Georgetown University Alumni Association’s visual identity looks to the past for inspiration but must remain relevant for the 21st century and be responsive to the varied needs of all those responsible for the association’s outreach and communications.

These guidelines cover the foundational elements of Georgetown University Alumni Association’s visual identity. They are intended to provide a common reference for all Georgetown University Alumni Association programs while accommodating each unit’s need to express its individual identity. Core rules governing usage of the seal, font and primary colors are presented.
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Logo Guidelines

The official Georgetown University Alumni Association logo has two components: the cropped Georgetown University seal and the association's name.

The Georgetown University Alumni Association logo is the root of the association's identity. Using the logo in a consistent manner is essential for visual coherence and maintaining the strength of the Georgetown University Alumni Association 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 Alumni Association.

The logo may only be used for official Georgetown University Alumni Association communications.

The logo may not be modified.

The logo should be used in its entirety whenever possible.

The correct logo colors are Georgetown Blue and black (see page 4).

The logo may be used as a knockout (reversed out of a dark color background, see page 4).
The original emblem dates back to the 18th century.

The Georgetown University Alumni Association’s logo is a modification of Georgetown’s logo, using a portion of the seal encompassed by a circle. 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. In 1977, the Reverend Timothy S. Healy, S.J., instituted the seal as the official Georgetown University logo. More information on the seal’s history can be found at http://traditions.georgetown.edu/seal.

**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.

**Stars**  
The stars represent the 16 states of the union when the seal was created.
Logo Clearance 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” or 126 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 126 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).

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 University Alumni Association 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.

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

DO NOT place the gold logo on a colored background.
Incorrect Logo Uses

The Georgetown University Alumni Association logo must not be modified in any way.

Using the logo in a consistent manner ensures the strength of the Georgetown University Alumni Association brand.

- DO NOT add a drop shadow to any portion of the logo.
- DO NOT embellish or underline any part of the logo.
- 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 place any part of the logo in a box.
Due to its formality and intricacy, the Georgetown University Alumni Association 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.**

The acceptable logotype colors are Georgetown Blue and black (see page 14).

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 stacked logotype is 0.95" or 68 pixels wide on screen.
Incorrect Logotype Uses

The Georgetown University Alumni Association stacked logotype must not be modified in any way.

The font used for the university’s name is Adobe Caslon semi-bold and swash in all caps (see page 12).

The font used for the association’s name is Adobe Caslon (see page 12).

DO NOT make smaller than 0.95” wide or 68 pixels wide

DO NOT increase leading between lines

DO NOT combine the logo with any department, school or 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
Primary Typography Guidelines

Adobe Caslon is the official typeface for Georgetown University.

Adobe Caslon GTU Oldstyle Figures 01234567890
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 is the official font of Georgetown University and the Georgetown University Alumni Association. Italic and swash versions of Caslon are utilized in the Georgetown University Alumni Association logo.

Adobe Caslon for Print
Adobe Caslon GTU is the default font for body copy. Italic, bold, semibold, small caps, ornaments and swash faces are also available. For secondary print fonts, see page 13.

Adobe Caslon for Online
Adobe Caslon or an acceptable alternative should be used for online headlines only. For online body copy use Helvetica or an alternative sans-serif, see page 13.

Purchasing Adobe Caslon
The font family is available to Georgetown University employees. To request the font package, please e-mail visualidentity@georgetown.edu.

Alternatives to Adobe Caslon
Adobe Caslon is the preferred typeface. However, if you do not have access to Adobe Caslon, Times or Georgia are acceptable alternatives.
Secondary Typography Guidelines

Helvetica Neue may be used with Adobe Caslon to add more visual interest.

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Helvetica Neue Light

Helvetica Neue Regular

Helvetica Neue Bold

Helvetica Neue Italic

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Secondary fonts should be used less often than the primary typeface and should never substitute for it.

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Helvetica Neue for Print

Helvetica Neue should not substitute Adobe Caslon as the dominant typeface.

Helvetica Neue for Online

Helvetica Neue should be used for body copy online.

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Purchasing Helvetica Neue

You may purchase the typeface family directly at http://www.myfonts.com/fonts/linotype/neue-helvetica/

Alternatives to Helvetica Neue

Helvetica Neue is the preferred secondary typeface. However, if you do not have access to Helvetica Neue, Helvetica or Arial are acceptable alternatives.
The Georgetown University Alumni Association has two official colors, known as Georgetown Blue and Georgetown Gray.

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 which provides a quick means of identification for our university and the Georgetown University Alumni Association. Georgetown maintains an impressive amount of “brand equity” in our recognizable color scheme. Consistent use of these colors will provide a common link between the Georgetown University Alumni Association and its many units and centers.

The prominent use of other color schemes may dilute our brand or confuse us with other institutions. Please see the following pages which outline recommendations for highlight and accent colors from the recommended secondary palette.

Guidelines

The official colors must be used for all components of the Georgetown University Alumni Association 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.

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 University Alumni Association logo.
Digital Communications Guidelines

All of the standards set in this publication apply to use on digital media (websites, social media, email communications, etc.), with certain alterations to colors and typography.

Guidelines

The versatility of the logomark or logotype will allow for inclusion on screen.

Do not add a drop shadow, bevel, animation, or any other Web technique to the logomark. This ensures the visual identity's integrity as the signature of the Georgetown University Alumni Association. Its strength lies in its consistent use.
Digital Communications Guidelines

Color
The color used for the visual identity has the Web equivalent of #002147 (Georgetown Blue).

Typography
The primary typeface used in the visual identity is Adobe Caslon. The online alternative is Times or Georgia. The secondary typeface used is Helvetica Neue. The online alternative is Arial or an equivalent sans-serif.

Spacing
When using the visual identity on the Web, an adequate amount of space around it (or padding) must be present, and it should equal the size of the N in “Georgetown” all the way around.
Pre-existing Regional Club and Alliance Logo Guidelines

The sample below shows how the pairing is used with pre-existing Regional Club and Alliance logos.

These guidelines only apply to regional clubs/alliances that have pre-existing logos (i.e. clubs with pre-existing visual identities will be grandfathered in). It is essential to place each regional club logo within the context of the larger association. The pairing above is an example of how the regional clubs of the Alumni Association are combined with the official association logo. The regional club logo must fall to the right of “Georgetown University Alumni Association” to place the greatest emphasis on our core Georgetown University Alumni Association identity.

Guidelines

The association name and the seal must always be the same color with the regional club logo placed to the right.

The pairing colors are Georgetown Blue, Georgetown Gray or black (see page 4).

The pairing may be used as a knockout (reversed out of a dark color background, see page 4).

The minimum width of the regional club/alliance pairing is 2 inches or 144 pixels wide on screen, measured by the width of the text “Georgetown University.”
Newly Created Regional Club and Alliance Logo Guidelines

The sample below shows how the pairing is used with newly created regional clubs and alliances.

Georgetown Club of Georgia

Regional clubs and alliances chartered by the GUAA after January 1, 2016 will adopt the GUAA logo as their logo, with the name of club/alliance noted below or next to the logomark/logotype. It is essential to place each regional club or alliance name within the context of the larger association. The pairing above is an example of how the regional clubs/alliances of the Alumni Association are combined with the official association logo. The regional club/alliance name must fall to the right of “Georgetown University Alumni Association” to place the greatest emphasis on our core Georgetown University Alumni Association identity.

Guidelines

The association name and the seal must always be the same color with the regional club/alliance name placed to the right.

The pairing colors are Georgetown Blue, Georgetown Gray or black (see page 4).

The pairing may be used as a knockout (reversed out of a dark color background, see page 4).

The minimum width of the regional club/alliance pairing is 2 inches or 144 pixels wide on screen, measured by the width of the text “Georgetown University.”
Class Name Logo Pairing Guidelines

The sample below shows how the pairing is used with classes.

It is essential to place each class name within the context of the larger association. The pairing above is an example of how the class name within the Alumni Association is combined with the official association logo. The class name must fall to the right of “Georgetown University Alumni Association” to place the greatest emphasis on our core Georgetown University Alumni Association identity.

Guidelines

- The class name, the association name and the seal must always be the same color.
- The pairing colors are Georgetown Blue, Georgetown Gray or black (see page 4).
- The pairing may be used as a knockout (reversed out of a dark color background, see page 4).
- The minimum width of the class name pairing is 2 inches or 144 pixels wide on screen, measured by the width of the text “Georgetown University.”
Promotional Items Guidelines

All of the standards set in this publication apply to use on promotional items (shirts, mugs, keychains, etc.),

The Georgetown University Alumni Association logo or logotype may be used on promotional items such as shirts, coffee mugs, keychains, hats, pens, etc. To maintain consistency in how the Georgetown University Alumni Association brand is expressed on promotional items, it is important to adhere to the guidelines set forth in this publication (i.e. clear space, typography, color, etc.).

Guidelines

To apply a logo/logotype to most any type of apparel, vendors typically use screen printing or embroidery. The preferred size for the embroidered logo is 3 inches wide, but may vary depending on available space.

The minimum width of the logo/logotype on promotional items is 2 inches, measured by the width of the text “Georgetown University.”

The Georgetown University Alumni Association logo/logotype cannot be applied to a fabric or background that has a visual/color pattern (stripes, boxes, polka dots, plaid, camouflage, etc.). If a background pattern detracts from the logo/logotype or affects its readability, then it should not be used.

For light-colored, neutral items, (e.g., gray) the full-color logo/logotype is preferred. For bright-colored items, the white logo/logotype or black logo/logotype must be used. For dark-colored items (e.g., dark blue), the white logo/logotype must be used. For black items, the white logo/logotype or the color logo/logotype with white text must be used.