



Dear Club Leaders,

In June, the Georgetown University Alumni Association proudly [announced the launch](#) of our new logo!

To convey the uniqueness of GUAA yet still exemplify the values at the core of Georgetown's identity, the Board of Governors chose a logo which encompasses a portion of the Georgetown seal displaying the Latin phrase *Utraque Unum*, which means, "both are one." Parts of the seal's olive branch are also visible at the top left edge, which signify peace.

We have created [customized club logos for your use](#), using the new GUAA logo. Feel free to [download the logos](#), update your materials, and play an active part in transforming GUAA's visual identity.

Here are a few ways you can use your new club logos:

- **GU Club Social Media Accounts:** We encourage you to update your Facebook and Twitter profile photos with your new logo. See our [Alumni Career Services](#) and [Club Leaders](#) Facebook pages as an examples.
- **Printed Materials/Collateral:** Your new logo can be used on all printed and branded materials. This includes everything from paper handouts to branded club t-shirts.
- **GU Email Signatures:** If you have an email account you use for club work, update your signature to include the horizontal logo.
- **Event Invitations/Signage:** At your next event, include your new logo on the invite or signage.

We have also developed [Visual Identity Style Guidelines](#) to be used as the foundation for consistent application of the GUAA brand.

Need help formatting your new logo or have questions on how to use it? We are here to help! Please email quaa@georgetown.edu and we will work with you to ensure that you are able to use your club logo for all your branding needs.

Thank you for your continued support and dedication to GUAA!

Hoya Saxa,

Curtis J. Romig (C'94)
Chair, Alumni Clubs Committee

Stu Pollard (B'89)
Chair, Communications & Technology Committee

Welcome to the Neighborhood

Join your local alumni club as they celebrate Welcome to the Neighborhood this year on September 15! Whether you are a new member of the Georgetown alumni community or a seasoned alum, you are invited to join in welcoming all Hoyas who are new to your neighborhood.

[To register, please visit our website.](#)

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