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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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.

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.”

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 distort or change the proportion.

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).

Georgetown Blue
Pantone 282
CMYK 100.68.0.54
HEX 041E42

Georgetown Gray
Cool Gray 10
CMYK 62.53.47.19
HEX 63666A

Black
Pantone Black C
CMYK 0.0.0.100
HEX 000000

Metallic Gold*
Pantone 872
(For Print Only)

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
- **DO NOT** embellish or underline to any part of the logo, or add a drop shadow
- **DO NOT** combine the logo with any department, school or messaging
- **DO NOT** use more than one color in the logo
- **DO NOT** use any color other than Georgetown’s official logo colors
- **DO NOT** scale portions of the logo separately
Logotype Guidelines

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

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

Do not combine the logotype with any 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 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** 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.
Logomark as Texture

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

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.

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 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
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
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 logotype + unit type treatment in Caslon regular](image)

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

GEORGETOWN UNIVERSITY | Tech & Society

GEORGETOWN UNIVERSITY | Tech & Society

GEORGETOWN UNIVERSITY

Tech & Society

GEORGETOWN UNIVERSITY | Tech & Society

GEORGETOWN UNIVERSITY

Tech & Society

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

GEORGETOWN UNIVERSITY | Tech & Society

GEORGETOWN UNIVERSITY | Tech & Society

GEORGETOWN UNIVERSITY

Tech & Society
1. Standard Sub-Brand Lock-Up Options

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

GEORGETOWN UNIVERSITY | TECH & SOCIETY

GEORGETOWN UNIVERSITY | TECH & SOCIETY

GEORGETOWN UNIVERSITY || TECH & SOCIETY

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

GEORGETOWN UNIVERSITY | Tech & Society

GEORGETOWN UNIVERSITY | Tech & Society

GEORGETOWN UNIVERSITY | Tech & Society
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:

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

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

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).

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.

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
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.**
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).

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)](https://www.w3.org/WAI/standards-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](http://webaim.org/resources/contrastchecker).

**Georgetown Blue**

![Georgetown Blue palette](image)

**Georgetown Gray**

![Georgetown Gray palette](image)
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

- Georgetown Gray
  - All tints 80% or lower
- Cool Gray 4
  - All tints
- Pantone 7527
  - All tints
- Pantone 306
  - All tints
- Pantone 369
  - All tints
- Pantone 1205
  - All tints

White

- Georgetown Blue
  - Shown at 90% tint
- Georgetown Gray
  - All tints 90% or higher
- Pantone 280
- Pantone 293
- Pantone 199
- Pantone 202
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

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

CATHOLIC RETREAT PROGRAM
Weekends inspired by the life and works of St. Ignatius
- Programs tailored to your needs
- Peer-to-peer reflection and guided discussion
- Opportunities for personal growth
- Retreats conducted at the university

Example of a weekend retreat inspired by St. Ignatius.

"Ignatius of Loyola's spiritual exercises offer a framework for personal growth and spiritual development.

"The Ignatian tradition emphasizes the importance of noticing one's own experiences and emotions.

"In the context of retreat programs, Ignatian principles are applied to help individuals integrate their personal and spiritual insights.
Palette: Subtle

Georgetown Blue  

Pantone 7527

Pantone 369

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

I was presented with an incredible opportunity to recite a few verses from the Holy Qu’ran on Gaston stage alongside several faith leaders before an audience that included the former Vice President of the United States.

Khadija Mohamud  
(F'17)
Palette: Subtle

Georgetown Blue
Georgetown seal reproduced in white at 20% opacity

EXAMPLE

STAFF/AAP
COMMUNITY
FORUM

SAVE THE DATE
Thursday, February 23, 2017
2:00 p.m.
New Research Building Auditorium
More Information to Follow

The Senior Vice President and Chief Operating Officer holds regular community forums for university employees to engage in dialog on current issues affecting the university. There will be opportunities for questions and comments throughout the forum, as University Services department heads will be on-hand to address questions or concerns related to subjects such as human resources, benefits, information technology, public safety, facilities, and auxiliary services.

GEORGETOWN UNIVERSITY
Palette: Subtle

Georgetown Blue

White

Cool Gray 4

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

Jack the Bulldog

The official mascot of Georgetown University

Learn More
Palette: Casual

Georgetown Blue

Pantone 293

White

Pantone 306

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

THE POWER OF teamwork

TOGETHER WE ARE MORE

GEORGETOWN UNIVERSITY
Palette: Casual

Georgetown Blue

White

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

THE GEORGETOWN ENTREPRENEURSHIP INITIATIVE PRESENTS
Leonsis Family Entrepreneurship Prize
BARK TANK
PITCH COMPETITION

January 16, 2018
5–7:30 p.m.
Raftik R. Harari Building
Georgetown University
McDonough School of Business
#BarkTank

GEORGETOWN UNIVERSITY
Palette: Casual

Georgetown Blue

Georgetown seal reproduced in white at 20% opacity

EXAMPLE
Palette: Bold

Georgetown Blue

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

REUNION WEEKEND
GEORGETOWN UNIVERSITY
Palette: Bold

Georgetown Blue
Georgetown Gray
White
Pantone 199

Georgetown seal reproduced in white at 20% opacity

EXAMPLES
Georgetown Blue

White

Palette: Bold

Georgetown seal reproduced in white at 20% opacity

EXAMPLE

Georgetown alumni serve in U.S. Senate & House

On Jan. 3, members of the 115th Congress will be sworn in, and 28 of the 535 will be Georgetown alumni serving in the U.S. Senate and House of Representatives.

PARTY AFFILIATION

Democrats: 18
Republicans: 10

DISTRIBUTION BY STATE

Parties

Georgetown University Visual Identity Guidelines
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.

GEORGETOWN UNIVERSITY
Georgetown College

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.

GEORGETOWN UNIVERSITY
Georgetown College

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.

It is essential to place each unit within the context of 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

GEORGETOWN UNIVERSITY
Georgetown College
African American Studies Program

It is essential to place each department, center, institute or program within the context of 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 viewer’s eye and makes the subject stand out. Be sure to include branding whenever possible (signs, logos).

Examples

![Example 1](image1.jpg)
![Example 2](image2.jpg)
![Example 3](image3.jpg)
![Example 4](image4.jpg)
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.
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.

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/center 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.

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.

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.