



VISUAL IDENTITY GUIDE



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BRAND GUIDELINES

COLOR PALETTE

**MASON GREEN**

PMS 349c

CMYK: 85 3 91 44

RGB: 4 106 56

HEX: 046A38

**MASON GOLD**

PMS 130c

CMYK: 0 32 100 0

RGB: 242 169 0

HEX: F2A900

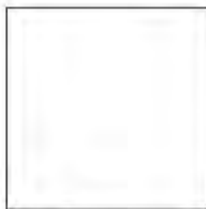
**BLACK**

PMS Process Black C

CMYK: 0 0 0 100

RGB: 33 30 22

HEX: 211E16

**WHITE**

PANTONE 11-0601 TCX Bright White

CMYK: N/A

RGB: 244 249 255

HEX: F4F9FF

COLOR PALETTE GUIDELINES

George Mason University's green (PMS 349c) should stand as the dominant color representing the Patriots athletics program where possible. From the basketball court to website to marketing collateral, George Mason University Athletics should utilize green to set itself apart from the other athletic programs in the area, none of whom have green as their primary color.

The gold (PMS 130c) in the color palette can and should be used as a secondary color, set against a green background. Gold apparel is permissible, but usage of that color with a high amount of black should be avoided. Gold dominant designs with green accents are permissible.

Black (PMS Process Black C) is acceptable for uniforms and apparel, but only with green accents, NEVER GOLD.

REFERENCING ATHLETICS

The athletic department and its programs should only be referred to as George Mason Athletics or Mason Athletics. For example, George Mason Women's Soccer or Mason Women's Soccer in text form. "GMU" should not be used in reference to any part of the athletics brand. For the purposes of visual identity, sport marks have been created that list the sports with "Mason" on top and the name of the sport below.

REFERENCING THE MASCOT

The George Mason mascot should always be referred to as the Patriots. We are the George Mason Patriots. We should never be referred to as the Pats or Lady Patriots (when referencing women's teams).



VISUAL IDENTITY GUIDE FAMILY OF MARKS

PRIMARY

Club officers should contact their club sport administrator if they need a copy of their club logo



MASCOT

Use of logos in middle row MUST be preapproved in writing by NCAA Athletics



Approvals should be requested through your club sport administrator. Clubs should NOT contact Athletics directly.

PRIMARY WORD MARK

GEORGE MASON

SECONDARY WORD MARK

MASON

ARCHED WORDMARK

MASON

SCRIPT WORDMARK

Patriots

*When incorporating a university licensed logo, all designs must be approved through your club sport administrator. When utilizing a logo on apparel, the logo be prominent and should not have any artwork, or text that detracts from the university brand.

INTERLOCKING GM (TRADEMARKED)



INTERLOCKING GM *



* Baseball use only

TERTIARY





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PRIMARY LOGO

CLUBS MAY NOT USE "PATRIOTS" IN THE LOGO BAR, THEY MUST ALWAYS REFER TO THEIR TEAM AS A CLUB. I.E "CLUB SOCCER, CLUB BASEBALL ETC."



GUIDELINES FOR USE

- To avoid readability issues with small text, primary logo should never be used smaller than 2-inches. When usage requires a mark to be smaller than 2-inches, an alternate mark should be chosen.
- When screenprinting on gold, marks GMP-3 and GMP-8 can have a white stroke added for separation from the background. When screenprinting on green, mark GMP-12 can have a white stroke added as well.
- No versions of the mark beyond what are illustrated here should be utilized.
- Black/white version of the mark should be used sparingly and ONLY against a white background when color options are not available.



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MASCOT LOGO

NOTE: WRITTEN PERMISSION MUST BE GIVEN BY INTERCOLLEGIATE ATHLETICS TO UTILIZE THIS LOGO ON APPAREL

GMM-1 | FULL COLOR



GMM-2 | FULL COLOR



GMM-3 | FULL COLOR



GMM-4 | FULL COLOR



GMM-5 | FULL COLOR



GUIDELINES FOR USE

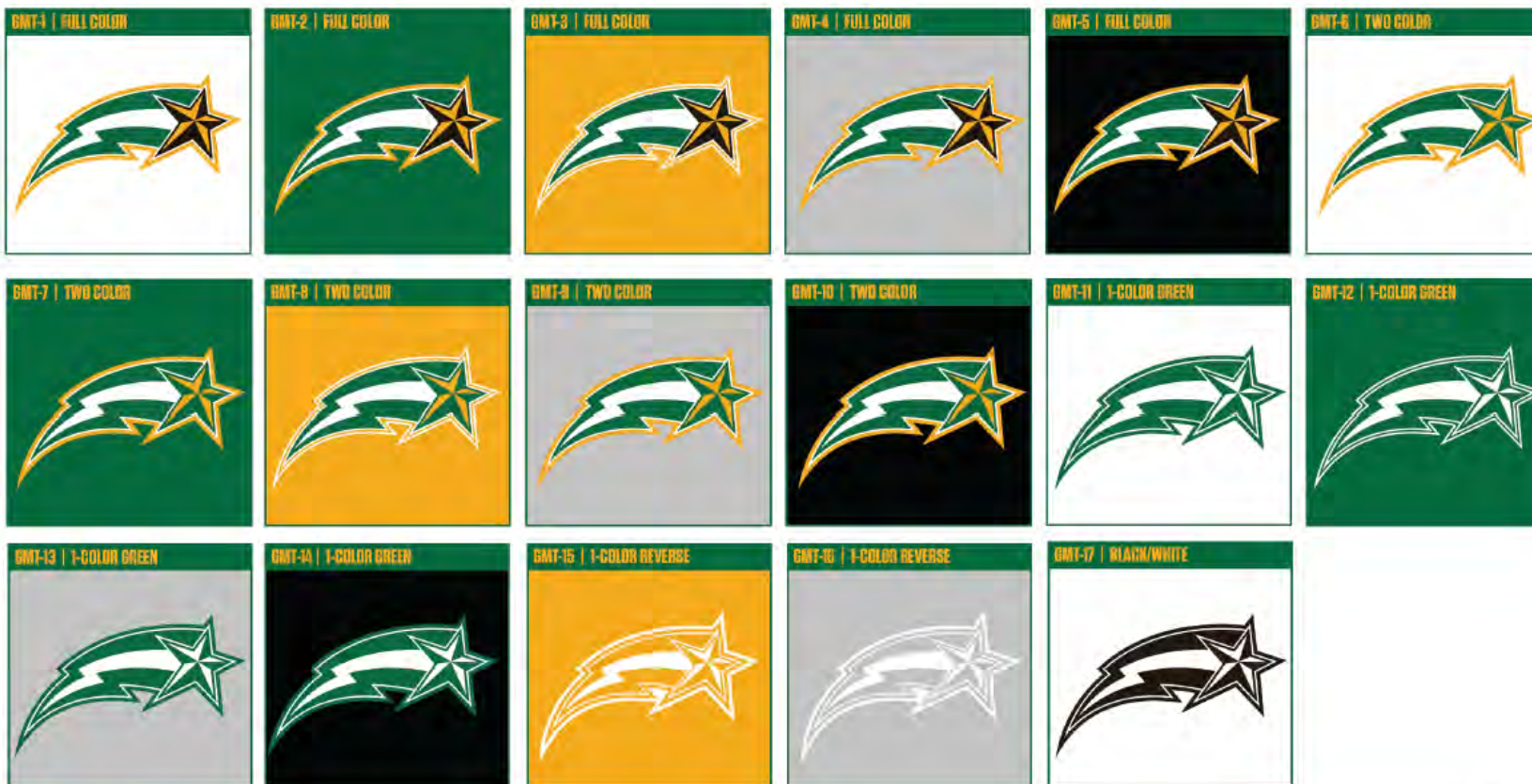
- In order to use the mascot mark on any apparel, permission must be granted by the Department of Athletics.
- When screenprinting on black, mark GMM-5 can have a white stroke added for separation from the background.
- No versions of the mark beyond what are illustrated here should be utilized.



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TERTIARY LOGO

NOTE: WRITTEN PERMISSION MUST BE GIVEN BY INTERCOLLEGIATE ATHLETICS TO UTILIZE THIS LOGO ON APPAREL



GUIDELINES FOR USE

- The tertiary logo (referred to as "starbolt") is only to be used for small embroidery or screenprinted applications as an accent. It is not permitted to be used as a stand-alone mark for athletics.
- When screenprinting on gold, marks GMT-3 and GMT-8 can have a white stroke added for separation from the background. When screenprinting on green, mark GMT-12 can have a white stroke added as well.
- No versions of the mark beyond what are illustrated here should be utilized.
- Black/white version of the mark should be used sparingly and ONLY against a white background when color options are not available.



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INTERLOCKING GM (TRADEMARK)

NOTE: WRITTEN PERMISSION MUST BE GIVEN BY INTERCOLLEGIATE ATHLETICS TO UTILIZE THIS LOGO ON APPAREL

GMI-1 | FULL COLOR



GMI-2 | FULL COLOR



GMI-3 | FULL COLOR



GMI-4 | FULL COLOR



GMI-5 | FULL COLOR



GMI-6 | FULL COLOR ALT



GMI-7 | FULL COLOR ALT



GMI-8 | FULL COLOR ALT



GMI-9 | FULL COLOR ALT



GMI-10 | FULL COLOR ALT



GMI-11 | 1-COLOR GREEN



GMI-12 | 1-COLOR GREEN



GMI-13 | 1-COLOR GREEN



GMI-14 | 1-COLOR GREEN



GMI-15 | 1-COLOR REVERSE



GMI-16 | 1-COLOR REVERSE



GMI-17 | 1-COLOR REVERSE



GMI-18 | 1-COLOR REVERSE



GMI-19 | BLACK/WHITE



GUIDELINES FOR USE

- To avoid readability issues with small text, secondary logo should never be used smaller than 2-inches. When usage requires a mark to be smaller than 2-inches, an alternate mark should be chosen.
- When screenprinting on gold, marks GMI-2 and GMI-8 can have a white stroke added for separation from the background.
- No versions of the mark beyond what are illustrated here should be utilized.
- Black/white version of the mark should be used sparingly and ONLY against a white background when color options are not available.



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WORDMARKS

GMWb-1 | 2-COLOR

GEORGE MASON

GMWb-2 | 2-COLOR

GEORGE MASON

GMWb-3 | 2-COLOR

GEORGE MASON

GMWb-4 | 2-COLOR

GEORGE MASON

GMWb-5 | 2-COLOR

GEORGE MASON

GMWb-6 | 2-COLOR

GEORGE MASON

GMWb-7 | 1-COLOR

GEORGE MASON

GMWb-8 | 1-COLOR

GEORGE MASON

GMWb-9 | 1-COLOR

GEORGE MASON

GMWb-10 | 1-COLOR

GEORGE MASON

GMWb-11 | 1-COLOR

GEORGE MASON

GMWb-12 | 1-COLOR

GEORGE MASON

GMWb-13 | BLACK

GEORGE MASON

GUIDELINES FOR USE

- DO NOT use the full wordmark at sizes smaller than 1-inch in height.
- Black version of mark should be used sparingly and ONLY against a white background when color options are not available.
- No versions of the mark beyond what are illustrated here should be utilized.

GMWb-1 | 2-COLOR

MASON

GMWb-2 | 2-COLOR

MASON

GMWb-3 | 2-COLOR

MASON

GMWb-4 | 2-COLOR

MASON

GMWb-5 | 2-COLOR

MASON

GMWb-6 | 2-COLOR

MASON

GMWb-7 | 1-COLOR

MASON

GMWb-8 | 1-COLOR

MASON

GMWb-9 | 1-COLOR

MASON

GMWb-10 | 1-COLOR

MASON

GMWb-11 | 1-COLOR

MASON

GMWb-12 | 1-COLOR

MASON

GMWb-13 | BLACK

MASON

GUIDELINES FOR USE

- DO NOT use the full wordmark at sizes smaller than 1-inch in height.
- Black version of mark should be used sparingly and ONLY against a white background when color options are not available.
- No versions of the mark beyond what are illustrated here should be utilized.



VISUAL IDENTITY GUIDE

WORDMARKS

WMAM-1 | 2-COLOR

MASON

WMAM-2 | 2-COLOR

MASON

WMAM-3 | 2-COLOR

MASON

WMAM-4 | 2-COLOR

MASON

WMAM-5 | 2-COLOR

MASON

WMAM-6 | 2-COLOR

MASON

WMAM-7 | 1-COLOR

MASON

WMAM-8 | 1-COLOR

MASON

WMAM-9 | 1-COLOR

MASON

WMAM-10 | 1-COLOR

MASON

WMAM-11 | 1-COLOR

MASON

WMAM-12 | 1-COLOR

MASON

WMAM-13 | BLACK

MASON

GUIDELINES FOR USE

- DO NOT use the arched wordmark at sizes smaller than 1-inch in height.
- Black version of mark should be used sparingly and ONLY against a white background when color options are not available.
- No versions of the mark beyond what are illustrated here should be utilized.

WMPS-1 | 3-COLOR

Patriots

WMPS-2 | 1-COLOR

Patriots

GUIDELINES FOR USE

- DO NOT use the script wordmark at sizes smaller than 1-inch in height.
- Script version may only be used on white (home) jerseys.
- No versions of the mark beyond what are illustrated here should be utilized.



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UNIFORM OPTIONS

GMU-1 | WHITE

MASON

GMU-2 | GRAY

MASON

GMU-3 | GREEN

MASON

GMU-4 | GREEN

MASON

GMU-5 | GOLD

MASON

GMU-6 | BLACK

MASON

GMU-7 | WHITE

MASON

GMU-8 | GRAY

MASON

GMU-9 | GREEN

MASON

GMU-10 | GREEN

MASON

GMU-11 | GOLD

MASON

GMU-12 | BLACK

MASON

GMU-13 | WHITE

Patriots

GMN-1 | WHITE

A **1 2 3 4 5 6 7 8 9 0**
B **1 2 3 4 5 6 7 8 9 0**

GMN-2 | GRAY

A **1 2 3 4 5 6 7 8 9 0**
B **1 2 3 4 5 6 7 8 9 0**

GMN-3 | GREEN

A **1 2 3 4 5 6 7 8 9 0**
B **1 2 3 4 5 6 7 8 9 0**
C **1 2 3 4 5 6 7 8 9 0**
D **1 2 3 4 5 6 7 8 9 0**

GMN-4 | GOLD

A **1 2 3 4 5 6 7 8 9 0**
B **1 2 3 4 5 6 7 8 9 0**

GMN-5 | BLACK

A **1 2 3 4 5 6 7 8 9 0**
B **1 2 3 4 5 6 7 8 9 0**

HEADGEAR, ACCEPTABLE USAGE

- A. Club logos with the team branding bar is required. "Patriots" may not be used by Recreation or Club teams.
- B. The interlocking GM may be used for Club Baseball and Club Softball hats or visors only.





VISUAL IDENTITY GUIDE UNACCEPTABLE USAGE



- Logo is stretched relative to its height



- Font changed in unit/sport ID



- Mason logo font changed



- Colors changed



SPORTS MEDICINE

- Unit/sport ID improperly displayed



- Incorrect font



- Use of GMU is not permitted



- Incorrect font

SPECIAL REQUESTS

Special requests may be made for competition apparel and only if it is common among your sport. Approval is not guaranteed, but a request can be submitted for review. You will need to provide reasoning for deviating from the style guide. Requests should be submitted to your Club Sports Administrator.

Ski & Snowboard Club

- Competition Jacket – logo was requested to be used on the back of the jacket to help identify racers on the mountain.



CLC LICENSING

[Link for More Information](#)

All vendors creating and/or selling apparel using Georg Mason University trademarks MUST be a licensed vendor through the Collegiate Licensing Company (CLC).

- **Internal License**

- Allows a company to produce product bearing the trademarks of collegiate institutions for university departments and related entities **for internal consumption only. Cannot provide product at retail or direct to consumer.** Additional requirements include:
 - \$250 non-refundable application fee
 - Exempt from royalties on products for internal use (i.e., giveaways)
 - Must report royalties on products resold for profit (i.e., fundraising)
 - Must affiliate with the [Fair Labor Association \(FLA\)](#)
 - Must submit all orders/designs directly to Mason for approval via Brand Manager 360, including the following information (or your submission could be disapproved): customer name, e-mail, phone, quantity, organization, and giveaway or resale for profit (i.e., fundraising)

- **Retail License**

- Allows a company to produce product bearing the trademarks of unlimited collegiate institutions for sale in **designated retail channels, direct to consumer, and university departments and related entities.**

Apparel designs should be sent to masoncs@gmu.edu for preapproval.