



GEORGETOWN UNIVERSITY

VISUAL IDENTITY GUIDELINES



*Wave her colors ever,
Furl her standards never,
But raise it high,
And proudly cry,
May Georgetown live forever.*

—from the Georgetown University Alma Mater

GEORGETOWN UNIVERSITY is the nation's oldest Catholic and Jesuit university. As such, Georgetown occupies a unique position among the world's great institutions. The use of a consistent, meaningful set of visual cues, grounded in over two centuries of history, rich with meaning, helps articulate the university's significance and special role in the world.

Georgetown is a multi-faceted institution made up of multiple campuses, schools, centers and units. Each of these entities has its own audience and distinct voice. Yet, all parts of the university should reinforce our core identity and visual foundation so that all interacting audiences understand that Georgetown University is the author of these communications. A strong visual identity provides the unifying elements necessary for consistent expression of Georgetown's message.

Our visual identity draws meaning from the past, but is also highly relevant for 21st century communications. It is intended to be responsive to the varied needs of those engaged in ongoing university dialogues. To that end, these guidelines are an important tool for those Georgetown University community members engaged in university communications—from designers to programmers to faculty to administrators. The guidelines permit and encourage communications professionals, and their staff, to support their respective school, department, office and/or center's identity in a manner that is consistent with, and supportive of the University's overarching positioning.

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Logo Guidelines

The official Georgetown University logo has two components: the seal and the university's name.

For logotype information, see page 7, and logomark details, see page 11.



The university logo is the root of the university's identity. Using the logo in a consistent manner is essential for visual coherence and maintaining the strength of the Georgetown University brand. Given its official—even ceremonial—character, the logo is not appropriate for all applications (e.g., for highly informal communications). In addition, its intricacy can limit its readability at small sizes or when pixelated. Therefore, careful consideration should be given to the logo's suitability for each intended use.

Guidelines

The logo is the property of Georgetown University.

The logo is used only for official university communications.

The logo may not be modified.

The logo should be used in its entirety whenever possible.

The correct logo colors are Georgetown Blue, Georgetown Gray, and black (see page 4).

The logo may be used as a knockout (reversed out of a dark color background, see page 4).

Download Logo

To download the logo, visit visualidentity.georgetown.edu.

Logo History and Symbolism

In 1977, then-president Reverend Timothy S. Healy, S.J., instituted the seal as the official Georgetown University logo.

The original emblem dates to the 18th century.



Georgetown's original logo was engraved in metal in the late 1700s. The Jesuits were considered masters of emblem making, and the Georgetown seal is a part of this tradition. The seal was slightly modified over time; in 1977, then-president Reverend Timothy S. Healy, S.J., instituted the original seal as the official Georgetown University logo.

Branches	The olive branch is a sign of peace, and the oak branch symbolizes strength.
Utraque Unum	This Latin phrase, which loosely translates to “from several parts into one,” suggests the harmony that can exist between science and religion.
Eagle	The eagle suggests that Georgetown is a protector of the ideal of faith.
Globe	The globe and calipers signify science and knowledge.
Lyre	The different lengths of string in the lyre symbolize the harmonization of different notes into song and therefore a link between heaven and earth.
Stars	The stars represent the 16 states of the union when the seal was created.
Inscription	<i>Collegium Georgiopolitanum Ad Ripas Potomaci In Marylandia</i> translates to “Georgetown College on the banks of the Potomac in Maryland.”
Cross	The cross represents not only the practice of religion but also the virtues of goodness and morality in personal and public life.

Logo Clear Space and Scale

A protected clear space around the logo assures a greater visual impact.

Note that the amount of clear space will increase or decrease in proportion to the size of the logo.



To determine the appropriate amount of clear space around the logo, use the width of the "N" in "Georgetown."



GEORGETOWN UNIVERSITY

DO NOT distort or change the proportion.

The logo may be enlarged or reduced, but the height-to-width ratio must not change.



GEORGETOWN UNIVERSITY

Minimum width: 1.75 inches or 126 pixels wide on screen.



GEORGETOWN UNIVERSITY

DO NOT scale the logo to less than 1.75 inches wide in print, or 126 pixels wide on screen.

Logo Colors

The logo may appear only in Georgetown Blue, Georgetown Gray, black and gold. The logo may also be used as a knockout (reversed out of a dark color).

See pages 14–16 for more information about the university's official colors.



Georgetown Blue
Pantone 282
CMYK 100.68.0.54
HEX 002147

GEORGETOWN UNIVERSITY



Georgetown Gray
Pantone 409
CMYK 0.13.15.45
HEX 8D817B

GEORGETOWN UNIVERSITY



Black
Pantone Black C
CMYK 0.0.0.100
HEX 000000

GEORGETOWN UNIVERSITY



Metallic Gold*
Pantone 872
(For Print Only)

GEORGETOWN UNIVERSITY



Knockout
Reversed out
of dark color
background

GEORGETOWN UNIVERSITY



DO NOT
Reverse the gray
logo out of dark
color background

GEORGETOWN UNIVERSITY

Guidelines

Whatever color is chosen, the entire logo (seal and name) must be in the same color.

The logos should never appear in any colors other than those specified above.

*Reserved for ceremonial and presidential usages.

Logo on Backgrounds

When using the Georgetown logo on colored backgrounds, the logo may only appear in Georgetown Blue and black (or as a knockout).

The background colors must provide sufficient contrast for complete legibility of the logo.



GEORGETOWN UNIVERSITY

Georgetown Blue on color

When using the Georgetown Blue logo on a background, the background color should provide sufficient contrast for complete legibility of the logo.



GEORGETOWN UNIVERSITY

Black on color

When using the black logo on a background, the background color should provide sufficient contrast for complete legibility of the logo.



GEORGETOWN UNIVERSITY

DO NOT place the Georgetown Gray logo on a colored background.

Incorrect Logo Uses

The Georgetown logo must not be modified in any way.

Using the logo in a consistent manner ensures the strength of the Georgetown brand.



DO NOT distort or rotate the logo

GEORGETOWN UNIVERSITY



DO NOT embellish or underline to any part of the logo, or add a drop shadow

GEORGETOWN UNIVERSITY



DO NOT combine the logo with any department, school or messaging

DEPARTMENT OF ZOOLOGY



DO NOT use more than one color in the logo

GEORGETOWN UNIVERSITY



DO NOT use any color other than Georgetown's official logo colors

GEORGETOWN UNIVERSITY



DO NOT scale portions of the logo separately

GEORGETOWN UNIVERSITY

Logotype Guidelines

The stacked logotype (university's name) may be used separately from seal.

Do not combine the logotype with other logos or identities.



Due to its formality and intricacy, the Georgetown logo may not be appropriate for all intended uses (e.g., certain multimedia and online applications). In those cases, it is acceptable to use the logotype on its own, without the logomark. Doing so can also provide additional flexibility.

Guidelines

Do not combine the logotype with any other logos or identities.

Do not distort or rotate the logotype.

The acceptable logotype colors are Georgetown Blue and black (see page 14).

The logotype may be used as a knockout (*reversed out of a dark color background*).

The words in the logotype must be stacked (shown above) or horizontal.

The words in the logotype must both be the same size.

The minimum width of the stacked logotype is 0.95 inches or 68 pixels wide on screen.

The minimum amount of clear space around the logotype is calculated by using the width of the "N" in "Georgetown" (see page 3).

Download Logotype

To download the logotype, visit visualidentity.georgetown.edu.

Logotype Guidelines

The horizontal logotype (university's name) may be used separately from seal.

Do not combine the logotype with other logos or identities.

GEORGETOWN UNIVERSITY — Horizontal Logotype

Due to its formality and intricacy, the Georgetown logo may not be appropriate for all intended uses (e.g., certain multimedia and online applications). In those cases, it is acceptable to use the logotype on its own, without the logomark. Doing so can also provide additional flexibility.

Guidelines

Do not combine the logotype with any other logos or identities.

Do not distort or rotate the logotype.

The acceptable logotype colors are Georgetown Blue and black (see page 14).

The logotype may be used as a knockout (*reversed out of a dark color background*).

The words in the logotype must be stacked or horizontal as shown above.

The words in the logotype must both be the same size.

The minimum width of the horizontal logotype is 1.75 inches or 126 pixels wide on screen.

The minimum amount of clear space around the logotype is calculated by using the width of the “N” in “Georgetown” (see page 3).

Download Logotype

To download the logotype, visit visualidentity.georgetown.edu.

Incorrect Logotype Uses

The Georgetown stacked logotype must not be modified in any way.



DO NOT make smaller than 0.95 inches wide or 68 pixels wide



DO NOT increase leading between lines



DO NOT combine the logo with messaging



DO NOT change the typeface



DO NOT use any color other than Georgetown's official logo colors



DO NOT place any part of the logo in a box

Incorrect Logotype Uses

The Georgetown horizontal logotype must not be modified in any way.



DO NOT make smaller than 1.75 inches wide or 126 pixels wide



DO NOT increase or decrease tracking between letters



DO NOT combine the logo with messaging



DO NOT change the typeface



DO NOT use any color other than Georgetown's official logo colors

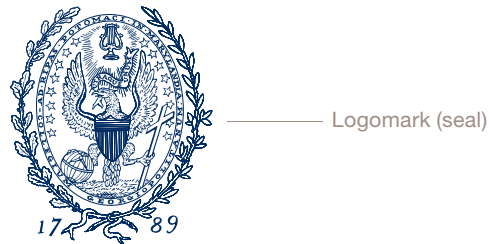


DO NOT place any part of the logo in a box

Logomark Guidelines

The logomark (seal) may be used separately as a graphic symbol of the university or as texture.

To learn about the logomark history, see page 2.



The logo's formality makes it inappropriate for some uses. Using the logomark instead of the logo can provide additional flexibility. If the logomark is being used as a texture, it may be cropped. See page 6 for incorrect uses of the logomark.

Guidelines

Do not combine the logomark with any other logos or identities.

Do not distort or rotate the logomark.

The acceptable logomark colors are Georgetown Blue, Georgetown Gray and black.

The logomark may be used as a knockout (*reversed out of a dark color background*).

The eagle's head must be fully in or fully out of the image when cropping.

The date "1789" must be fully in or fully out of the image when cropping.

The entire "Utraque Unum" phrase must be visible when cropping.

Do not crop the logomark so that the components are not recognizable.

The minimum width of the logomark is .875 inches or 63 pixels wide on screen.

The minimum amount of clear space around the logotype is calculated by using the width of the "N" in "Georgetown" (see page 3).

Download Logotype

To download the logomark, visit visualidentity.georgetown.edu.

Abbreviated Logotype Guidelines

The abbreviated logotype (university's initials) may be used when there is limited space available to use the full logotype.

For limited space applications only.

 Abbreviated Logotype

 Abbreviated Logotype (Reversed)

Due to the wide range of materials on which the Georgetown logo may appear, an abbreviated logotype has been created to accommodate limited space applications such as online banner ads, button ads, video bugs or labels.

Guidelines

Do not combine the abbreviated logotype with any other logos or identities.

Do not distort or rotate the abbreviated logotype.

The acceptable abbreviated logotype color is Georgetown Blue (see page 14).

The abbreviated logotype may be used as a knockout if reversed out of Georgetown Blue.

The letters in the abbreviated logotype must be horizontal as shown above.

The letters in the abbreviated logotype must both be the same size.

The minimum width of the abbreviated logotype is 0.25" or 18 pixels wide on screen.

The minimum amount of clear space around the logotype is calculated by using the width of the "N" in "Georgetown" (see page 3).

Incorrect Abbreviated Logotype Uses

The Georgetown abbreviated logotype must not be modified in any way.



DO NOT make smaller than 0.25" wide or 18 pixels wide



DO NOT increase or decrease tracking between letters



DO NOT combine the logo with any department, school or messaging



DO NOT change the typeface



DO NOT use any color other than Georgetown Blue



DO NOT place any part of the logo in a box

Logomark as Texture

When using the university's logomark (seal) as texture or watermark, it is acceptable to crop the logomark as shown below.

Crop the logomark so that its components are recognizable.



Sample of logomark used as texture on a lapel pin.

Sample of logomark used as texture on a postcard.



**STAY CURRENT,
STAY CONNECTED...**

The Medical Alumni Office, in partnership with Georgetown University Hospital, presents the following Continuing Medical Education course

Cancer: Perspectives on Treatment Options

Logomark as Texture Guidelines

Crop the logomark so that the components are recognizable.

The eagle's head must be fully in or fully out of the image when cropping.

The date "1789" must be fully in or fully out of the image when cropping.

The entire "Utraque Unum" phrase must be visible when cropping.

Primary Typography Guidelines

Adobe Caslon is the official typeface for Georgetown University.

Adobe Caslon is the preferred typeface. However, if you do not have access to Adobe Caslon, Times New Roman is an acceptable alternative.

Adobe Caslon GTU Oldstyle Figures 1234567890
Adobe Caslon Semibold Italic Oldstyle Figures 1234567890
Adobe Caslon Bold Oldstyle Figures 1234567890
 ADOBE CASLON SMALL CAPS OLDSTYLE FIGURES 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Samples of Adobe Caslon

The Caslon typeface was created in the 18th century and was used in the founding documents of our country and John Carroll's proposal to establish this university. It remains the official font of Georgetown University. To honor our past, Georgetown uses oldstyle figures. Italic and swash versions of Caslon are used in the university logo.

Adobe Caslon for Print

Adobe Caslon GTU is the default font for body copy. Italic, bold, semibold, small caps, ornaments and swash faces are also available. For secondary print fonts, see page 14.

Adobe Caslon for Digital

Adobe Caslon semibold, semibold italic should be used for digital headlines only. For online body copy use Neue Helvetica, see page 14.

Purchasing Adobe Caslon

You may purchase the typeface family directly at fonts.com. Search for the Adobe Caslon Complete Family Pack.*

Alternative to Adobe Caslon

Adobe Caslon is the preferred typeface. However, if you do not have access to Adobe Caslon, Times or Georgia are acceptable alternatives.

*Fonts.com carries Adobe Caslon typefaces, except for Caslon GTU. For Caslon GTU, please email visualidentity@georgetown.edu.

Secondary Typography Guidelines

Neue Helvetica may be used with Adobe Caslon to add more visual interest.

Secondary fonts should be used less often than the primary typeface and should never substitute for it.

Neue Helvetica Light

Neue Helvetica Regular

Neue Helvetica Bold

Neue Helvetica Italic

Samples of
Neue Helvetica
(For Print)

Neue Helvetica for Print

Neue Helvetica should not substitute Adobe Caslon as the dominant typeface.

Neue Helvetica for Digital

Neue Helvetica should be used for digital body copy.

Purchasing Neue Helvetica

You may purchase the typeface family directly at [fonts.com](https://www.fonts.com). Search for the Neue Helvetica Complete Family Pack.

Alternative to Neue Helvetica

Neue Helvetica is the preferred secondary typeface. However, if you do not have access to Neue Helvetica, Helvetica or Arial are acceptable alternatives.

Primary Colors Guidelines

The university has two official colors, known as Georgetown Blue and Georgetown Gray.

Pantone, CMYK and HEX values are provided for all colors in this guide.



Georgetown’s official colors date to the aftermath of the Civil War. The “Union blue” and “Confederate gray” were adopted to signify the union of North and South. Since that time, these colors have become a recognizable identifier for Georgetown University.

Color is a powerful tool that provides a quick means of identification for our university. Georgetown maintains an impressive amount of “brand equity” in our recognizable color scheme. Consistent use of these colors will provide a common link between Georgetown and its many units and centers. Though internal staff may come to see our official colors as routine or repetitive, they continue to resonate with our constituents.

The prominent use of other color schemes may dilute our brand or confuse us with other institutions. The following pages outline recommendations for highlight and accent colors from the recommended secondary and tertiary palettes.

Guidelines

The official colors must be used for all components of the Georgetown University logo.

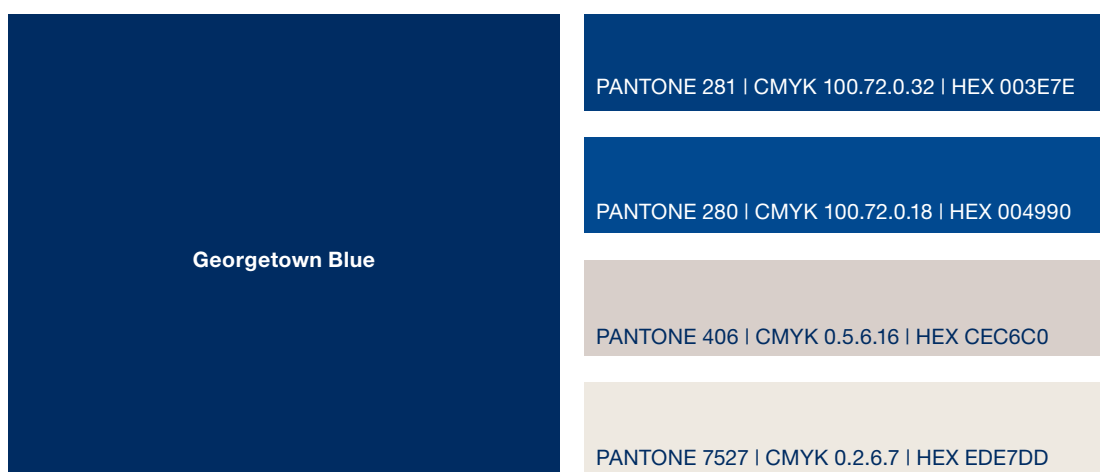
Georgetown Blue and Georgetown Gray should be the dominant colors.

For print, Pantone should be used rather than the CMYK equivalents whenever possible.

Secondary Colors Guidelines

The secondary color palette consists of complementary colors that have been established for use in conjunction with the primary colors.

These lighter shades help to reinforce the Georgetown Blue and Georgetown Gray but do not overwhelm them.



The secondary colors broaden the palette of approved blues and grays. These colors should not be used in a dominant way, but may be used to provide variety and visual interest without leaving the recognized palette.

Guidelines

Secondary colors should never be used in place of the primary color.

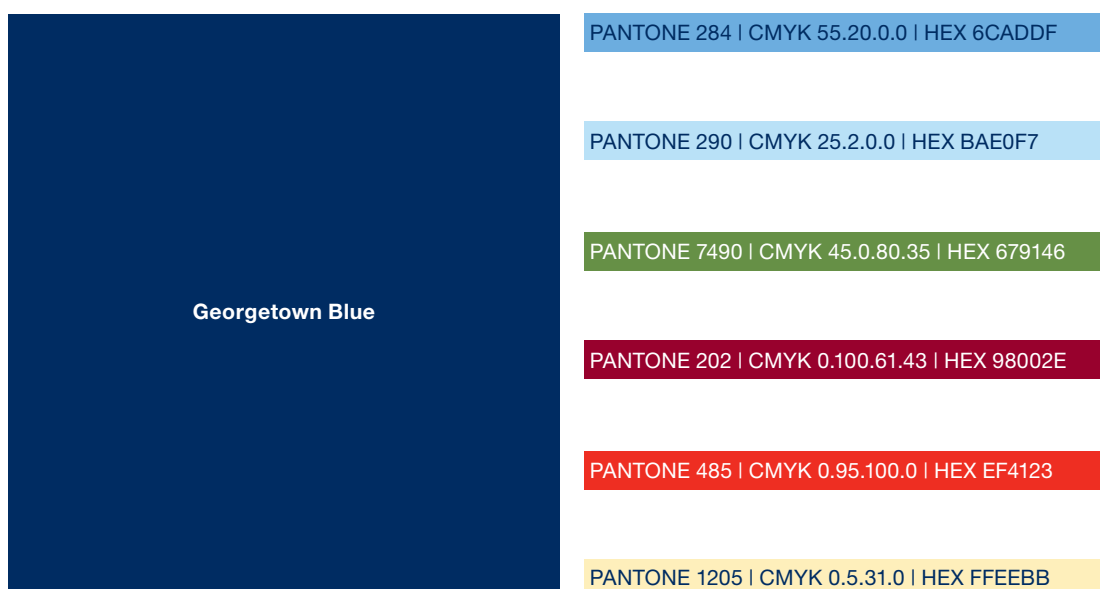
Secondary colors should be used in less than 50 percent of the color palette for one piece.

Secondary colors may be used as a background for the Georgetown logo.

Tertiary Colors Guidelines

The tertiary color palette consists of highlight colors that may be used in conjunction with the primary and secondary colors.

These brighter shades help to set off the Georgetown Blue and Georgetown Gray



The tertiary colors are complementary to our official colors, but are not recognizable identifiers for Georgetown University. They should be used sparingly, but they may be helpful to provide visual cues which distinguish programs and units from each other.

Guidelines

Tertiary colors should never be used in place of the primary colors, only as highlight colors.

Tertiary colors should be used very sparingly—that is, in less than 10 percent of the color palette for one piece.

Tertiary colors should not be used as a background for the Georgetown logo.

Color Samples

This sample shows secondary and tertiary colors.

Secondary colors should never be used in place of the primary colors.

ABOUT ADMISSIONS & FINANCIAL AID ACADEMICS RESEARCH CAMPUS LIFE

EVENTS CALENDAR
DIRECTORY
DIRECTORY
ATHLETICS
ALUMNI
LIBRARIES

PLAN YOUR VISIT CONNECT WITH US MAKE A GIFT WORK WITH US SCHOOL

1789
GEORGETOWN UNIVERSITY

A New Home for Athletics
And Competitive Excellence

RECENT NEWS

Humans, Dolphins
Only Mammals to
Socialize Based on
Subcultures
JULY 31, 2012
Georgetown researchers
have found that dolphins and humans are the only mammals
to bond over cultural behavior with tools, according to a
study published in *Nature Communications*.

INFORMATION FOR
STUDENTS, FACULTY, ALUMNI, & OTHERS...

PURSuing EXCELLENCE LIVING JESUIT VALUES CONNECTING GLOBALLY ENGAGING WASHINGTON, DC

The Spirit of Hoya Blue
Hoya Blue is one of more than 150 student organizations that contribute to
Georgetown's vibrant campus life. The group inspires school spirit for
university sports.
LEARN MORE

RELATED STORIES

Tertiary maroon color

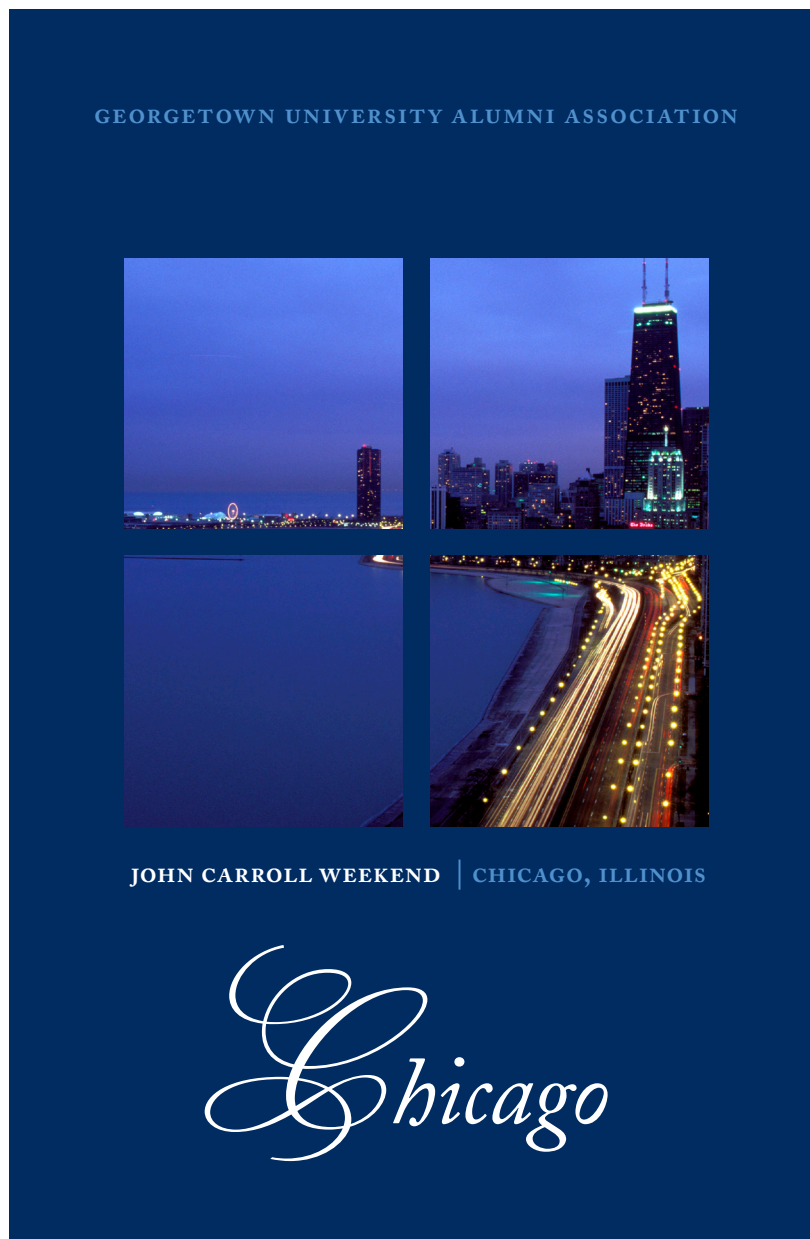
Secondary tan color

Secondary blue color

Color Samples

This sample shows a tertiary color being used as a highlight.

Example of using a tertiary color.



Tertiary blue color is used sparingly in less than 10% of the layout.

School and University Office-Level Guidelines (stacked)

The sample below shows how the stacked lock-up is used with schools and university offices.

Do not combine the logotype with other logos or identities.

Stacked
School
Lock-up



GEORGETOWN UNIVERSITY
School of Foreign Service

It is essential to place each school and university office within the context of the the larger university. The lock-up above is an example of how the schools of the university are combined with the official university logo. The school or university office name must fall under “Georgetown University” to place the greatest emphasis on our core Georgetown University identity.

Guidelines

The school or university office name, the university name and the Georgetown seal must always be the same color.

The lock-up colors are Georgetown Blue, Georgetown Gray or black (see page 4).

The lock-up may be used as a knockout (reversed out of a dark color background, see page 4).

The minimum width of the stacked school or university office lock-up is 2 inches or 144 pixels wide on screen, measured by the width of the text “Georgetown University.”

Download Lock-up

To download the lock-up, visit visualidentity.georgetown.edu.

School and University Office-Level Guidelines (horizontal)

The sample below shows how the horizontal lock-up is used with schools and university offices.

Do not combine the logotype with other logos or identities.

Horizontal
School
Lock-up



GEORGETOWN UNIVERSITY
School of Foreign Service

It is essential to place each school and university office within the context of the the larger university. The lock-up above is an example of how the schools within the university are combined with the official university logo. The school or university office name must fall under “Georgetown University” to place the greatest emphasis on our core Georgetown University identity

Guidelines

The school or university office name, the university name and the Georgetown seal must always be the same color.

The lock-up colors are Georgetown Blue, Georgetown Gray or black (see page 4).

The lock-up may be used as a knockout (reversed out of a dark color background, see page 4).

The minimum width of the horizontal unit lock-up is 3 inches or 216 pixels wide on screen, measured by the width of the text “Georgetown University” plus the seal.

Download Lock-up

To download the lock-up, visit visualidentity.georgetown.edu.

Department, Center, Institute and Program-Level Guidelines

The sample below shows how the stacked school lock-ups are used with the departments, centers, institutes and programs.

Do not combine the logotype with other logos or identities.

Stacked
School
Lock-up with
center



It is essential to place each unit within the context of the the larger university and school. The lock-up above is an example of how the center within the school are combined with the official university logo. The department, center, institute or program name must fall under the school name and “Georgetown University” to place the greatest emphasis on our core Georgetown University identity.

Guidelines

The department, center, institute or program name, the unit name, university name and the Georgetown seal must always be the same color.

The lock-up colors are Georgetown Blue, Georgetown Gray or black (see page 4).

The lock-up may be used as a knockout (reversed out of a dark color background, see page 4).

The minimum width of the stacked department lock-up is 2 inches or 144 pixels wide on screen, measured by the width of the text “Georgetown University” plus the seal.

Download Lock-up

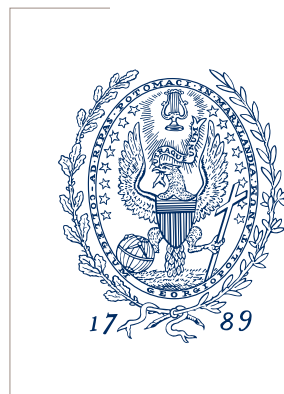
To download the lock-up, visit visualidentity.georgetown.edu.

Department, Center, Institute and Program-Level Guidelines

The sample below shows how the horizontal school lock-ups are used with the departments, centers, institutes and programs.

Do not combine the logotype with other logos or identities.

Horizontal
School
Lock-up with
center



GEORGETOWN UNIVERSITY
School of Foreign Service
Center for Latin American Studies

It is essential to place each department, center, institute or program within the context of the the larger university. The lock-up above is an example of how the center within the school are combined with the official university logo. The department, center, institute or program name must fall under the school name and “Georgetown University” to place the greatest emphasis on our core Georgetown University identity.

Guidelines

The department, center, institute or program name, the unit name, university name and the Georgetown seal must always be the same color.

The lock-up colors are Georgetown Blue, Georgetown Gray or black (see page 4).

The lock-up may be used as a knockout (reversed out of a dark color background, see page 4).

The minimum width of the horizontal department lock-up is 3 inches or 216 pixels wide on screen, measured by the width of the text “Georgetown University” plus the seal.

Download Lock-up

To download the lock-up, visit visualidentity.georgetown.edu.

VISUALIDENTITY.GEORGETOWN.EDU
