

George Mason University

Brand Cheat Sheet

(Updated April 2024)

George Mason University brand guidelines are available at [BRAND.GMU.EDU](https://brand.gmu.edu). Have a brand question? Contact the Office of University Branding at creative@gmu.edu.

BRAND PILLARS

Our brand pillars are a collection of characteristics, beliefs, and values that help define who we are, who we strive to be, the experience we offer, and how we are different from other schools. Refer back to the brand pillars often in your writing. George Mason's brand pillars are **Diversity, Inclusivity, Grit, and Audacity**.



GRAPHIC ELEMENTS

- Allow elements to float and bleed off the edge of the design, similar to a watermark.
- Rotate and resize graphic elements to add interest and variety in designs.
- Mix and match pathway and geometric graphic elements.



PRIMARY LOGO

- All materials utilizing a George Mason trademark (i.e. "George Mason", "GMU", "Mason" etc.) must also include an approved George Mason logo.
- Use the logo in a way that makes it clearly visible and stand out.
- Maintain a clear space around the logo equal to the width of the interlocking GM. Text and other logos must not encroach upon this minimum distance.
- Do not rotate or crop the logo.
- The GM monogram is not a replacement for the George Mason primary logo and may not be used alone on materials.
- Use the full color (three color) version of the logo where possible.
- Never use one-color white or black logo, or use the one-color gold logo on black or white backgrounds.

TOP FIVE EDITORIAL STYLE TIPS

- Use George Mason University on the first reference and George Mason for all subsequent references.
- Capitalize a job title only if the title immediately precedes the name AND there is no descriptor in front of the title (Professor Susan Trencher, anthropology professor Susan Trencher).
- Capitalize college, school, unit, or department only if part of the full proper name of the entity (College of Public Health). Otherwise, lowercase (The college is known for its different approach).
- Do not use Dr. for any individual other than someone who has an MD. Do not include PhD after an individual's name. See guide for more.
- When referring to George Mason alumni, on first reference use [Name], [Degree] [Major] '[Year] (Elizabeth Eshelman, MFA Creative Writing '09).

Refer to the Editorial Style Guide for more.



PHOTOGRAPHY

- Use fewer, larger images for maximum impact.
- Use active shots that show the surrounding environment.
- Use full-color photography, without filters or special effects.



George Mason Green

#005239
RGB: 0, 82, 57
CMYK: 83, 19, 73, 58
Pantone: 357c



George Mason Gold

#FFC733
RGB: 255, 199, 51
CMYK: 0, 23, 91, 0
Pantone: 123c



Logo Black

#333333
RGB: 51, 51, 51
CMYK: 65, 61, 64, 54
Pantone: Black 7c

FONTS

Web and Digital Fonts

- Figtree (Headlines only)
- Open Sans
- Noto Serif

Print Fonts

- Acumin Pro
- Kandal

Microsoft Office

- Franklin Gothic
- Cambria

Canva

Users with Pro and Education accounts can add custom brand fonts. Otherwise, substitute with these fonts.

- Poppins
- Noto Serif