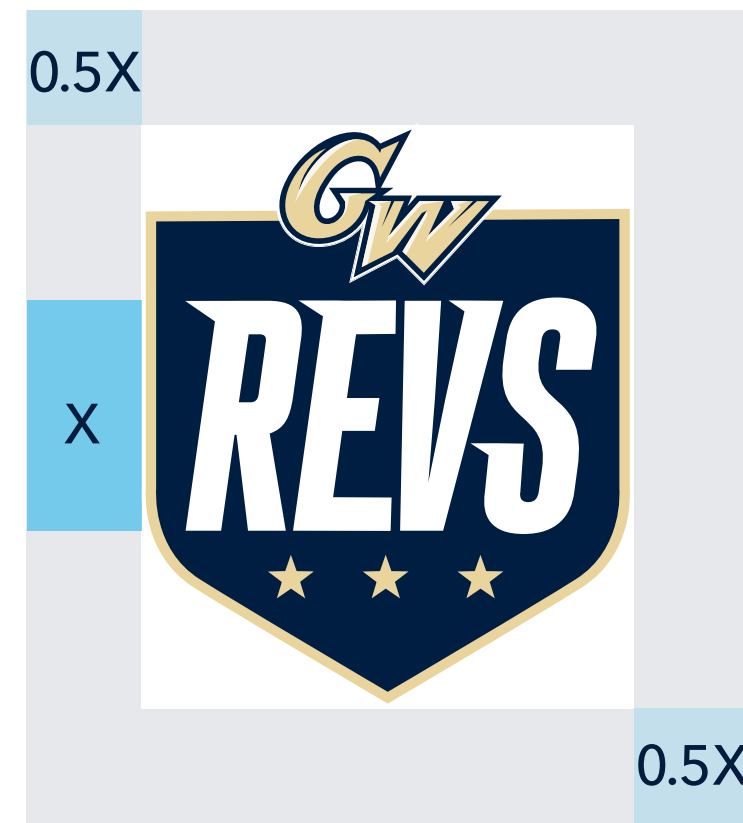
Consult the respective vendor for its artwork requirements.



Clear space = 0.5X

GW Revs Logo: Clear Space

To ensure its integrity and visibility, our logo must always be kept clear of competing text, images and graphics. It must be surrounded by a minimum clear space – as indicated by “X.”



GW Revs Logo: Improper usage

To maintain the design integrity of the GW Athletics brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification.

Shown on the right are improper uses of GW Athletics logos.

Never overwrite the GW Athletics logos.



Never change the fonts of GW Athletics logos.



Do not distort shapes of the GW Athletics logos.



Never overlap anything on top of the GW Athletics logos.



Never reverse or change the colors of the GW Primary Athletics logo.



GW Primary Athletics Logo

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



GW Primary Athletics Logo: Colors

To ensure the consistency necessary to build a strong identity, it is important that our logo appears only in the colors specified.

When applying the logo to images, ensure the logo is legible.

Full color



A white outline is required for full color applications



"Reversed"



A white outline is required for full color applications

One color



GW Primary Athletics Logo: Clear Space

The GW Primary Athletics logo is most effective when surrounded by as much open space as possible. A minimum one-eighth of the full width of the primary logo of clear space must surround the logo at all times.



GW Primary Athletics Logo: Improper Usage

To maintain the design integrity of the GW Athletics brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification.

Shown on the right are improper uses of GW Athletics logos.



Never overwrite the GW Primary Athletics logo.



Never overlap anything on top of the GW Primary Athletics logo.



Never overwrite the GW Primary Athletics logo.



Do not distort shapes of the GW Primary Athletics logo.



Never reverse or change the colors of the GW Primary Athletics logo.

George Mascot Head Logo

The George Mascot Head logo cannot stand alone and cannot replace the GW Primary Athletics logo or Revolutionaries Primary logo. It must be used within visual proximity of the GW Primary Athletics logo or Revolutionaries Primary logo.



George Mascot Head Logo: Colors

To ensure the consistency necessary to build a strong identity, it is important that our logo appears only in the colors specified.

When applying the logo to images, ensure the logo is legible.

Full color



One color



George Mascot Head Logo: Clear Space

The George Mascot Head Logo is most effective when surrounded by as much open space as possible. A minimum one-eighth of the full width of the George Mascot logo of clear space must surround the logo at all times.



George Mascot Head Logo: Improper Usage

To maintain the design integrity of the GW Athletics brand and maximize each logo's effectiveness as an identifier, it is mandatory that all logos be applied as indicated in this manual without modification.

Shown on the right are improper uses of GW Athletics logos.



CROSS COUNTRY

The George Mascot Head Logo cannot replace the GW Primary Athletics Logo.



Never overwrite the George Mascot Head Logo.



Never distort the George Mascot Head Logo.



Never overlap anything on top of the George Mascot Head Logo.



Never reverse or change the colors of the GW Primary Athletics logo.

GW Athletics Brand Logos with Team/ Department Name Construction

When applying a team or department name to the GW Athletics Brand logos follow the guidance below:

- » Position the text beneath the logo, centered and adhering to clear space.
- » Size the team or department name accordingly for specific applications.
- » Adjust colors for maximum contrast accordingly for specific applications.
- » Any of the primary or secondary athletics brand fonts listed on pages 41 and 42 may be used.

For more information on printing merchandise with GW's names and marks, please visit <https://business-services.gwu.edu/licensing-trademarks>.

Club Sports Usage

Club sports are able to use the Revolutionaries Stars with Team Name and the GW Revs Horizontal with Team Name variations.

For any requests involving adding department, club, program or organization names to an athletics logo, please email gwpromos@gwu.edu.

★ ★ ★
REVOLUTIONARIES
SWIMMING & DIVING

Revolutionaries Stars
with Team Name



Avenir Next
LT Pro Heavy



Heroic Condensed
Black Oblique



Avenir Next LT Pro
Bold Italic



Avenir Next LT Pro
Heavy Italic



Minimum Size

Where space is limited, use the version most appropriate for the situation based on available space.

For the primary Revolutionaries logo, as the available space decreases please use the appropriate variation (with or without stars).

In applications where size limitations preclude the use of the Revolutionaries logos at or above the minimum size, the GW Primary Athletics Logo may be substituted.

A note that these sizes don't apply to gear/merchandise. For more information on printing merchandise with GW's names and marks, please visit <https://business-services.gwu.edu/licensing-trademarks>.

For more information on printing merchandise with GW's names and marks, please visit <https://business-services.gwu.edu/licensing-trademarks>.

FOR PRINT / FOR DIGITAL

4.25" / 310px

Revolutionaries Primary



3.5" / 260px

Revolutionaries Stars



2.5" / 180px

Revolutionaries



FOR PRINT / FOR DIGITAL

1.65" / 120px



1.4" / 100px



1.8" / 130px



FOR PRINT / FOR DIGITAL

.55" / 40px



2" / 100px



Application of Logos

We have created different logos for uses. To ensure consistent application, follow the listed guidance.

For any athletics logo use request, please email gwpromos@gwu.edu.

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

Primary Athletics



For athletics and general university usage

Does not have to be used in visual proximity to any of the university institutional logos

* For merchandise, the register logo version is required

Revolutionaries Primary



Preferred logo where space is available

For athletics and general university usage

Must be used in visual proximity to the university institutional logos when being used by non-GW athletic areas of the university

* For merchandise, the register logo version is required



Where space is limited

For athletics/club sports use only

Must have athletics primary logo in visual proximity

* For merchandise, the register logo version is required

GW Revs Alternates



Preferred "monogram" style logo when space is limited for the full Revolutionaries logo

For athletics and general university usage

* For merchandise, the register logo version is required

GW Revs Alternates



For athletics and general university usage where space for the preferred logos is limited

Club sports have permission to use the horizontal version

* For merchandise, the register logo version is required



For athletics use only

Must have athletics primary logo in visual proximity

* For merchandise, the register logo version is required

Blue
PMS 282

CMYK 100/68/0/54
RGB 1/28/60
HEX 002D62
MADEIRA 1242
POLY-NEON 1742

GW Athletics Color Palette

GW has its own distinctive palette of colors, which has an emphasis on blue, buff and white. They should be applied confidently within the visual system. These colors are only for GW Athletics usage.

The color lime captures the electric nature of our personality and should only be used on student-life communications.

White

Buff
PMS 7502

CMYK 0/8/35/12
RGB 232/211/161
HEX E4CF9F
MADEIRA 1270
POLY-NEON 1670

Lime
PMS 381

CMYK 6/0/100/0
RGB 206/255/0
HEX CEDC00

*** FOR STUDENT LIFE
PROMOTION AND
MERCHANDISE ONLY**

Color Usage

Lime should be applied sparingly as a foil to the primary colors, and **only** on student-life communications.

Athletics – do **not** use the color lime



Student life – may use the color lime



Primary Typography

Consistent and correct use of our brand typeface is an important part of building a strong and distinctive visual identity.

Our brand typeface is Avenir Next LT Pro. It comes in Regular and Condensed. We use all weights.

Numeral Typography

For player numbers and score keeping graphics, use United Sans Regular and Condensed in all weights.

Avenir Next LT Pro
All Weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

Avenir Next LT Pro Condensed
All Weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

United Sans Regular
All Weights

1234567890
1234567890
1234567890
1234567890

United Sans Condensed
All Weights

1234567890
1234567890
1234567890
1234567890



Secondary Typography

Our support typeface is Heroic Condensed. We use all weights.

Special Case Typography

For specific situations, Holland Regular and Third Rail can be used.

Heroic Condensed
All Weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&*)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&)*

These fonts are intended for special initiatives, headlines or other specific uses

Not to be used without one of the primary or secondary athletics brand fonts.

Holland Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;'<>!@&)*

Third Rail

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Type Style

Headline text is typically typeset in Avenir Next LT Pro Heavy Italic, to imply motion and energy. To emphasize this, it can set on an angle. Where possible, apply large to celebrate our font's distinctive character.

Team names are set in Avenir Next LT Pro Bold Italic and tracked 130. Body copy is set in either medium or regular weight.

Numbers are typically typeset in United Sans Regular or Condensed.

Refer to "Brand Application", page 48.

TEAM NAME
GAME
CHANGERS
UNITE.

123
456
789

Expressive Typography

(ex: Avenir Next LT Pro Bold Italic and Avenir Next LT Pro Heavy Italic)

Numbers

(ex: United Sans Condensed Black)

Global United Pattern

The global united pattern is inspired by our worldwide community, mindset and impact. It forms the structure of our visual system.

It is created by de-constructing national and state flags and can be used in infinite combinations.

To create a pattern follow these steps:

Step 1

Select national or state flags of your choice. Remove any emblems, such as swords, etc., as well as explicitly religious imagery (crescents, crosses, etc.).

Step 2

Deconstruct the flag shapes.

Step 3

Color with GW colors.

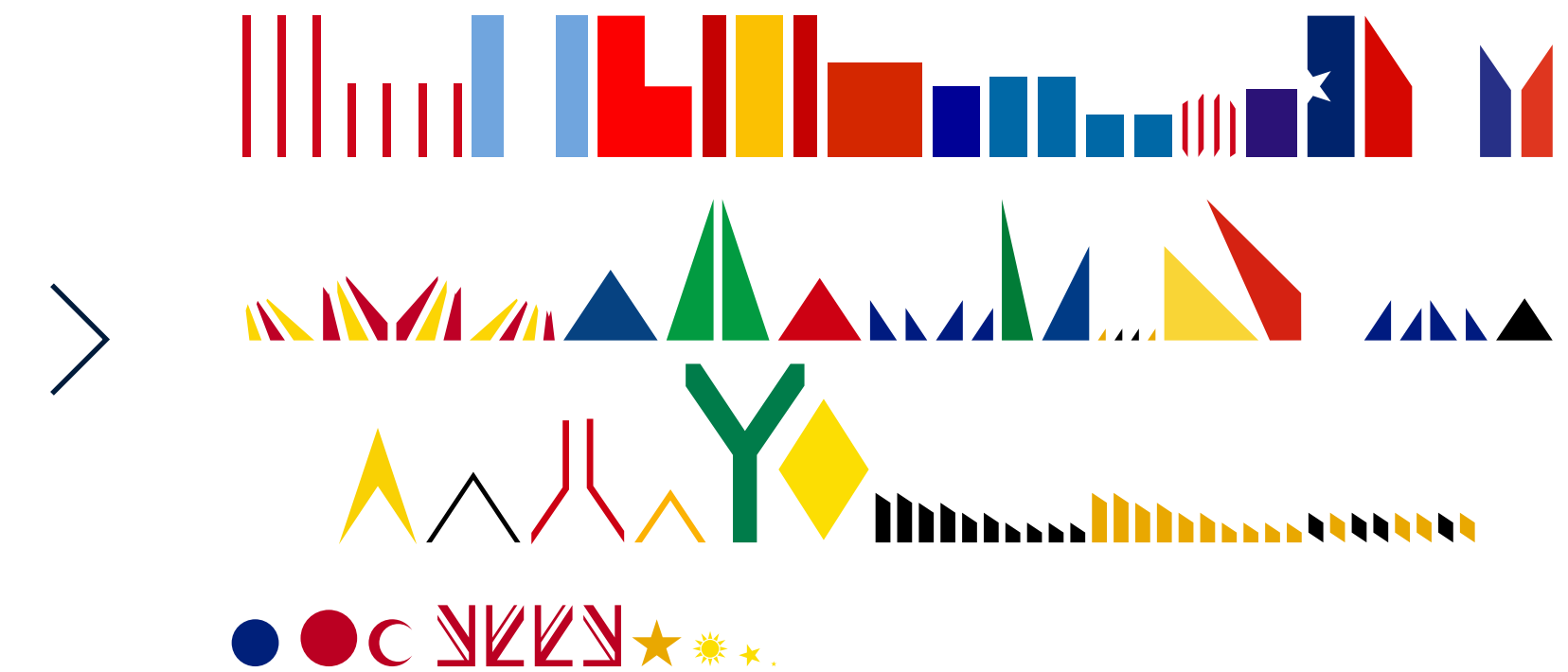
Step 4

Create patterns to suit the desired application. Add imagery and text accordingly.

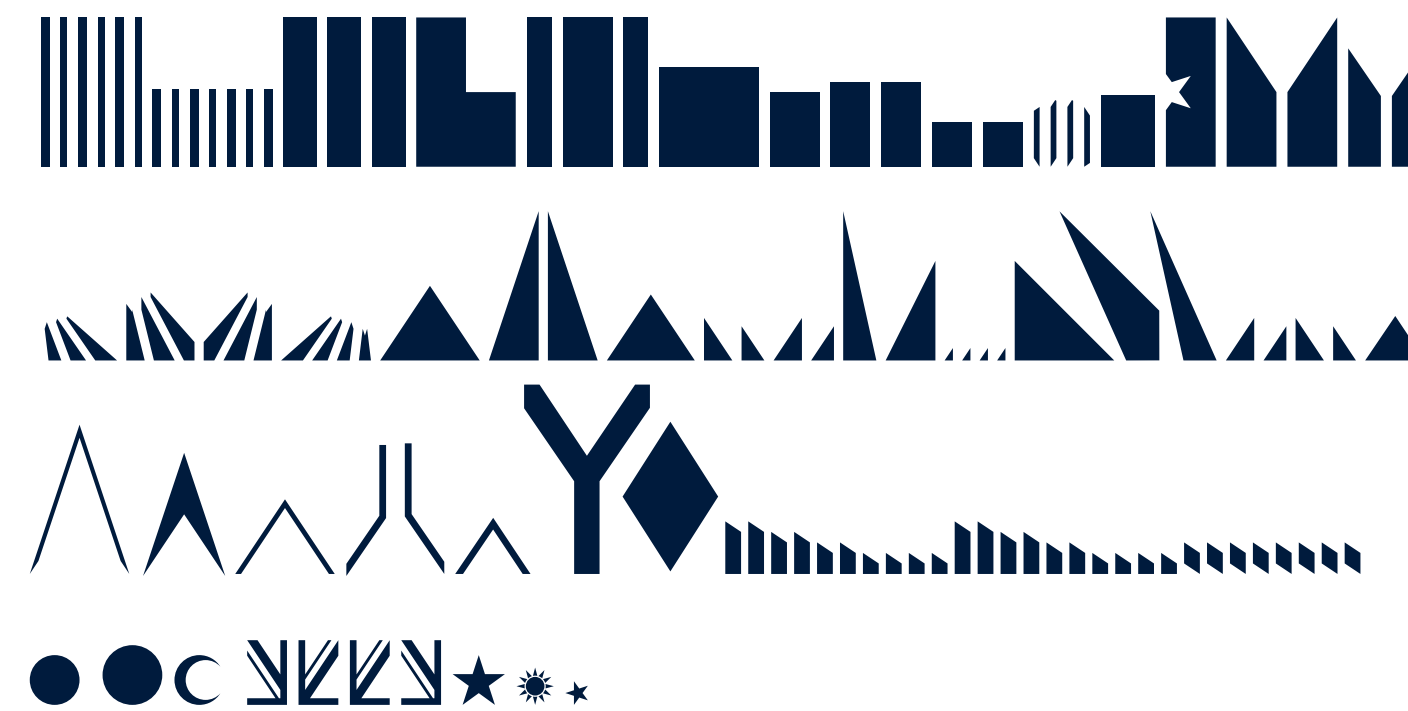
Step 1



Step 2



Step 3



Step 4 – Global United Pattern (e.g., student life)



Global United Pattern

Usage

The global united pattern can be used in a simple manner using few shapes (e.g., poster) as a border element (see image #1), or in a complex manner using many shapes (textile pattern or hoarding) mixed with textured elements, e.g., the jersey mesh material shown in image #2.

Important: No intact flags must be visible in the use or creation of the pattern.

The pattern can be used with or without imagery and text.

It can be used to mask imagery (view next page).



Image #1
Simple Pattern
Border Element



Image #2
Complex Pattern
Textural Elements: Jersey Mesh
and grunge overlay

Imagery

Photography has an important role to play by celebrating our athletes. Use dynamic action images.

Images can appear masked within the shapes of our visual system or as cut-outs.



Image Cut-out

Image Masked

Photo Treatment

Photography has an important role to play by celebrating our athletes.

Use dynamic action or studio posed photos with studio lighting and high-definition, high-contrast color washes.

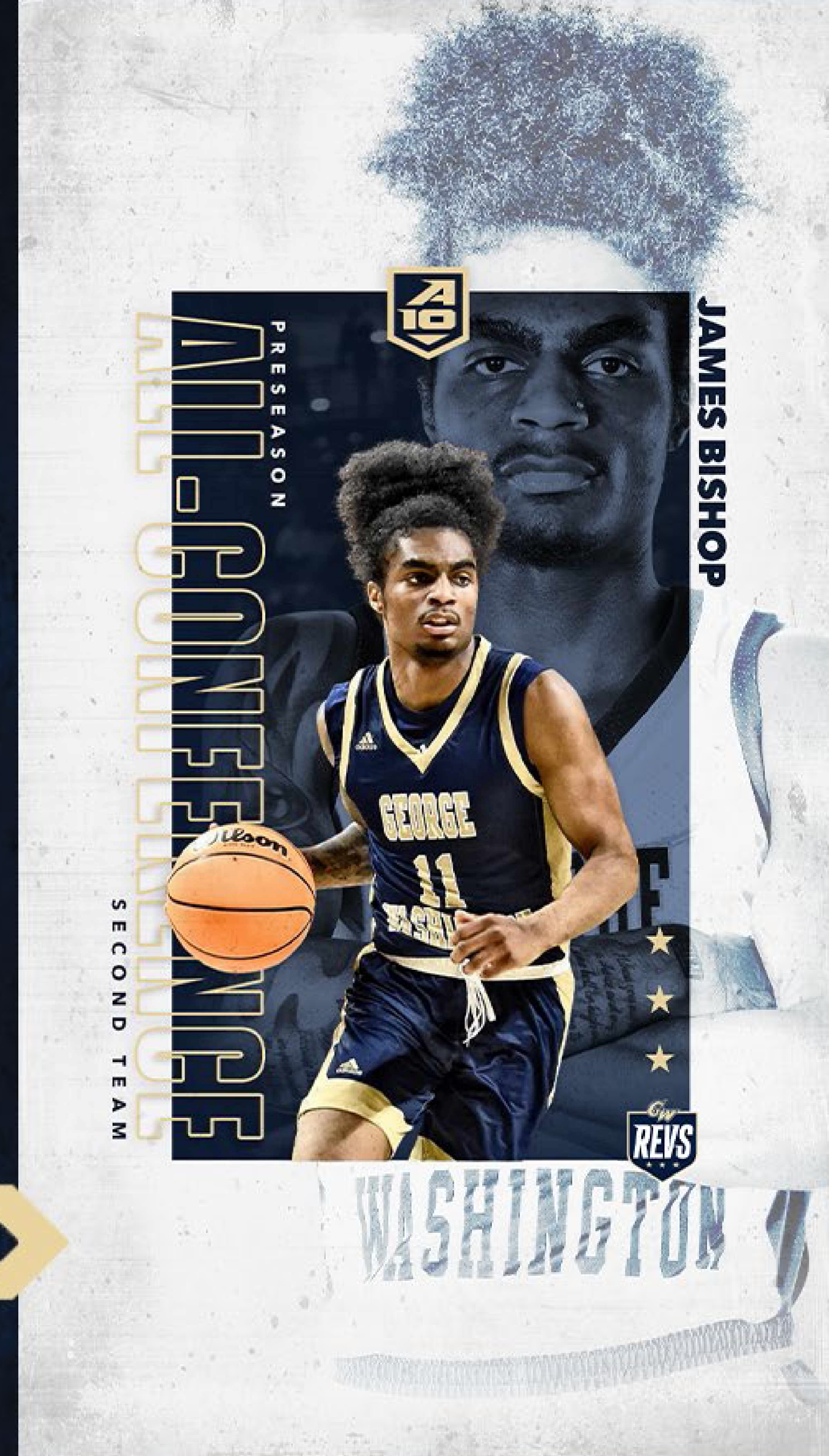
Photos cut out from their original backgrounds and placed in graphics with dynamic text and textural layered backgrounds.



Original Photo

High-Contrast &
High-Definition Color Wash

Cut-out Photo



Placed in Graphic and Masked

BRAND APPLICATION



Social media graphics:

GW Primary Athletics logo, GW Revs Shield logo, brand colors, Avenir Next LT Pro, Heroic, Holland, cut-out imagery





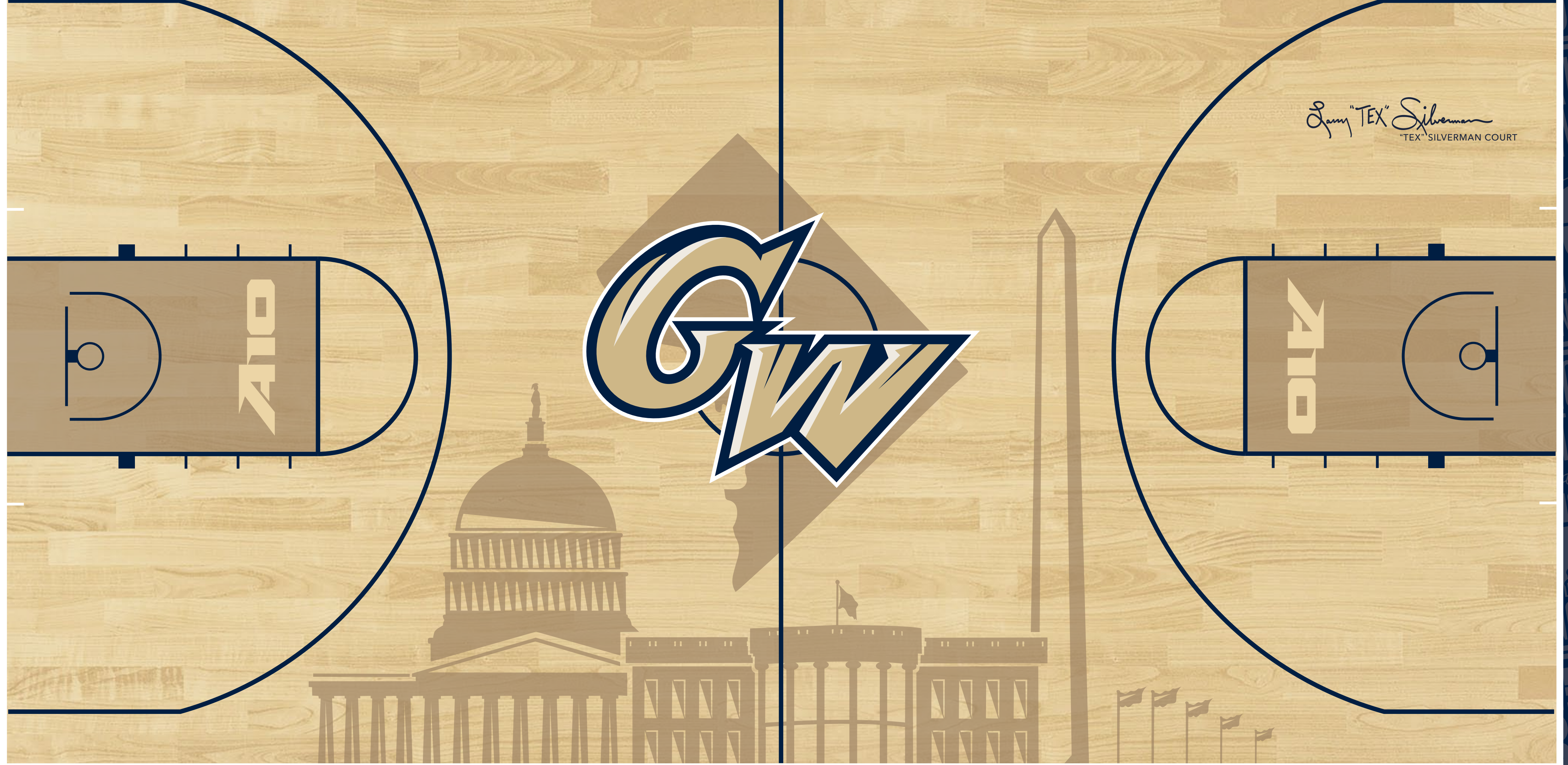
Environmental branding: Revolutionaries primary logo, brand colors



Environmental branding: Revolutionaries primary logo, GW Revs Shield logo, brand colors, brand fonts

REVOLUTIONARIES™

REVOLUTIONARIES™



@GWSports

RAISE HIGH

GWSports.com

Environmental branding: Smith Center arena floor / Revolutionaries primary logo, DC elements, brand colors, brand fonts

Environmental branding:
GW Revs stacked logo, brand
colors, global united pattern





SEASON TICKETS

ON SALE NOW!

ON, DC

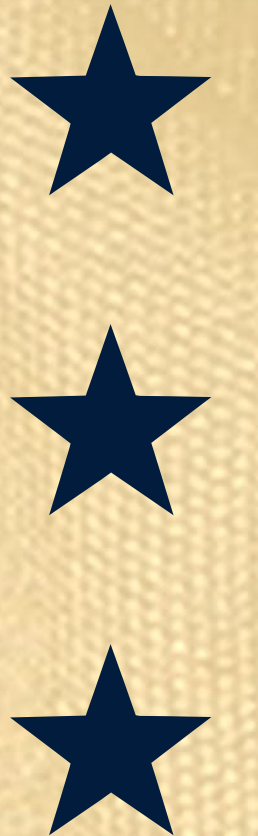
signed

DARREN BUCHANAN JR.

20 GEORGE WASHINGTON SOFTBALL 24

FEBRUARY 9	FEBRUARY 9	FEBRUARY 10	FEBRUARY 11	FEBRUARY 20	FEBRUARY 23-24	FEBRUARY 25	DH MARCH 2	MARCH 5	MARCH 6	MARCH 9-11	MARCH 15	MARCH 16-17	
GAME MARCH 19	GAME MARCH 20	MARCH 23-24	MARCH 29-30	APRIL 2	APRIL 6-7	APRIL 10	APRIL 13-14	APRIL 17	APRIL 20-21	APRIL 24	APRIL 27-28	MAY 4-5	MAY 8-12

RAISE HIGH **HOME** GWSports.com **AWAY** TOGETHER



Milestones, schedule and ticket promotions: GW Primary Athletics logo, Revolutionaries Primary logo, GW Revs Shield logo, brand colors, Avenir Next LT Pro, Heroic, Holland, cut-out imagery

GW Athletics Team Issued Apparel:
Primary Revolutionaries logo, Primary Athletics logo, secondary athletics logos, and brand colors.

The color lime must not be used in official athletics uniforms and team issued apparel.

Primary Athletics logo must be present with any secondary athletics logos



**George Washington Type Treatment
Usage and Recommended Fonts:**

'George Washington' and 'George Washington University' can be typeset in the approved brand fonts (*excluding special case fonts*). Please reference page 41 and 42 for brand fonts.

When working with a vendor please choose the closest san serif or block font equivalent.

For vendor branding questions, please contact:
GW Athletics Sports Marketing at gwpromos@gwu.edu

"George Washington" in Heroic Condensed Heavy Oblique with "University" in Avenir Next LT Pro Demi Italic with 3 stars imagery to represent our D.C. location

**BLOCK FONT
STYLE**

Avenir Next LT Pro Heavy, Avenir Next LT Bold Italic

GEORGE WASHINGTON
SWIMMING & DIVING

**SAN SERIF
CONDENSED
STYLE**

Heroic Condensed Heavy Oblique, Avenir Next LT Bold Italic

GEORGE WASHINGTON
GYMNASTICS

Heroic Condensed Heavy Oblique, Avenir Next LT Bold Italic

GEORGE WASHINGTON
WOMEN'S BASKETBALL

Primary Athletics logo must be present



**GW Revolutionaries
branded merchandise:**

Primary Revolutionaries logo,
GW Revs Shield logo, GW
Revs stacked logo, brand
colors including non-athletics
lime, global united pattern.



FURTHER INFORMATION

To provide feedback, share information or ask questions about the implementation of the GW athletic identity, please contact:

GW Athletics Sports Marketing
gwpromos@gwu.edu

