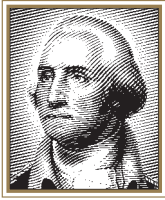


LETTER FROM THE PRESIDENT



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

OFFICE OF THE PRESIDENT

Dear Colleagues:

GW's image is represented by its students, staff, and faculty, by its buildings and campus; and by its print and electronic communications. As we all know, the people who make up the GW family have always been first rate! The improvements to facilities around campus have given the University an enhanced environment and our careful and creative landscaping has won several awards. Now it is time to focus our attention on the coherence and unity of our communications. On February 22, 2002, I introduced to the University community a new visual identity program that honors our namesake in a dynamic representation. There could be no better symbol for GW than the visage of the man who demonstrated vision and courage throughout his life. Therefore, in celebration of his 270th birthday, The George Washington University began the process of adopting a new visual identity.

The image of George Washington chosen for this purpose was painted by 19th-century American artist Rembrandt Peale. The original oil painting, dating from around 1850, is on canvas, 36" x 28", and is part of this University's Permanent Collection. It is one of Peale's so-called "Porthole" portraits, in which the trompe l'oeil stonework oval that surrounds the portrait gives the effect of a porthole. GW purchased the painting in 1955 from Walter P. Chrysler, Jr. It has been exhibited on "The American Freedom Train" and at the B'nai B'rith Klutznick National Jewish Museum. I am fortunate to have this painting hanging in my office.

After several years of consultation on campus, and working closely with professionals who are expert in innovative and rapidly changing communications technologies, we arrived at a dynamic new visual identity program to be used on stationery items, periodicals, bulletins, Web sites, newsletters, business cards, catalogs, invitations, banners, posters, advertising, press releases—in other words, on all of the University's communication vehicles.

While we strive for diversity in the population that makes up our campus, and we celebrate the richness of architectural systems that surround our Foggy Bottom neighborhood, we aim for consistency in visual imagery. Through repeated and consistent application, we help unify a school made up of more than 50 departments and programs, each with its own special character, style, and approach to communication. Uniformity of the University's image allows each entity to reinforce others and create an image of the University that is greater than the sum of its parts.

To further that end, the wordmarks and other elements reproduced in the graphic standards manual at www.graphics.gwu.edu are the only approved symbols that may be used. To ensure an effective visual identity for the University, there can be no exceptions to this policy.

Although I'm sure you will share my enthusiasm for our new look, present stocks of materials should not be discarded simply for the sake of using the new system. Materials should be updated in accordance with their normal production cycles.

GW Graphic Design is available to create new publications and products to conform to the new identity and adapt those that already exist. It maintains all master wordmark files and will ensure they are applied appropriately. They also provide the official University stationery. For expanded information and updates to the identity system, please refer to www.graphics.gwu.edu. Questions relating to the design and application of the system should be addressed to the director of GW Graphic Design, Kelly Livezey at kellyliv@gwu.edu or at 202-496-6222. Policy questions may be addressed to Executive Director of University Relations Chris M. Kormis at kormis@gwu.edu or at 202-994-6460.

Thank you for your ongoing input into this process. I am pleased the GW Community has come together to create this new visual identity program that speaks so well of the excellence we've achieved. Speaking in one visual language, we go forward with pride and confidence.

Sincerely,

A handwritten signature in dark ink, reading "Stephen Joel Trachtenberg". The signature is written in a cursive, flowing style with a long, sweeping tail on the final letter.

Stephen Joel Trachtenberg,
President

GW WORDMARK SYSTEM

Portrait Wordmark



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

Side Portrait Wordmark



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

THE GEORGE WASHINGTON UNIV

The wordmarks are not to be altered in any way, and no attempt should be made to recreate them.

The portrait of George Washington must always face left—the image is not to be flopped.

No other depiction of George Washington nor any other image may be substituted for the portrait.

The portrait may not be detached from the wordmarks for use as an icon or stand alone design element.

The area of the original painting that has been used for the portrait wordmarks must not be subject to further cropping, boxing, or framing.

Any combinations of portrait and typography not depicted in this manual are prohibited.

No arrangements of the elements of the wordmarks (portrait, typography, and lines) other than those which appear in this Manual are allowed.

No color versions other than those shown in this manual and available for download from the GW Graphic Design website www.graphics.gwu.edu may be created.

The 4-color versions of the wordmarks are never to be reproduced in black and white.

No additional typography or images are to be added to any of the wordmarks. Care must be exercised to ensure adequate clearances when using the marks adjacent to other logos and/or typography.

The wordmark may not be rotated or positioned at an angle. Nor may it be screened, flopped or scaled out of proportion.

Never contain the wordmarks within a box, frame, or shape.

Every effort should be made to print the wordmarks on solid color backgrounds and not over patterned areas of other design elements or photographs.



OFFICIAL COLORS

COLOR SPECIFICATIONS

Throughout The George Washington University’s rich graphic history, the traditional and official colors have been various shades of buff, blue, and gold.

As the result of extensive research and testing, Pantone® 302 has been chosen for the new “GW blue.” It offers a fresh interpretation of historical precedent while distinguishing GW from other area universities.

Pantone® 302 performs well on press, stays bright and clear in tints, converts well to 4-color process builds, and stands out on two-color projects when combined with black.

“Buff” continues to be represented by the color of the watermarked paper used for stationery, and is now joined by a new specification of Pantone® 1215.

“GW Gold” may be rendered different ways to accommodate various reproduction processes. When possible, Pantone® 873 metallic gold should be used. When specifications prohibit the use of a metallic (such as 4-color process projects or items involving subsequent laser printing, Pantone® 1255 is provided as a non-metallic match gold option. Pantone® 110 bright gold is recommended for casual applications and for matching prefabricated merchandise such as fabrics, plastics, etc.

“The seals on the early diplomas were attached to ribbons of varying light colors, but blue and gold had come to be generally used. On the recommendation of the University Council, the Board ordered that beginning February 22, 1905, the colors of the University should be the buff and blue of General Washington’s uniform as preserved in the National Museum.”

Excerpted from *Bricks Without Straw, The Evolution of George Washington University* by Elmer Louis Kayser.

*Pantone® and Pantone Matching System® are registered trademarks of Pantone, Inc. The term PMS® also is registered to Pantone, Inc., but is no longer used.

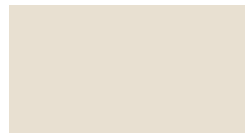
GW Blue

Pantone 302
4-color process build
C 100% M 30% Y 00% K 50%



GW Metallic Gold

Pantone 873
4-color process build
C 0% M 20% Y 85% K 35%



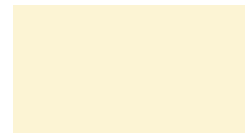
GW Match Gold

Pantone 1255
4-color process build
C:0% M:20% Y:85% K:35%



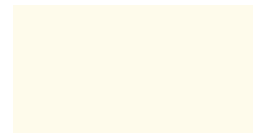
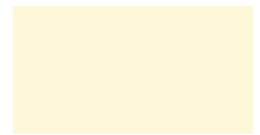
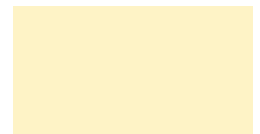
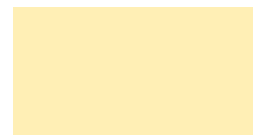
GW Bright Gold

Pantone 110
4-color process build
C 0% M 20% Y 100% K 10%



GW Buff

Pantone 1215 (not for type)
4-color process build
C 0% M 6% Y 43% K 0%



100%

80%

60%

40%

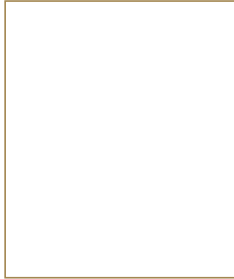
20%

PAPER SPECIFICATIONS

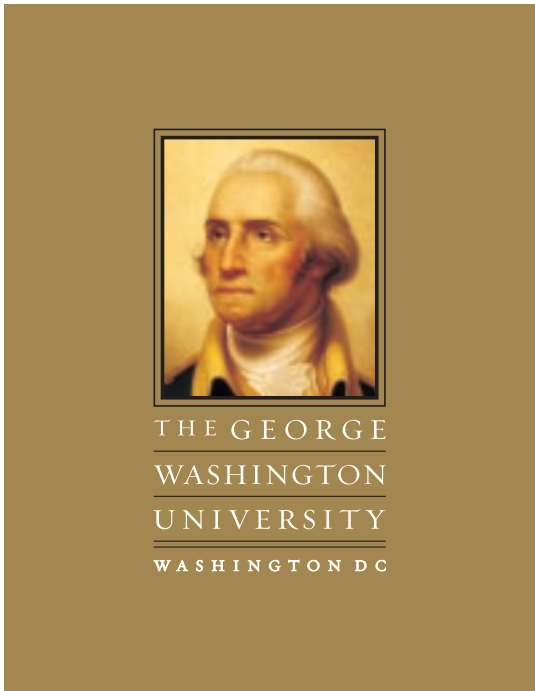
Paper may be chosen to function as “buff.” It is recommended that the lighter shades in the off-white spectrum be chosen to minimize color shifting of inks. It also is effective to print Pantone® 1215 or a tinted varnish in backgrounds to obtain the effect of a colored paper while leaving areas behind photographs open.

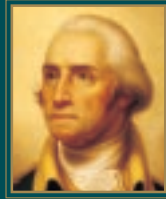
OFFICIAL COLOR USAGE

Four-color Process • Portrait Wordmark



OR
WASHINGTON
UNIVERSITY
WASHINGTON

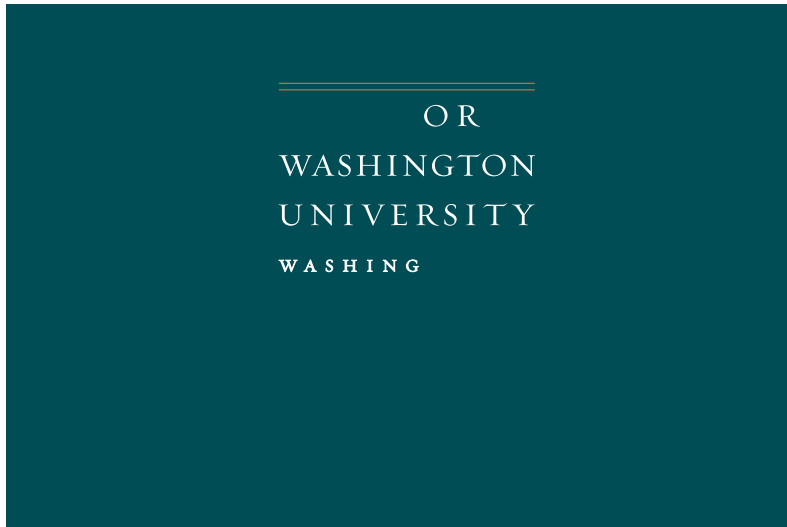




WASHIN
UNIVERSITY
WASH DC

OFFICIAL COLOR USAGE

Two Color • Blue and Gold
Stacked and Linear Wordmarks • Positive and Reverse



OFFICIAL COLOR USAGE

Two Color • Black and Gold
Stacked and Linear Wordmarks • Positive and Reverse



OFFICIAL UNIVERSITY STATIONERY

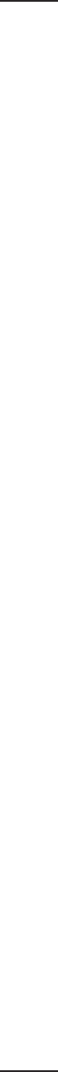
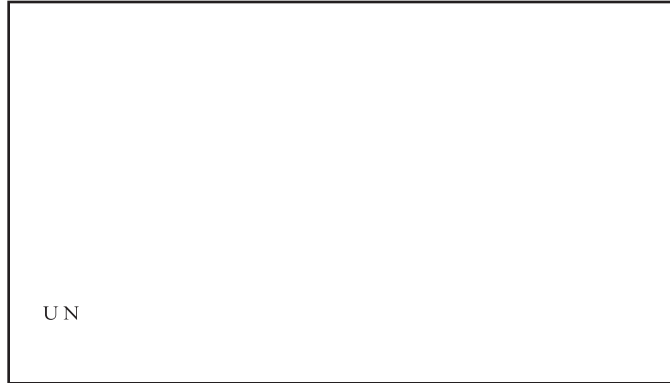
Letterhead and Envelope



WA
UNIVERSITY

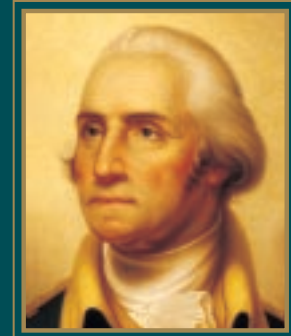
GW GRAPHIC DESIGN & PRINTING SERVICES

1901 PENNSYLVANIA AVE, NW • SUITE 800 • WASHINGTON, DC 20006 • 202-496-6220 • FAX 202-496-6256



OFFICIAL UNIVERSITY STATIONERY

Panel Card and Folding Card Formats for Invitations/Announcements



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

UNIVERSITY

The George Washington University Board of Trustees
and
President Stephen Joel Trachtenberg

cordially request the pleasure of your company at the

Foggy Bottom Ball
Celebrating the University's 90th
Anniversary in the Community

Saturday, the twenty-third of February
two thousand and two
eight o' clock in the evening until midnight

Swissôtel Washington
The Watergate
The Watergate Grand Ballroom
2650 Virginia Avenue, N.W.
Washington, DC

Reservations required. Tickets may be purchased with
the enclosed response card or by calling (202) 994-1600.

Black tie invited.

The George Washington University Board of Trustees
and
President Stephen Joel Trachtenberg

cordially request the pleasure of your company at the

Foggy Bottom Ball
Celebrating the University's 90th
Anniversary in the Community

Saturday, the twenty-third of February
two thousand and two
eight o' clock in the evening until midnight

Swissôtel Washington
The Watergate
The Watergate Grand Ballroom
2650 Virginia Avenue, N.W.
Washington, DC

Reservations required. Tickets may be purchased with
the enclosed response card or by calling (202) 994-1600.

Black tie invited.

OFFICIAL UNIVERSITY INVITATIONS

Panel and Folding Card Envelope Options

DEPARTMENT OF THE INSTITUTION
1000 NUMBERED STREET, NW, SUITE 100
WASHINGTON, DC 20052

THE GEORGE WA



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

Minion Guidelines and Type Specimen

The primary serif typeface is Minion.

It is appropriate for communications of all kinds, and is available in a version drawn specifically for use on Web pages.

Minion is inspired by classical, old style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. Minion combines the aesthetic and functional qualities that make text type highly readable with the versatility of digital technology. The Minion family contains a black weight, display, and swash fonts, expert sets, and a full range of ornaments to address a wide range of applications.

GEORGE WASHINGTON'S FAREWELL ADDRESS To the People of the United States

FRIENDS AND FELLOW-CITIZENS:

“Interwoven as is the love of liberty with every ligament of your hearts, no recommendation of mine is necessary to fortify or confirm the attachment.

The unity of Government, which constitutes you one people, is also now dear to you. It is justly so; for it is a main pillar in the edifice of your real independence, the support of your tranquillity at home, your peace abroad; of your safety; of your prosperity; of that very Liberty, which you so highly prize. But as it is easy to foresee, that, from different causes and from different quarters, much pains will be taken, many artifices employed, to weaken in your minds the conviction of this truth; as this is the point in your political fortress against which the batteries of internal and external enemies will be most constantly and actively (though often covertly and insidiously) directed, it is of infinite moment, that you should properly estimate the immense value of your national Union to your collective and individual happiness; that you should cherish a cordial, habitual, and immovable attachment to it; accustoming yourselves to think and speak of it as of the Palladium of your political safety

and prosperity; watching for its preservation with jealous anxiety; discountenancing whatever may suggest even a suspicion, that it can in any event be abandoned; and indignantly frowning upon the first dawning of every attempt to alienate any portion of our country from the rest, or to enfeeble the sacred ties which now link together the various parts.

For this you have every inducement of sympathy and interest. Citizens, by birth or choice, of a common country, that country has a right to concentrate your affections. The name of American, which belongs to you, in your national capacity, must always exalt the just pride of Patriotism, more than any appellation derived from local discriminations. With slight shades of difference, you have the same religion, manners, habits, and political principles. You have in a common cause fought and triumphed together; the Independence and Liberty you possess are the work of joint counsels, and joint efforts, of common dangers, sufferings, and successes...”

excerpted from The Independent Chronicle

Boston Massachusetts

September 26, 1796

Minion Sample Alphabets

Minion Display

Washington

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumped over George's lazy hound.

label

Washington

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumped over George's lazy hound.

label

WASHINGTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

THE QUICK BROWN FOX JUMPED OVER GEORGE'S LAZY HOUND.

Myriad Guidelines and Type Specimen

Myriad is the primary sanserif typeface.

It is appropriate for communications of all kinds, and is especially well suited for situations in which type must remain highly legible at small sizes, such as on forms and the Web. It is available in a version drawn specifically for use on Web pages.

The Myriad family includes Greek and Cyrillic glyphs, as well as oldstyle figures and support for Latin-based languages. The full Myriad family includes condensed, normal, and extended widths in a full range of weights. Myriad has a warmth and readability that result from the humanistic treatment of letter proportions and design detail.

A Brief History of The George Washington University

The George Washington University, which celebrated its 175th anniversary in 1996, grew out of the desire of our country's first President to establish a national institution of higher learning. When GW opened its doors in 1821 as Columbian College in the District of Columbia, it boasted three faculty members, one tutor, and 30 students.

In 1904, the name of the institution was changed to The George Washington University. Today, the University's enrollment totals more than 19,000 undergraduate and graduate students in nine schools.

With its location in the nation's capital, the University has played host to numerous national and international dignitaries. In recent years, former Soviet Premier Mikhail Gorbachev, former Israeli Foreign Minister Abba Eban, and both former President Clinton and former First Lady Hillary Rodham Clinton have lectured or spoken at GW.

The debt of the University to George Washington is intangible but clear. Both as president and private citizen, Washington believed the fledgling country urgently needed a national university

where "Youth from all parts of the United States" might go to be educated in the arts and sciences, and to study "the principles of Politics and good Government."

Washington believed the capital city, which at the time was centrally located, was the logical site for such an institution. To help cover its cost, Washington left a bequest of 50 shares of stock in the Potomac Company, a canal-building enterprise. Unfortunately, the Potomac Company passed out of existence before the bequest could be realized.

The effort was carried forward, however, by the Reverend Luther Rice and three friends. A tireless individual, Rice traveled from Tennessee to New England soliciting support for his idea. President James Monroe himself contributed to the cause, along with 32 members of Congress. On February 9, 1821, President Monroe signed the Act of Congress creating Columbian College, a non-sectarian institution.

In 1904, the institution was given its current name, and in 1912, it began the move to its present location in Foggy Bottom, the area George Washington had envisioned for his national university.

Myriad Sample Alphabets

Myriad Roman

Washington

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumped over George's lazy hound.

Myriad Italic

Washington

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumped over George's lazy hound.

Myriad Headline

Washington

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumped over George's lazy hound.

Poetica Guidelines and Type Specimen

Poetica is a secondary typeface appropriate for formal communications.

It is recommended as a display font or for projects with relatively small amounts of text, such as invitations and certificates.

Poetica is a script typeface modeled on chancery handwriting scripts developed during the Italian Renaissance. It contains a diverse collection of letterforms, including alternate swash characters, ligatures, and ornamental designs to embellish an otherwise formal script.

GEORGE WASHINGTON & THE CHERRY TREE

The following anecdote is a case in point. It is too valuable to be lost, and too true to be doubted; for it was communicated to me by the same excellent lady to whom I am indebted for the last.

"When George," said she, "was about six years old, he was made the wealthy master of a hatchet! of which, like most little boys, he was immoderately fond, and was constantly going about chopping every thing that came in his way. One day, in the garden, where he often amused himself hacking his mother's pea-sticks, he unluckily tried the edge of his hatchet on the body of a beautiful young English cherry-tree, which he barked so terribly, that I don't believe the tree ever got the better of it. The next morning the old gentleman finding out what had befallen his tree, which, by the by, was a great favourite, came into the house, and with much warmth asked for the mischievous author, declaring at the same time, that he would not have taken five guineas for his tree. Nobody could tell him any thing about it. Presently George and his hatchet made their appearance. George, said his father, do you know who killed that beautiful little cherry-tree yonder in the garden? This was a tough question; and George staggered under it for a moment; but quickly recovered himself; and looking at his father, with the sweet face of youth brightened with the inexpressible charm of all-conquering truth, he bravely cried out, "I can't tell a lie, Pa; you know I can't tell a lie. I did cut it with my hatchet." -- Run to my arms, you dearest boy, cried his father in transports, run to my arms; glad am I, George, that you killed my tree; for you have paid me for it a thousand fold. Such an act of heroism in my son, is more worth than a thousand trees, though blossomed with silver, and their fruits of purest gold.

The Fable of George Washington and the Cherry Tree From The Life of Washington, by Mason Locke Weems, 1809

Poetica Sample Alphabets

Poetica Chancery

Washington

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

The quick brown fox jumped over George's lazy hound.

Poetica Roman Small Caps

WASHINGTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

THE QUICK BROWN FOX JUMPED OVER GEORGE'S LAZY HOUND.

Poetica Roman Small Caps
Alternate Swash Characters

KLMNNQRVW XZKNRX

Requiem Guidelines, Specimen and Sample Alphabets

Requiem was chosen for its timeless elegance and refinement as the inspiration for the typography of the new wordmarks for GW. It should be used with restraint to respect and preserve the unique typographic quality of the wordmarks.

Requiem is not suitable for extensive typesetting because the font lacks a range of weights such as light, text, semibold and bold. Instead, Requiem has three optical weights—fine, text, and display, that are intended to appear equal when set in different size ranges.

Care should be exercised when reversing Requiem out of a solid color as the strokes are unusually delicate and prone to filling in. Although it is possible to convert the font to a vector drawing and increase the weight mechanically, it is important to ensure that the inherent elegance of the letterforms is preserved.

Requiem has an extensive set of typographic ornaments and alternate characters that can be used to achieve interesting decorative effects.

The inspiration for Requiem was a set of inscriptional capitals in Ludovico Vicentino degli Arrighi's 1523 writing manual, "Il Modo de Temperare le Penne."

4 THE)GW)COAT)OF)ARMS \$

One of the goals of GW's president, Stephen Joel Trachtenberg, has been enriching the University's sense of tradition and of itself as a coherent community. To that end, Trachtenberg has sought ways to convey GW's internal sense of unity and tradition through the tangible.

He has overseen the construction of campus walkways made of bricks inscribed with students' names and placed archways, clocks, and plaques across campus. One of his pet projects was the installation of a bronze hippo in front of Lisner Auditorium on 22nd Street.

Yet another University tradition Trachtenberg has developed is the coat of arms, presented to GW by Britain's York Herald of Arms at the 1997 commencement ceremony. The coat of arms depicts George and Martha Washington holding a shield beneath a cupola, symbolic of Mount Vernon, Washington's Home. The shield itself bears three stars and two stripes, emblems from the armorial bearings of George Washington's family. Other elements, such as the brick walkway and roses refer to more modern traditions. -

Requiem Display Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Requiem Display Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzI234567890

Requiem Display Small Caps

2 ABCDEFG@ 3 HIJKLMN OP# “ : ‘ ;
4 QRSTUV\$ 6 WXYZ^ + - =

