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 multifaceted 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 and programmers to faculty and administrators. The guidelines permit and encourage communications professionals 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 pixilated. 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	*Collegium Georgiopolitanum Ad Ripas Potomaci In Marylandia* 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."

DO NOT distort or change the proportion.

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

Minimum width: 1.75 inches or 500 pixels wide on screen.

DO NOT scale the logo to less than 1.75 inches wide in print, or 500 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 17–35 for more information about the university's official colors.

Georgetown Blue
Pantone 282
CMYK 100.68.0.54
HEX 041E42

GEORGETOWN UNIVERSITY

Georgetown Gray
Cool Gray 10
CMYK 62.53.47.19
HEX 63666A

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 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.

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

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

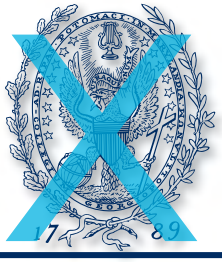
Incorrect Logo Uses

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.

Stacked 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, Georgetown Gray and black (see page 4).

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.

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 4).

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 500 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 500 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.

Logomark (seal)

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.

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 Healy Family Student Center signage.

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.

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 accomodate 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 4).

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

Sub-Brand Expression: Logo Lock-Ups

School, office, and department lock-ups use Caslon and the university's primary color palette (see school and university-level office guidelines); however, the university's visual identity allows for the incorporation of other fonts and colors into sub-brand lock-ups for programs, centers, institutes, and initiatives, where appropriate to the unit's identity. See sections 1 and 2 below for more detail.

1. Standard Sub-Brand Lock-Up Options

Georgetown University logo + unit type treatment

GEORGETOWN UNIVERSITY
Initiative on Technology & Society

GEORGETOWN UNIVERSITY
Initiative on Technology & Society

1. Standard Sub-Brand Lock-Up Options

Georgetown University logotype + unit type treatment. There are a number of type-treatment options, ranging from Caslon Italics to Helvetica all-caps to Futura bold. A few examples of type-treatment variations are shown below; this list is not exhaustive.

a. Georgetown University logotype + unit type treatment in Caslon regular

GEORGETOWN UNIVERSITY | Initiative on Technology & Society

GEORGETOWN UNIVERSITY | Initiative on Technology & Society

GEORGETOWN UNIVERSITY

Initiative on Technology & Society

1. Standard Sub-Brand Lock-Up Options

b. Georgetown University logotype + unit type treatment in Caslon italics

c. Georgetown University logotype + unit type treatment in Helvetica regular

1. Standard Sub-Brand Lock-Up Options

d. Georgetown University logotype + unit type treatment in Helvetica all-caps light

e. Georgetown University logotype + unit type treatment in Futura regular

2. Sub-brand Lock-Up Customization

The Georgetown University brand guidelines are designed to provide additional customization when both the unit and the university agree on the need for a variation. This option offers flexibility with the unit lock-up but still maintains the integrity of the university's core brand. The Visual Identity Team will work with you to understand your unit's goals and create a customized lock-up for you according to the following guidelines:

Sub-brand customized unit lock-up example:

Guidelines

Sub-brand lock-ups must use Adobe Caslon, Helvetica Neue, or Futura families

Georgetown University logotype can not be modified (see page 10 for guidelines)

The word "Georgetown" in Georgetown's logotype may not be separated from "University"

When combining Georgetown's logotype with a sub-brand type treatment, the amount of necessary clear space around Georgetown's logotype is calculated by using the width of the "N" in "Georgetown"

Acceptable sub-brand type treatment colors are Georgetown Blue, Georgetown Gray, black, and white

- **When feasible, the Visual Identity Team will explore the option to add one of Georgetown's secondary or tertiary colors (see Tech & Society example)**

Minimum height of the each letter in the logotype on screen: 6 pixels/print: 0.09"

Sub-brand lockups must not include an illustration or mark. The only mark the university uses is the seal. Lockups are not required to use the seal, but the seal can not be replaced with a new mark.

3. Sub-brand Logo Lockup Guidelines

The Visual Identity Team will provide you with a customized logotype based on the following guidelines.

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

When combining Georgetown's logotype with a sub-brand type treatment, the amount of necessary clear space around Georgetown's logotype is calculated by using the width of the "N" in "Georgetown"
DO NOT distort or change the proportion.

Acceptable sub-brand type treatment colors are Georgetown Blue, Georgetown Gray, black, and white. **DO NOT** use any color other than stated here.

Sub-brand lock-ups must use Adobe Caslon, Helvetica Neue, or Futura families

3. Sub-brand Logo Lockup Guidelines

Georgetown University logotype can not be modified (see page xx for guidelines)

The word “Georgetown” in Georgetown’s logotype may not be separated from “University”

Minimum height of the each letter in the logotype: 6 pixels on screen, 0.09” in print
DO NOT scale the logo to less than indicated here.

We strongly recommend working with the Visual Identity Team to come up with a sub-brand lock-up that meets your needs and aligns with Georgetown’s visual identity guidelines.

Sub-brand Non-Aligned Logos

The use of an aligned unit lock-up maintains the integrity of the Georgetown University brand, consistent with the Board of Directors' guidance to strategic communications. If a unit chooses to create a non-compliant logo, it will not be used in official university channels, absent an exception issued by the Vice President for Public Affairs; instead, the Visual Identity Team will create a unit lock-up for use in central university communications.

The Office of Advancement, the Office of Strategic Communications, and UIS will use only aligned sub-brands in their distribution channels, including:

1. University philanthropy communications
2. University campaign channels
3. University alumni communications
4. UIS websites
5. Signage on campus
6. Releases and other materials from Office of Strategic Communications
7. Social media
8. Board Communications

Please contact the Assistant Director of Public Affairs at visualidentity@georgetown.edu for more information.

Primary Typography Guidelines

Adobe Caslon is the official typeface for Georgetown University.

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.

Caslon is suited for materials that require large amounts of printed text, as well as more formal applications such as stationery and invitations. In larger sizes, Caslon is an elegant choice for a headline or callout.

Purchasing Adobe Caslon

Adobe Caslon is available for use on both Windows and Macintosh based computers via Adobe Typekit (https://typekit.com/fonts/adobe-caslon). Oldstyle figures can be found in Adobe Caslon's alternative characters.

Alternative to Adobe Caslon

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

Secondary Typography Guidelines

As the primary typeface, Adobe Caslon should be used on every piece, however, the secondary typefaces may be used along with it to add more visual interest.

Neue Helvetica Light

Neue Helvetica Regular

Neue Helvetica Bold

Neue Helvetica Italic

Samples of
Neue Helvetica
(For Print)

Helvetica is a classic sans serif face—the openness and geometry of its form make it highly legible.

Purchasing Neue Helvetica

Neue Helvetica may be purchased directly at https://www.fonts.com/font/linotype/neue-helvetica

Alternative to Neue Helvetica

If you do not have access to Neue Helvetica, Helvetica, Arial or a sans serif typeface are acceptable alternatives.

Primary Colors Guidelines

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

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

Georgetown Blue
Pantone 282
C:100 M:68 Y:0 K:54
R:4 G:30 B:66
Hex: #041E42

Georgetown Gray
Cool Gray 10
C:62 M:53 Y:47 K:19
R:99 G:102 B:106
Hex: #63666A

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.

The following pages outline recommendations for secondary and tertiary colors and for using accessible color schemes.

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.

Please consult the Accessibility section of this booklet to learn more about the acceptable contrast ratio (4.5:1).

Pantone 280
C:100 M:85 Y:5 K:22
R:1 G:33 B:105
Hex: #012169

Cool Gray 4
C:12 M:8 Y:9 K:23
R:187 G:188 B:188
Hex: #BBBCBC

Pantone 293
C:100 M:69 Y:0 K:4
R:0 G:61 B:165
Hex: #003DA5

Pantone 7527
C:3 M:4 Y:14 K:8
R:214 G:210 B:196
Hex: #D6D2C4

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 sparingly (10% or less) in conjunction with the primary and secondary colors.

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

Please consult the Accessibility section of this booklet to learn more about the acceptable contrast ratio (4.5:1).

Pantone 306
C:75 M:0 Y:5 K:0
R:0 G:181 B:226
Hex: #00B5E2

Pantone 369
C:68 M:0 Y:100 K:0
R:100 G:167 B:11
Hex: #64A70B

Pantone 199
C:0 M:100 Y:72 K:0
R:213 G:0 B:50
Hex: #D50032

Pantone 202
C:9 M:100 Y:64 K:48
R:134 G:38 B:51
Hex: #862633

Pantone 1205
C:0 M:3 Y:43 K:0
R:248 G:224 B:142
Hex: #F8E08E

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.

Tints

To diversify the color palette, tints of colors may be used to complement primary, secondary, and tertiary colors.

These lighter shades can serve as neutral backgrounds or limited typography colors for headlines and subheads.

Please consult the Accessibility section of this booklet to learn more about the acceptable contrast ratio (4.5:1).

Pantone 306
C:75 M:0 Y:5 K:0
R:0 G:181 B:226
Hex: #00B5E2

Hex Values
10% #EAF6FB
20% #D6EFF9
30% #C1E8F5
40% #ACE0F3
50% #95D8F0
60% #7CD1EE
70% #5FC9EB
80% #37C2E8
90% #02BAE6

Cool Gray 4
C:12 M:8 Y:9 K:23
R:187 G:188 B:188
Hex: #BBBCBC

Hex Values
10% #F7F7F7
20% #F0F0F0
30% #E9E9E9
40% #E2E2E2
50% #DCDCDC
60% #D5D5D5
70% #CECFCF
80% #C7C7C7
90% #C1C1C1

Georgetown Gray
Cool Gray 10
C:62 M:53 Y:47 K:19
R:99 G:102 B:106
Hex: #63666A

Hex Values
10% #EDEEEE
20% #DDDDDF
30% #CDCECF
40% #BCBDC0
50% #ADAEB0
60% #9D9FA2
70% #8E9093
80% #7F8185
90% #717277

Pantone 369
C:68 M:0 Y:100 K:0
R:100 G:167 B:11
Hex: #64A70B

Hex Values
10% #EFF5E7
20% #E0ECD0
30% #D1E3BA
40% #C2DBA4
50% #B3D28E
60% #A3C978
70% #94C063
80% #83B84B
90% #73AF32

Pantone 7527
C:3 M:4 Y:14 K:8
R:214 G:210 B:196
Hex: #D6D2C4

Hex Values
10% #FCFCFA
20% #FAF8F5
30% #F8F6F1
40% #F6F3EE
50% #F5F0EB
60% #F3EFE8
70% #F2EDE5
80% #F0EAE3
90% #EEE8E0

Guidelines

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

Tints are not recommended for unlisted colors.

Color Accessibility

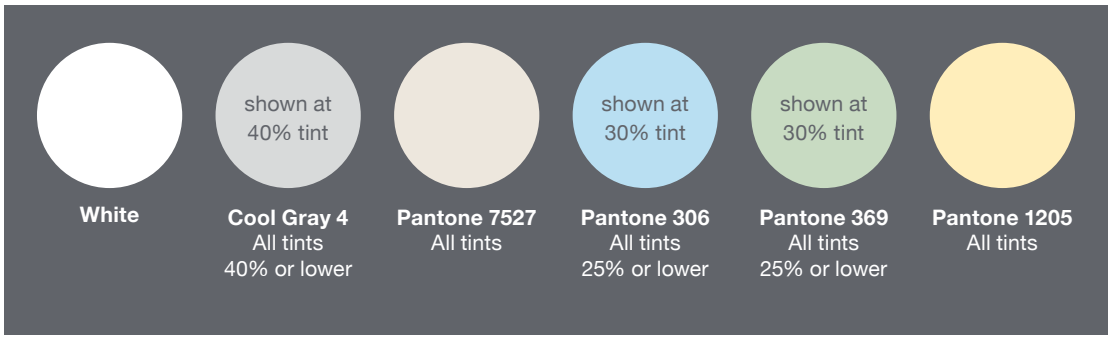
Georgetown University is committed to accessible design.

Adherence to the AA level of the World Wide Web Consortium's Web Content Accessibility Guidelines (WCAG) ensures all text with a size less than 18 points (or less than 14 points if bolded) has a contrast ratio of 4.5 to 1 with the text background. This applies to both print and digital design. The color combinations shown below are compliant and approved by the university.

Color contrast ratios may be obtained by visiting **webaim.org/resources/contrastchecker**.

Georgetown Blue

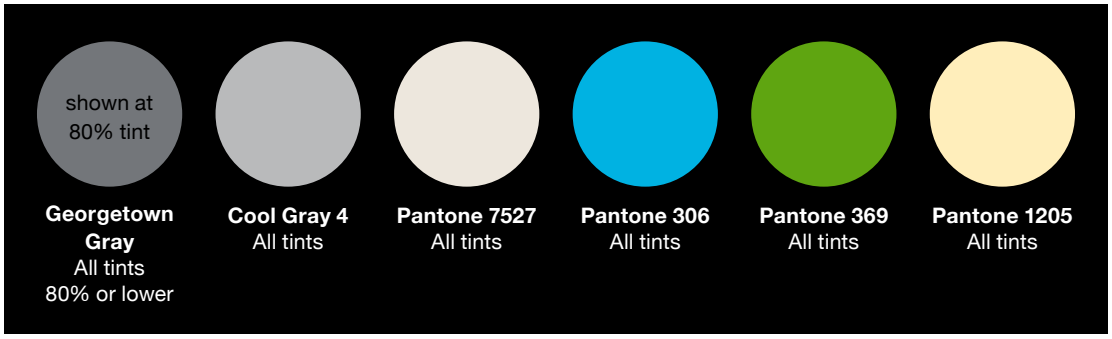
Georgetown Gray



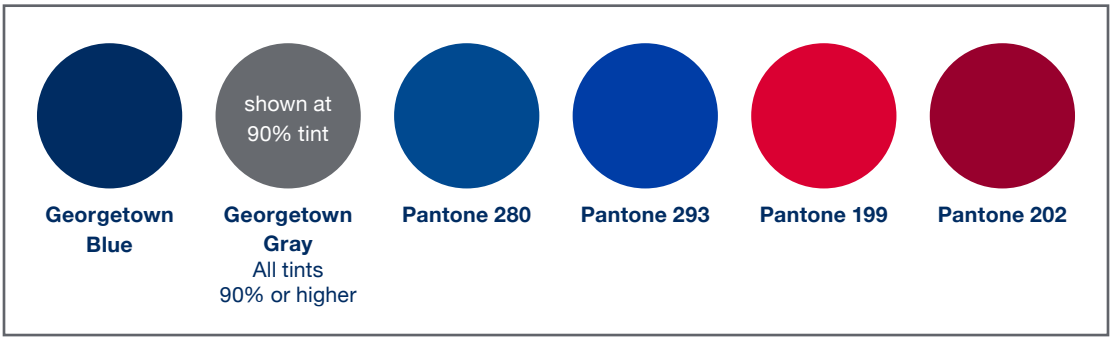
Color Accessibility

The following color combinations are WCAG compliant (a contrast ratio of 4.5:1 with the text background) and approved by the university.

Black

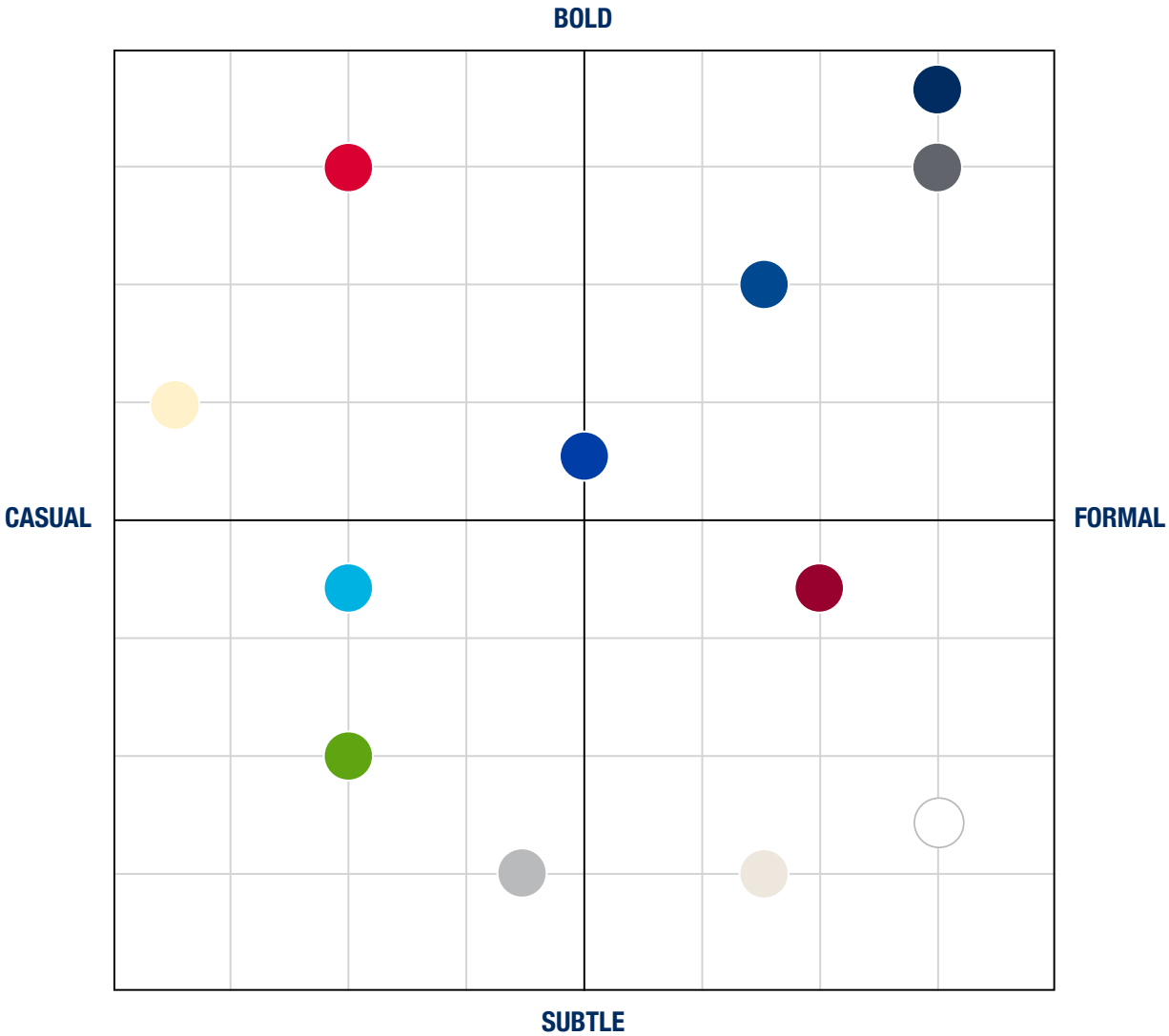


White



Color Spectrum

This chart is a guide for the mood each color conveys. Colors can range from formal to casual and from subtle to bold.



Palette: Formal

Georgetown Blue *White*

Georgetown seal reproduced in white at 20% opacity

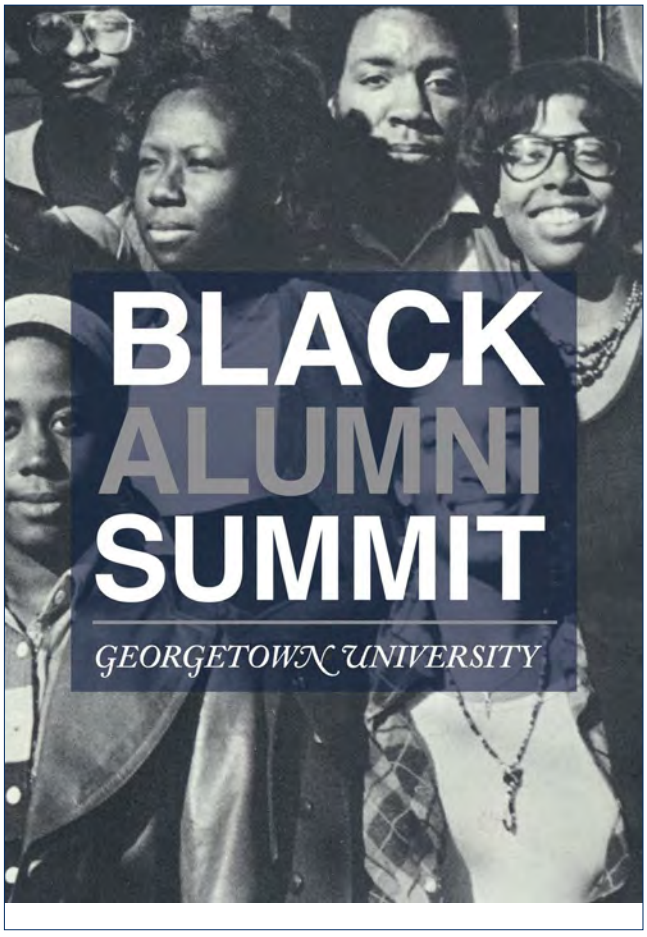
EXAMPLE

Palette: Formal

Georgetown Blue *Georgetown Gray* *White*

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

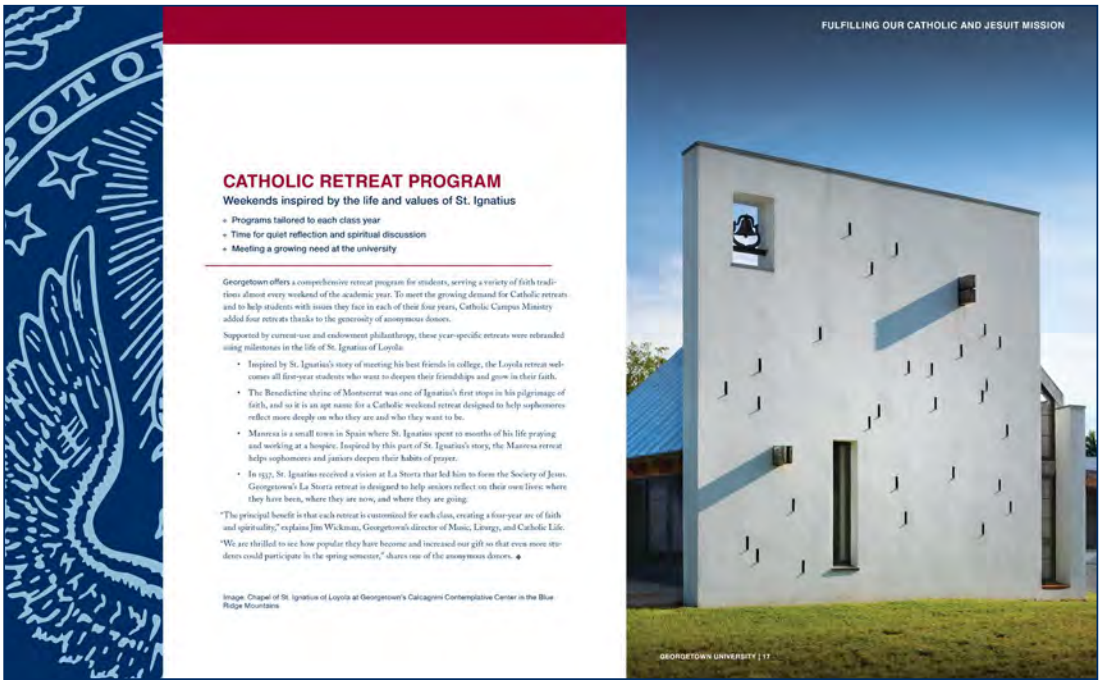


Palette: Formal

Georgetown Blue *Pantone 280* *White* *Pantone 306* *Pantone 202*

Georgetown seal reproduced in white at 20% opacity

EXAMPLE



Palette: Subtle

Georgetown Blue | *Pantone* 7527 | *Pantone* 369

Georgetown seal reproduced in white at 20% opacity

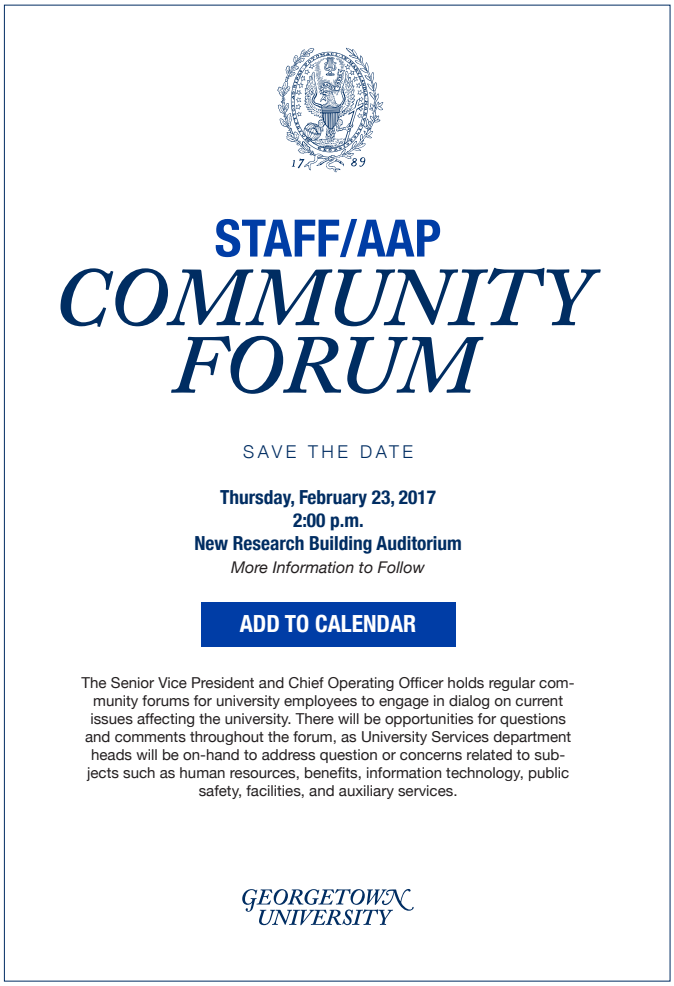
EXAMPLE

Palette: Subtle

Georgetown Blue *Pantone 293* *White*

Georgetown seal reproduced in white at 20% opacity

EXAMPLE



Palette: Subtle

Georgetown Blue | *White* | *Cool Gray 4*

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

Palette: Casual

Georgetown Blue	*Pantone* 293	*White*	*Pantone* 306

Georgetown seal reproduced in white at 20% opacity

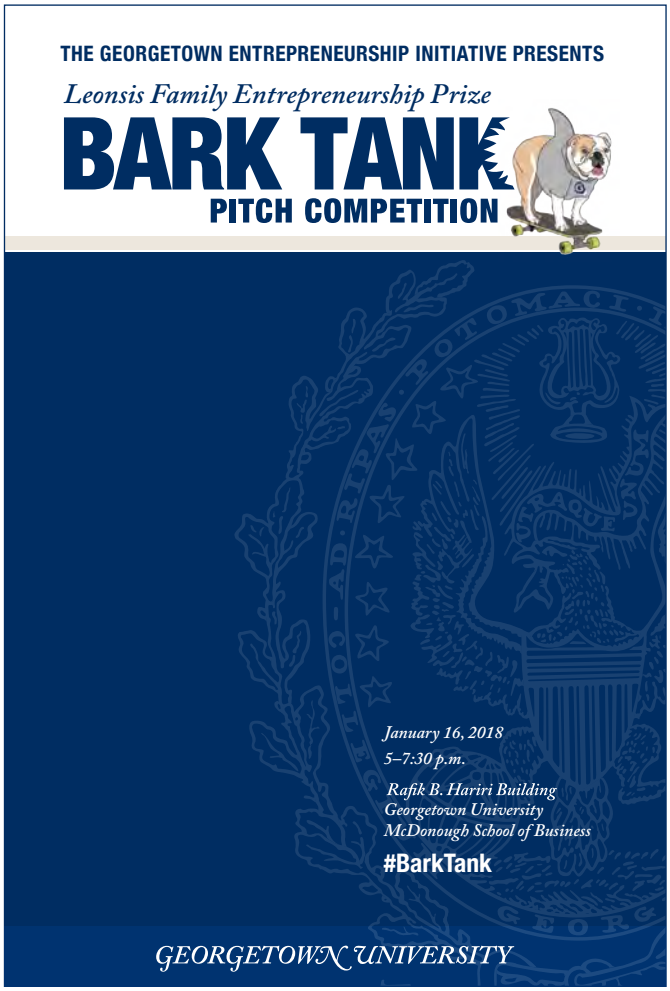
EXAMPLE

Palette: Casual

Georgetown Blue *White* *Pantone 7527*

Georgetown seal reproduced in white at 20% opacity

EXAMPLE



Palette: Casual

Georgetown Blue

Pantone 293 *Pantone* 306 *Pantone* 369

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

Palette: Bold

Georgetown Blue | *White* | *Pantone* 306

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

Palette: Bold

Georgetown Blue | *Georgetown Gray* | *White* | *Pantone* 199

Georgetown seal reproduced in white at 20% opacity

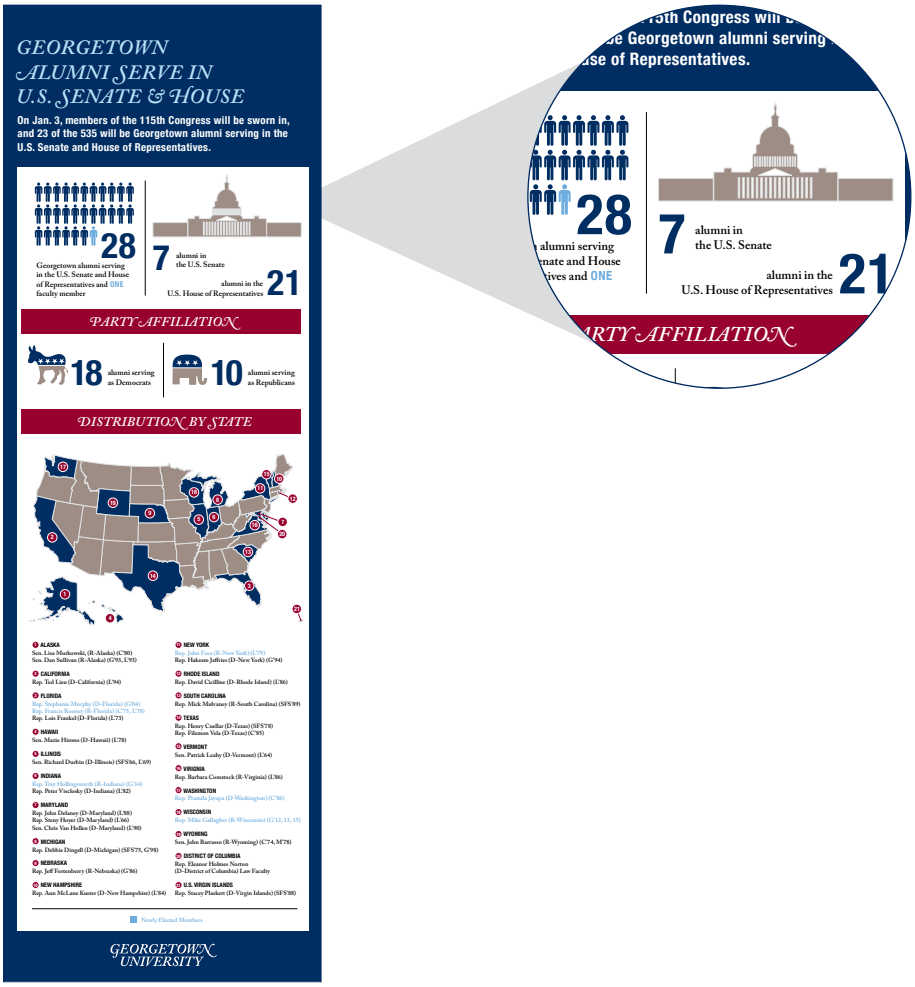
EXAMPLES

Palette: Bold

Georgetown Blue | *White* | *Pantone 306* | *Pantone 202*

Georgetown seal reproduced in white at 20% opacity

EXAMPLE



School and University Office-Level Lock-Ups (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

It is essential to place each school and university office within the context of the larger university. The school or university office name must fall under "Georgetown University" to place the greatest emphasis on our core Georgetown University identity.

For departments, the name must fall under the school name and "Georgetown University" to reinforce the prominence of the 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 request the lock-up, visit visualidentity.georgetown.edu.

School and University Office-Level Lock-Ups (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

It is essential to place each school and university office within the context of the larger university. The school or university office name must fall under "Georgetown University" to place the greatest emphasis on our core Georgetown University identity.

For departments, the name must fall under the school name and "Georgetown University" to reinforce the prominence of the 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 program

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 program

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.

Photography

To tell the story of Georgetown University the images should feel authentic, compelling and focused.

People and places should be the focus of our imagery. Each photograph should give the viewer an instant emotional impression of Georgetown's history, values and prominent place in D.C.

From classic brickwork to modern glass structures, Georgetown's architecture reflects the past and present. Campus imagery should acknowledge the history of the city and university as well as the vibrancy of student life on the Hilltop.

When interacting with our photography, the viewer should feel like a participant in the lives of the students portrayed. This can be accomplished by getting close to the subject and using a variety of angles. Use natural light whenever possible and avoid using a flash unless it is absolutely necessary to portray certain emotion.

Accessing Photography

Use Photoshelter to obtain new photography.

If you would like new photography or have questions email photographicservices@georgetown.edu

Do not use images from Facebook, Twitter, Instagram, or a general image search. If you find a photo you like, please see Photoshelter or email Photo Services to obtain the original.

Photography: Technical Notes

Aesthetic

Our photos should be vibrant with adequate levels of contrast. The tone and temperature of the images should be cooler with greens and blues acting as the dominant palette. Photos of people and places should both incorporate both blurred backgrounds and compressed space. This draws in the the viewer's eye and makes the subject stand out. Be sure to include branding whenever possible (signs, logos).

Examples

Photography: Technical Notes

People

The photos of people should feel candid with close-ups of diverse communities of people. To capture the mood of the scene, try to focus on details as well as movement, action and gestures. Avoid vertical photographs, opting instead for photos on a horizontal place with space for text. When shooting events, use natural light as much as possible.

Avoid staged photos of people. When photographing people interacting, try to include multiple planes and focal depths. Portraits should use natural light or a flash to create a dramatic image. Expose for the faces of people and have them looking slightly off camera.

Examples

Photography: Technical Notes

Places

Georgetown University campus has a commanding view of the city and a deep involvement in the D.C. community. Photograph buildings from unique angles and crops with supplementary photos of the details that make them unique. When possible, always photograph spaces with people in them to capture the energy of our campuses.

Always photograph buildings with a foreground or people to create a sense of space and scale. The sky and bright sunlight light should be a prominent feature when photographing buildings.

Examples

Photography and Events At a Glance

Photography at a Glance

Create imagery with emotion (laughing, smiling, etc…)

Avoid creating overly staged or posed scenarios.

Avoid using clichés, such as "three by a tree" or stiff smiling in a group.

Frame buildings in interesting ways.

When photographing a space, do not use a lens that creates extreme distortion. This tends to not be helpful for designers.

Events at a Glance

Include Georgetown branding when possible.

Give the photos a sense of place within the Georgetown community by including the details of the spaces and people at the event.

Include audience reaction content.

Create imagery that is both close and personal and (depending on location) grand and awe-inspiring. Photographs should reflect the unique "up close" access that our students get.

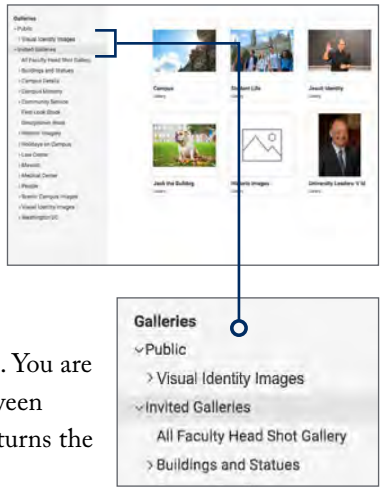
Edit down images to create a "Selects" for general audience to use.

Accessing Georgetown's Stock Library

Georgetown University's stock library is housed in Photoshelter. The photo catalogue is separated into two sections: Visual Identity and Stock Library. The Visual Identity section contains curated photos that best represent Georgetown. It is updated annually. The Stock Library contains recent photography that can be used for websites and Georgetown University publications.

Browse and Download

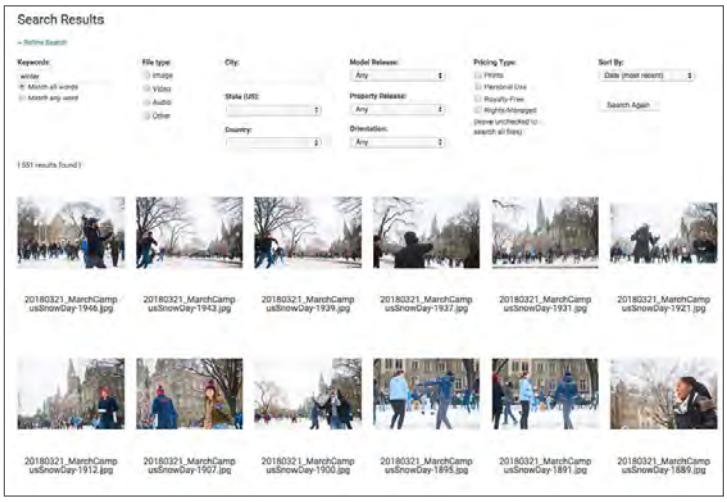
To download images, visit the Photoshelter login page (georgetown.photoshelter.com/profile/accounts) and enter your Georgetown NetID and password. After logging in, you will see both the *Public* and *Invited Galleries* sections.



The *Public* section contains the Visual Identity images. The *Invited Galleries* section contains faculty and staff headshots, as well as the stock library.

Advanced Searches

If you are interested in specific photos in our stock library, use keywords. You are able to search for photos with multiple keywords by adding a space between words (i.e. "winter snow students"). For example a search for "winter" returns the following:



Social Media Guidelines

Georgetown University social media graphics are specifically tailored to work at the main university, school, and department/center levels.

Social media channels are often one's primary point of exposure to the Georgetown University brand, making visual coherence across channels at the main university, school, center, and department levels essential for maintaining the strength of the Georgetown University visual identity.

Guidelines

The use of only the abbreviated logomark is strictly reserved for main university social channels.

To maintain consistency in the overall hierarchy of profile images, school and department/center level graphics should use only the approved typefaces—Helvetica Neue Condensed Bold (school) and Helvetica Neue Regular **(department/center).**

The correct profile image colors are Georgetown Blue (background), Georgetown Gray (rule), and white (abbreviated logomark and text).

To maintain legibility, a maximum of three lines of text may be used.

Creating Your Social Graphics

For help creating your social media profile graphics, email visualidentity@georgetown.edu.

Department and Center Guidelines

To allow for maximum flexibility, there are a variety of approved options for including a school name within a department or center social media profile graphic.

Department Only

School Abbreviation

School Shorthand

Guidelines

In order to maintain legibility, text size of the department or center name may vary to maximize the usage of space.

When used as part of a department or center social media profile image, the school name or abbreviations should appear in Georgetown Gray.

To maintain consistency in the overall hierarchy of profile images, school and department/ cente level graphics should use only the approved typefaces—Helvetica Neue Condensed Bold (school) and Helvetica Neue Regular **(department/center).**

Abbreviations for school names should appear in all CAPS. When using a shorthand, the school name should appear in Title Case.

Creating Your Social Graphics

For help creating your social media profile graphics, email visualidentity@georgetown.edu.

Alternate Shapes

Several social media platforms use circular profile images.

Guidelines

To maximize space in the circular format, all elements should be centered rather than left justified.

Creating Your Social Graphics

For help creating your social media profile graphics, email visualidentity@georgetown.edu.

Social Media Header Options

Georgetown University social media headers may be used to visually align with the university's identity.

These general-purpose images provide a variety of options.

Social Media Header Options

Georgetown University social media headers may be used to visually align with the university's identity.

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Social Media Header Options

Georgetown University social media headers may be used to visually align with the university's identity.

These images reflect autumn on the Hilltop.

Social Media Header Options

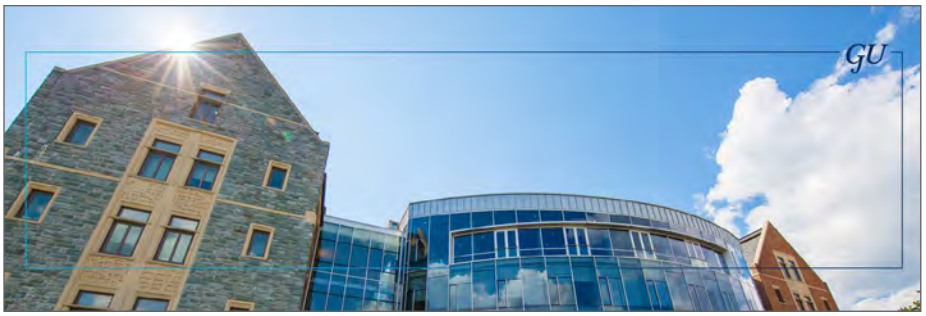
Georgetown University social media headers may be used to visually align with the university's identity.

These images reflect autumn on the Hilltop.

Social Media Header Options

Georgetown University social media headers may be used to visually align with the university's identity.

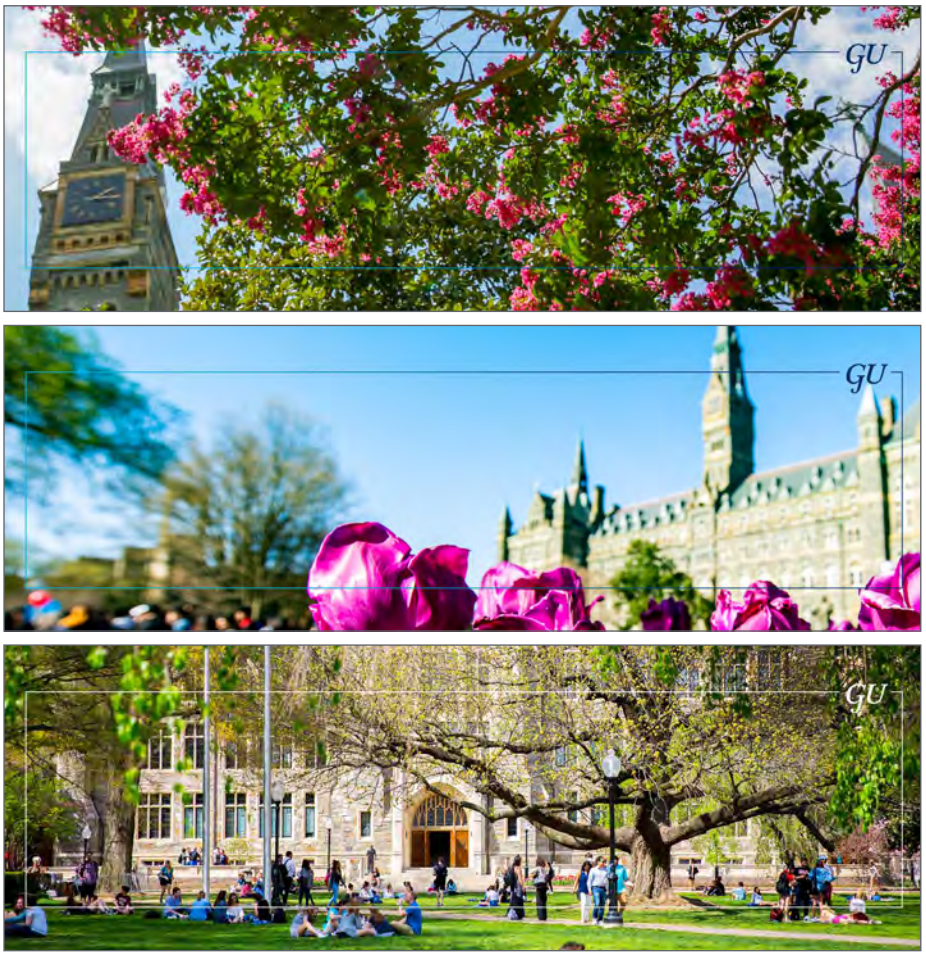
These images reflect spring on the Hilltop.



Social Media Header Options

Georgetown University social media headers may be used to visually align with the university's identity.

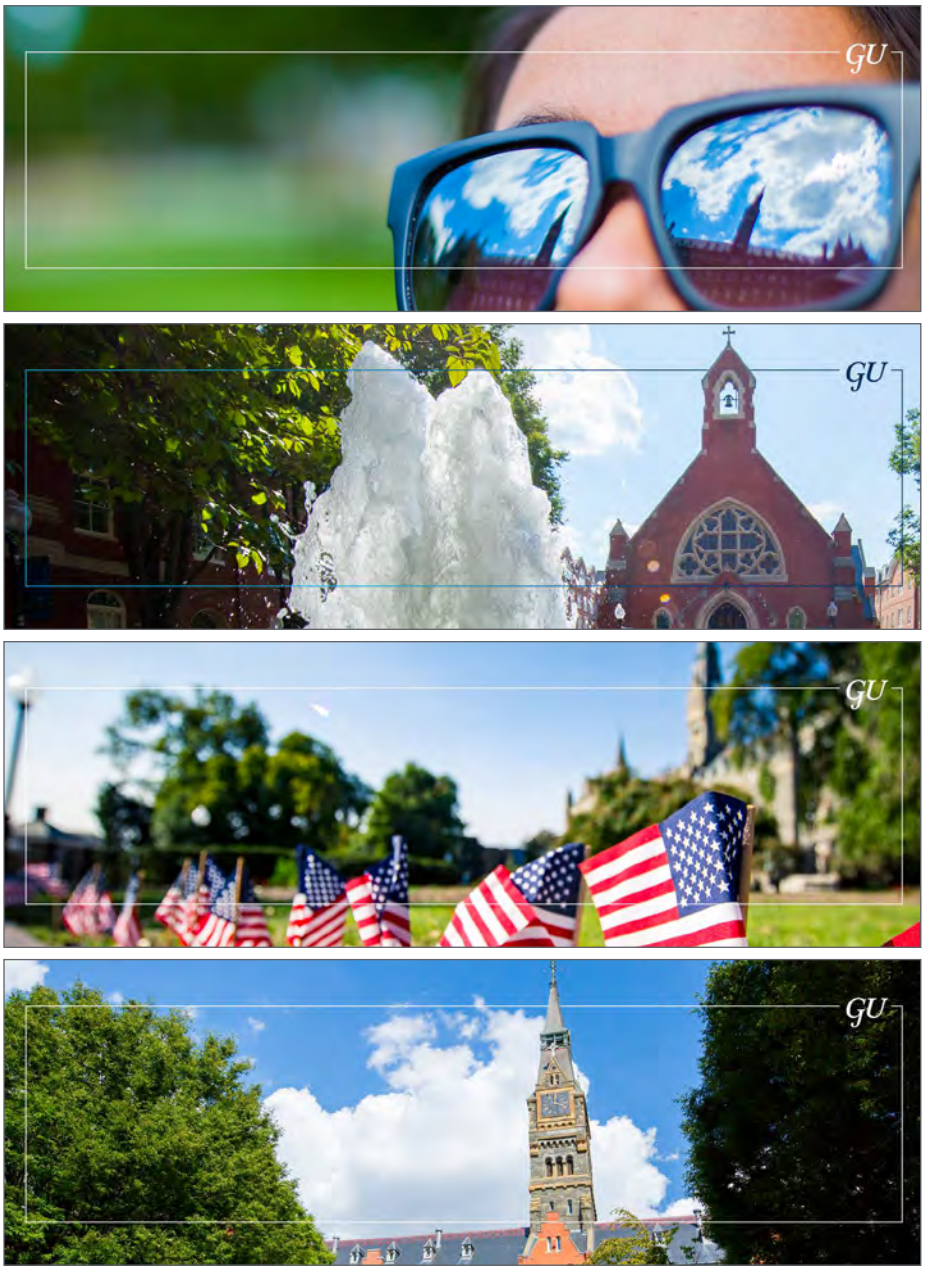
These images reflect spring on the Hilltop.



Social Media Header Options

Georgetown University social media headers may be used to visually align with the university's identity.

These images reflect summer on the Hilltop.



Social Media Header Options

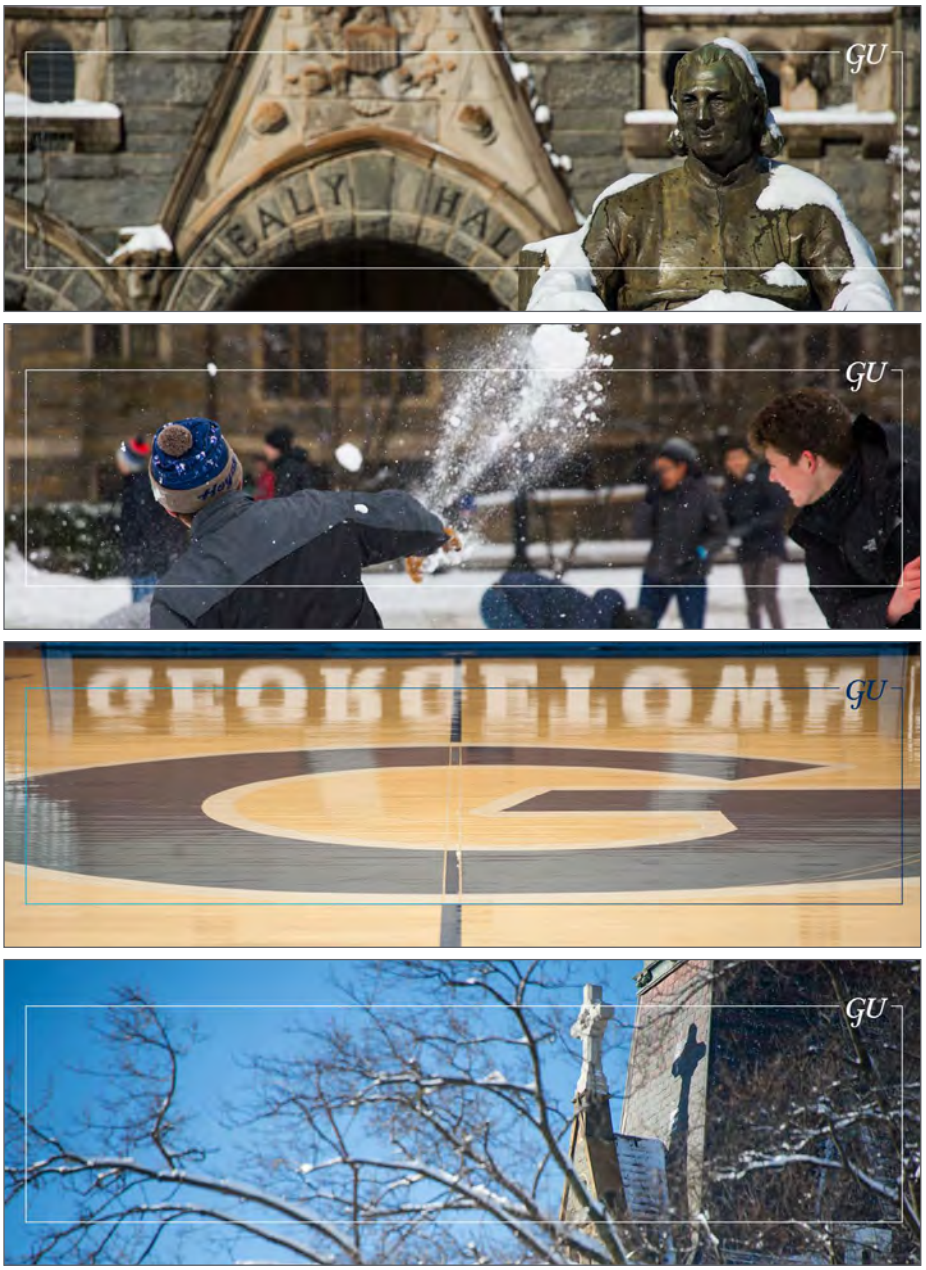
Georgetown University social media headers may be used to visually align with the university's identity.

These images reflect summer on the Hilltop.

Social Media Header Options

Georgetown University social media headers may be used to visually align with the university's identity.

These images reflect winter and the holiday season on the Hilltop.



Social Media Header Options

Georgetown University social media headers may be used to visually align with the university's identity.

These images reflect winter and the holiday season on the Hilltop.

VISUALIDENTITY.GEORGETOWN.EDU