



# Merchandise Guidelines for Student Organizations

All student organizations that use university funds and/or desire to purchase merchandise that includes a GW institutional mark must follow the below guidelines and process. University funds are defined as any monies that are associated with any GW sponsored/managed/affiliated bank or spending account. Examples of "merchandise" include, t-shirts, hats, pens, backpacks, mugs, etc.

## ARTWORK GUIDELINES FOR MERCHANDISE

### VERBIAGE AND LOGO USAGE:

All merchandise must include the language "The George Washington University," "GW" or one of the logos in at least one prominent location, e.g., back, front, pocket or sleeve.

The registration mark symbol ® must appear in the lower right area of the GW verbiage or logo. For merchandise versions of the GW logos, please email [LTP@gwu.edu](mailto:LTP@gwu.edu).



THE GEORGE WASHINGTON UNIVERSITY.  
WASHINGTON, DC

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### INCORRECT LOGO USAGE:

The GW marks must be used in their entirety and may not be altered in any way, shape or form.



Do not add drop shadows or any other graphic effects



Do not use unapproved color configurations



Do not change the typeface of any part of the logo

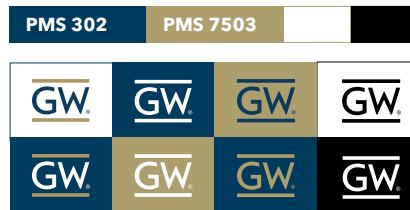


Never overlap anything on top of the GW logos

### LOGO COLORS:

The logos can only appear in the following colors.

#### INSTITUTIONAL:



#### ATHLETICS:



### PRODUCT AND EMBROIDERY COLORS:

We strongly encourage product colors to come from the university's color palette or be in a neutral color (white, grey, black).

#### INSTITUTIONAL:

PANTONE 302 C	PANTONE 7503 C	PANTONE 2925 C	PANTONE 1205 C	PANTONE 186 C
MADEIRA THREAD 1162	MADEIRA THREAD 1338	MADEIRA THREAD 1096	MADEIRA THREAD 1349	MADEIRA THREAD 1147
PANTONE 123 C	PANTONE 1605 C	PANTONE 3288 C	PANTONE 368 C	
MADEIRA THREAD 1277	MADEIRA THREAD 1257	MADEIRA THREAD 1280	MADEIRA THREAD 1048	

#### ATHLETICS:

PANTONE 7502	PANTONE 282
MADEIRA THREAD 1270	MADEIRA THREAD 1242

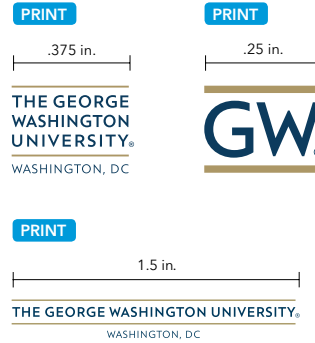
## ARTWORK GUIDELINES FOR MERCHANDISE, CONTINUED

### LOGO CLEAR SPACE:

A minimum amount of clear space must surround the GW logos at all times.



### MINIMUM SIZE REQUIREMENTS FOR LOGOS:



### STUDENT ORGANIZATION NAME ON MERCHANDISE:

How the organization is registered with the university in OrgSync is how the organization should identify on the merchandise.

Merchandise for GW club sport teams must include 'Club' preceding the sport/team name (e.g., Club Rugby, Club Baseball, Club Ultimate Frisbee).

Merchandise for political student groups must include the prefix "GW Students for..." (e.g., "GW Students for Candidate Name" and not "GW for Candidate Name").

## PROCESS

### SELECT MERCHANDISE AND AN APPROVED VENDOR:

The approved vendor list can be found at [licensing.gwu.edu/licensed-vendors](https://licensing.gwu.edu/licensed-vendors). Please reach out to the vendors for timelines, product selection and pricing. In addition, we now have multiple vendors that can help your organization set up fundraising sites, visit our website for more information.

### DESIGN YOUR ARTWORK:

Follow the Artwork Guidelines for Merchandise above.

### GET ARTWORK APPROVED:

Contact the GW Licensing and Trademarks Program either by submitting online at [licensing.gwu.edu/artwork-approval-form](https://licensing.gwu.edu/artwork-approval-form) or emailing [LTP@gwu.edu](mailto:LTP@gwu.edu).

- All artwork submitted to the GW Licensing and Trademarks Program is subject to review for both conformance to the above guidelines and content. All artwork content will be reviewed by the GW Licensing and Trademarks Program, in consultation with the Center for Student Engagement, to ensure compliance with GW policies.
- If the GW Licensing and Trademarks Program does not approve artwork, student organizations will receive a written explanation and, if appropriate, an opportunity to resubmit artwork for approval.

## ENFORCEMENT

### STUDENT ORGANIZATIONS PRINTING MERCHANDISE WITH GW TRADEMARK NAMES OR LOGOS THAT DO NOT FOLLOW THE GUIDELINES FOR MERCHANDISE BY GW'S LICENSING AND TRADEMARKS PROGRAM WILL INCUR THE FOLLOWING OFFENSES:

#### FIRST OFFENSE:

Warning letter from the Center for Student Engagement and Licensing and Trademarks Program.

#### SECOND OFFENSE:

Student organization officers, along with any members involved in the design or ordering of the merchandise, will be required to attend a training on marketing, merchandise and using the GW licensed trademarks.

#### THIRD OFFENSE:

The student organization will suffer a loss of financial privileges for the equivalent of one semester (14 weeks).

#### FOURTH OFFENSE:

The student organization will become unregistered with the George Washington University and will have to wait the equivalent of one semester (14 weeks) to re-register as a student organization.