In recent years, recognition of George Mason University has increased dramatically, and its reputation is stronger than it has ever been, locally, nationally, and globally. Everywhere I go, I hear enthusiastic comments about our faculty, our students, and the quality of our facilities.

We want to do everything we can to reinforce that positive image and educate those who have yet to learn about our outstanding institution. But our world is a complicated place, with many competing voices demanding attention. For this reason, it is critical to promote and reinforce a consistent, unified image of George Mason whenever we have the opportunity.

The university’s visual identity—the combination of logo, colors, and typefaces that constitutes our look—plays a vital role in creating that image. The Visual Identity Guide spells out the correct way to create a distinctive George Mason look for our publications, advertisements, web sites, and merchandising material.

By ensuring that we use the elements of George Mason’s visual identity consistently in all the ways we communicate with our various constituencies, we will build and reinforce a clear sense of the institution as a whole, as well as its different elements. Together, we will create an image that is greater than the sum of its parts.

The Visual Identity Guide contains all the approved symbols that may be used to represent the university. No others are acceptable. Please consult the guide whenever you are creating any item that represents the university or one of its schools, colleges, or departments. If you have any questions, call Creative Services at 703-993-8810.

Thank you for your commitment to making George Mason the extraordinary place it is. By adhering to one visual identity, we will strengthen both our reputation and the external recognition of our strengths.

Sincerely,

Alan G. Merten
President
The Visual Identity Guide was produced by Creative Services, a division of University Relations. For more information, please call 703-993-8810 or visit ur.gmu.edu. This guide is effective as of July 2004 and supercedes all previous visual standards. “George Mason University,” “GMU,” and the marks illustrated in this guide are all registered marks of George Mason University, and may not be used without written permission of the university.
### TABLE OF CONTENTS

- What Is a Visual Identity?, 1
- Creating George Mason’s New Identity, 1
- Producing Printed Materials and Web Sites, 2
  - In-house Design and Production Services, 2
  - Printed Materials, 2
  - Web Sites, 2
- Creative Services Contact Information, 2
- Publication Approval and Purchasing Guidelines, 2
- George Mason University’s Visual Identity, 3
  - The Logo, 3
  - Logo with Unit Name, 3
  - Noninterference Zone, 4
  - Backgrounds, 5
  - Color, 5
    - Color of Logo with Unit Name, 6
- How to Obtain the Logo, 6
- Recommended Fonts, 6
- The University Seal, 8
- The Athletics Logo, 8
- Stationery and Business Cards, 9
  - Letterhead and Envelopes, 9
  - Business Cards, 9
- Electronic Document Templates, 10
- Using the Logo on Fabric, 10
- Web Development, 11
  - ADA Accessibility, 11
  - Skip Navigation, 11
  - Location and Size of the Logo, 11
  - Use of Color, 12
  - Logo with Unit Name, 12
  - Recommended Web Fonts, 12
  - Backgrounds, 12
    - Noninterference Zone, 12
- Editorial Standards, 13
- Frequently Asked Questions, 15
WHAT IS A VISUAL IDENTITY?

From Google to the Smithsonian Institution, most organizations use a consistent visual image to build name recognition and reinforce their image in the eyes of the public. Universities are no different.

The visual identity both distinguishes George Mason from other universities and helps create a distinctive image for the school. A strong institutional image, created by the consistent use of the visual identity by all entities at George Mason, benefits both the institution as a whole and the individual departments and offices. It helps develop name recognition, gives institutional credibility to individual departments and programs, and creates an image of the whole that is greater than the sum of its parts.

George Mason’s visual identity is made up of the logo, the university colors, and distinct typefaces. Consistent use of the identity will not limit the creativity of designs, as you will see if you visit our online portfolio at logo.gmu.edu.

CREATING GEORGE MASON’S NEW IDENTITY

Officially launched in 2004, the new visual identity reflects the dynamic institution that George Mason has become.

The logo captures the distinctive dual nature of George Mason: a university committed to the kind of educational excellence found at the best traditional universities within an extraordinary culture of innovation and diversity. The designers who developed the visual identity selected patriot and inventive statesman, George Mason, as the best embodiment of that dual nature. Mason, the man, was strongly committed to traditional values; at the same time, he was a revolutionary and author of one of the most innovative documents ever written—the Virginia Declaration of Rights.

The quill pen, which also appears on the university seal, was stylized in the word “Mason” and symbolizes George Mason’s spirit. In the logo, the quill is transformed into something contemporary, giving a sense of movement and energy that truly represents the university. In addition, the combination of typefaces used in the university’s name suggests the diversity of the university’s campuses.
PRODUCING PRINTED MATERIALS AND WEB SITES

In-house Design and Production Services
The professional staff in University Relations will assist you with your project needs, no matter how large or small. The staff’s broad knowledge of the university and expertise in all types of communications provide you the best option for getting your job done. Our staff also can obtain the best-priced and highest-quality printing services through competitive bidding and advise you on U.S. Postal Service mailing regulations.

Creative Services, a division of University Relations, ensures that all university publications and other media, such as advertising, displays, banners, and web sites, meet the university’s visual standards and editorial style by either producing the work internally or approving the work you create before it is produced. If you are not using Creative Services, please give a copy of this manual to your web or graphics designer and printer to ensure your project follows these guidelines.

Printed Materials
The publications-producing division of Creative Services provides top-quality professional writing, editing, and design services at rates that are generally more than 50 percent less than those of nonuniversity service providers. In addition, staff members, unlike outside service providers, are knowledgeable about the university.

All university-wide publications, such as admissions materials and the University Catalog, are developed and produced by Creative Services. The office also helps departments write, edit, and design materials for student recruitment at no cost. While Creative Services is not budgeted to produce projects for purposes other than student recruitment, the staff can help write, edit, and design projects for a low hourly fee. The staff can help with any aspect of a job or produce a job from start to finish.

Printing is always paid for by the sponsoring department; however, Creative Services has relationships with reputable printers and will competitively bid to those printers to make sure you get the best price and quality of work possible.

Web Sites
Electronic Publications, the web site-producing division of Creative Services, is responsible for the development and design of many university web sites, including George Mason’s home page, the University Catalog site, and the Daily Gazette. The Electronic Publications staff can provide professional, low-cost web design for university web pages or advise you on how to use the new logo on web sites you are creating. See page 11 for more information on web pages.

Creative Services Contact Information
Phone: 703-993-8810
Web sites: ur.gmu.edu (for general information on services)
           logo.gmu.edu (for downloadable logos and other resources)

Publication Approval and Purchasing Guidelines
According to university administrative policies, Creative Services must review and approve all graphic design work not originated in Creative Services. Creative Services must sign all requisitions for printing before a project is finalized, including the printing of any publication, large-format or table-top display, or marketing giveaways such as pens, cups, and T-shirts.
GEORGE MASON UNIVERSITY’S VISUAL IDENTITY

George Mason’s visual identity includes a logo, specific colors, and distinct typefaces.

The Logo (Primary and Secondary)

Two versions of the logo—a primary version and a secondary version—will be used to identify the university on all communications. The primary logo should be used prominently on the front of all publications and other media such as displays, advertising, and web sites. The secondary logo is reserved for publications targeting current students and internal audiences and more informal items and merchandise such as pens, T-shirts, and coffee mugs. If you are unsure of which logo to use, please call Creative Services for guidance at 703-993-8810. Logos are scaleable but should never be be reproduced smaller than 0.625” (3p9) in width for the primary logo or 0.5” (3p) in width for the secondary logo. Do not recreate the logo. Visit logo.gmu.edu to download the original artwork.

Logo with Unit Name

To maintain the visual identity, the university’s logo should be the only logo on the cover of a publication or web site home page. Unit signatures, or names, have been developed to identify units, such as schools, colleges, or administrative offices. A unit signature combines the university logo, a line, and the unit name in a font called TheSans SemiBold (a Lucas font). Call Creative Services, 703-993-8810, for an electronic version (jpeg, tiff, or eps) of your unit signature. The graphics below show the spatial requirements for setting a unit name.
**Noninterference Zone**

When the logo is accompanied by additional text or other graphics, a noninterference zone must be maintained around the logo. As a rule, a minimum distance—equal to the cap height of the letter N in MASON—should be maintained around the logo. Copy, images, or graphic elements must not encroach upon this minimum distance.

**Correct:** Text is outside the noninterference zone.

**Incorrect:** Text is too close to the logo.

**Correct:** Text is outside the noninterference zone.

**Incorrect:** Do not place text, images, or graphic elements inside the noninterference zone.

For more information, visit www.gmu.edu.
Backgrounds
Whenever possible, the logo should appear on a white background or at least against a background that will provide sufficient contrast and readability. The logo can be reversed out of a solid background but cannot be reversed out of a busy image. The logo should not be placed on a heavily patterned background. On dark backgrounds, the logo may be reversed out into white. When printing on dark-colored paper, ensure that there is sufficient contrast between the logo and paper and use the one-color version of the logo.

Correct: Noninterference zone applied against patterned background.

Correct: Two-color logo used against a light solid background.

Correct: Reversed logo used against a dark solid background.

Incorrect: Never place the logo directly against a patterned background.

Incorrect: Poor contrast at top of the quill pen. The one-color logo should be used in this case.

Incorrect: Do not place logo on background with insufficient contrast.

Color
The use of color on the logos is restricted to the following options:
- Two colors (Mason green and Mason gold)
- One color (black, white, or Mason green)

The logo should not be reproduced in Mason gold.

<table>
<thead>
<tr>
<th>Format</th>
<th>Mason Green</th>
<th>Mason Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone Colors</td>
<td>PMS 349</td>
<td>PMS 116</td>
</tr>
<tr>
<td>Four-color Process</td>
<td>C=100 M=0 Y=83 K=47</td>
<td>C=0 M=27 Y=100 K=0</td>
</tr>
<tr>
<td>PowerPoint/Microsoft</td>
<td>R=30 G=98 B=56</td>
<td>R=226 G=168 B=43</td>
</tr>
<tr>
<td>Applications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web-safe Hexadecimal Value</td>
<td>006633</td>
<td>FFCC33</td>
</tr>
</tbody>
</table>
General Information

Color of Logo with Unit Name

Logos with unit names can be shown in three ways:

- Three colors (Mason green, Mason gold, and black)
- Two colors (Mason green and Mason gold)
- One color (black, white, or Mason green)

HOW TO OBTAIN THE LOGO

You can download high- and low-resolution electronic versions of the logo at logo.gmu.edu. Most people do not have the font TheSans SemiBold and will need to call Creative Services at 703-993-8810 to have the logo set with your unit name. Logos will be distributed electronically in the color combination and file format you request. File formats for Mac and PC include jpeg, tiff, or eps.

RECOMMENDED FONTS

The following typefaces complement the logo and are recommended for use on all printed materials. Condensed and variable weight versions of approved type families are allowed.

Times New Roman should be used with the letterhead when typing correspondence.

Serif Fonts

PRIMARY SERIF TYPEFACES

Adobe Garamond Roman
Adobe Garamond Italic
Adobe Garamond Bold
Adobe Garamond Bold Italic
Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

SECONDARY SERIF TYPEFACES

Bembo Roman
Bembo Italic
Bembo Bold
Bembo Bold Italic
Cochin Roman
Cochin Italic
Cochin Garamond Bold
Cochin Garamond Bold Italic
Adobe Caslon Roman
Adobe Caslon Italic
Adobe Caslon Bold
Adobe Caslon Bold Italic
Berling Roman
Berling Italic
Berling Bold
Berling Bold Italic
Sans Serif Fonts
PRIMARY SANS SERIF TYPEFACES
Univers Roman
Univers Italic
Univers Bold
Univers Bold Italic
Ocean Sans Roman
Ocean Sans Italic
Ocean Sans Bold
Ocean Sans Bold Italic
SECONDARY SANS SERIF TYPEFACES
ITC Legacy Roman
ITC Legacy Italic
ITC Legacy Bold
ITC Legacy Bold Italic
Formata Roman
Formata Italic
Formata Bold
Formata Bold Italic
Frutiger Roman
Frutiger Italic
Frutiger Bold
Frutiger Bold Italic
Gill Sans Roman
Gill Sans Italic
Gill Sans Bold
Gill Sans Bold Italic
TheSans Roman
TheSans Italic
TheSans Bold
TheSans Bold Italic
THE UNIVERSITY SEAL

Use of the university seal is restricted to official documents such as university diplomas. It may be used for materials for such occasions as commencement and other special events that represent the entire university. Please call Creative Services at 703-993-8810 for permission to use the seal or for an electronic version.

THE ATHLETICS LOGO

The athletics logo was redesigned in 2004 to better reflect the speed, strength, excitement, and energy of George Mason athletics. The goal of the logo redesign was to maintain the brand identity that has been built over the years and to update and refresh the logo to show growth. The new logo, unlike the old one, includes the word “Mason,” making the school name the primary identifier to ensure immediate recognition. The old athletics logo should no longer be used.

Use of the athletics logo is restricted to athletics-related materials, including some merchandise in the bookstores. It should not be used on printed materials or web sites that promote academics. The George Mason logo and the athletics logo should never be used on the same page. For permission to use the athletics logo, call the Department of Intercollegiate Athletics at 703-993-3271.
STATIONERY AND BUSINESS CARDS

All stationery and business card orders are processed by Creative Services. Orders are sent to a printer that has been contracted on a statewide basis through the Commonwealth of Virginia. Orders take between three and six weeks to complete. For pricing, call 703-993-8810.

Letterhead and Envelopes

On letterhead and envelopes, the university logo must appear as shown above. Letterhead includes the name of the department, office, school or college, or center or institute, along with an address, telephone and fax numbers, and web site. The commonwealth prohibits personalized stationery, so names or e-mail addresses cannot be included on stationery. Note: It is recommended that the font Times New Roman be used with the letterhead when typing correspondence.

The Stationery Order Form is available online at logo.gmu.edu.

Business Cards

Cards should be ordered through Creative Services by filling out and sending in a Business Card Request Form. The form is available online at logo.gmu.edu.
ELECTRONIC DOCUMENT TEMPLATES
For your convenience, Word document templates with the new logo that serve as letterhead, fax cover sheets, and memoranda have been prepared. A PowerPoint template is also available. These documents can be downloaded from logo.gmu.edu.

MEMORANDUM
Name of Office or Unit
4400 University Drive, MS #A#, Fairfax, Virginia 22030
Phone: 703-993-1234; Fax: 703-993-5678

To:
From:
Date:
Subject:

FAX COVER SHEET
Name of Office or Unit
4400 University Drive, MS #A#, Fairfax, Virginia 22030
Phone: 703-993-1234; Fax: 703-993-5678

Fax for:
From:
Date:
Total pages (including this page):

USING THE LOGO ON FABRIC
When using the logo on fabric products such as banners, table skirts, T-shirts, uniform shirts, and the like, the logo may need some modification. For guidance on how to use the logo on fabric, please call Creative Services at 703-993-8810.
WEB DEVELOPMENT

All university web sites must include the university logo. Directions for using the logo on web sites, templates for developing web sites, and web-resolution logos are available online at the following addresses:

- Web Identity Guide: logo.gmu.edu/webguide
- Downloadable templates: logo.gmu.edu/webguide/#templates
- Downloadable low-resolution logos: logo.gmu.edu/webguide/#webgraphics

For more information on designing your site, visit the George Mason Web Team’s Development Site at www.gmu.edu/mlnavbar/webdev.

ADA Accessibility

George Mason University is committed to compliance with the Americans with Disabilities Act (ADA) guidelines for making web sites accessible to people with disabilities. If ADA compliance is not possible, reasonable accommodations must be made to provide the same materials in other formats. For more information on web accessibility, visit www.gmu.edu/accessibility.

Skip Navigation

Pages with lengthy menus should have a skip navigation link. For information on skip navigation links, visit the web site condor.gmu.edu/validator/tutorial/skipnav.php.

Location and Size of the Logo

On a top-level page (home page), the logo should appear in the upper-right or upper-left corner. On second- and third-level pages, the logo can be used in the upper-right or upper-left corner, or in the bottom-left or bottom-right corner.

Size

- Minimum: 150 pixels wide
- Maximum: 190 pixels wide

One of five downloadable web site templates
**Use of Color**
The use of color is restricted to the following options:

- Two colors (Mason green and Mason gold)
  - Mason green—#006633
  - Mason gold—#FFCC33
- One color (black, white, or Mason green)

**Logo with Unit Name**
To maintain visual identity, the university’s logo should be the only logo on a top-level web site (home page). To identify units, such as schools, colleges, or administrative offices, logos with unit names have been developed. These include the university logo, a line, and the unit name in a font called TheSans SemiBold. Call Electronic Publications, 703-993-8819, for an electronic version. See page 3 for examples.

**Recommended Web Fonts**
Arial or Verdana are the fonts recommended for George Mason web sites.

**Backgrounds**
Whenever possible, the logo should be placed on a white background or at least against a background that will provide sufficient contrast and readability. The logo may appear in black or white on a solid background but must not be used on a patterned background or photograph. Visit logo.gmu.edu/webguide/#backgrounds, or see page 5 for examples.

**Noninterference Zone**
When the logo is accompanied by additional text or other graphics, a noninterference zone must be maintained around the logo. As a rule, a minimum distance—equal to the cap height of the letter N in MASON—should be maintained. Copy, images, or graphic elements must not encroach upon this minimum distance. Visit logo.gmu.edu/webguide/#zones, or see page 4 for examples.
EDITORIAL STANDARDS

When building a brand, a consistent style of writing is just as important as a consistent visual message. Easy-to-read, mistake-free copy is essential when describing the university and its activities. University Relations has professional writers and editors to assist you with composing or editing text for your documents or web sites. The editorial review process typically includes a general review for grammar, typographical, and spelling errors, and a more in-depth review for editorial style, factual accuracy, and appropriateness for your target audience.

George Mason University Blurb

The following is general copy for use in print publications and web sites. Incorporating it in your text reinforces the identity of the university as a whole and gives your reader general background information about the university.

Since it was founded in 1972, George Mason University has grown into a major educational force and earned a reputation as an innovative, entrepreneurial institution. Just minutes from Washington, D.C., George Mason has a growing and diverse student body and an exceptional faculty of enterprising scholars. At the center of the world’s political, information, and communications networks, George Mason is the university needed by a region and a world driven by new social, economic, and technological realities.

George Mason’s development has been shaped in response to the educational needs of its cosmopolitan constituency. The university has gained national distinction in a range of academic fields, including public policy, information technology, economics, the fine and performing arts, law, conflict resolution, and, most recently, the biosciences.

Strong alliances with business, the community, and government benefit George Mason’s students and the larger society. Enrollment now tops 28,000,* with students studying in 144* degree programs at the undergraduate, master’s, doctoral, and professional levels at campuses in Arlington, Fairfax, and Prince William Counties.

*2004 figures, call Creative Services for current numbers.

Editing Text for University Style

The following are some of the most common changes the Creative Services editing team makes when reviewing text for university publications and web sites. George Mason’s editorial style is generally based on The Chicago Manual of Style, a guide widely used by academic institutions. The preferred dictionary is Merriam-Webster, available online at www.m-w.com.

USE OF THE UNIVERSITY’S NAME

Never use “GMU” when referring to the university; use “George Mason University.” “George Mason” may be used to formally reference the university in external materials, including publications, press releases, invitations, messages from the president, and departmental publications. While “George Mason” is preferred, “Mason” may be used in publications for and about students and athletics, and in some less formal publications.

CAPITALIZATION OF “UNIVERSITY” WHEN USED ALONE

Always lowercase “university” unless it is part of a proper noun. (For example, George Mason University, the university.)

CAPITALIZATION OF ACADEMIC TITLES

Capitalize academic titles when used before a name, but lowercase titles when used alone or following a name. On second reference, use last name only. (For example: President Alan Merten, or Alan Merten, president of George Mason, or the president.)

ACADEMIC DEGREE ABBREVIATIONS

In abbreviated form, capitalize academic degrees without periods (BA, MS). The word “degree” should not follow an abbre-
viation. (She has a BA in English literature. She has a bachelor's degree in English literature.) Do not capitalize bachelor of science, master of arts, and so on. Likewise, do not capitalize the field (bachelor of arts in philosophy) unless it is a proper noun (bachelor of arts in English). In narrative text, for people with PhDs, do not use PhD after the name or Dr. before it. This rule also applies to MDs. Use an apostrophe when writing bachelor's degree and master's degree.

**USE OF “D.C.” OR “DISTRICT”**

Use “Washington, D.C.” Never use “D.C.,” “the metropolitan area,” or “district.” When the term appears in the middle of a sentence, use a comma after D.C. (The Washington, D.C., conference starts Tuesday.)

**SPACING**

Use single spaces after punctuation, including periods and colons. The practice of using two spaces after punctuation was a technique used when text was written on a typewriter. The introduction of computers, which space type automatically, has made two spaces after punctuation unnecessary.

Do not use spaces before or after hyphens (-), en dashes (–), or em dashes (—). In a list, do not use a double line space between the introductory phrase and the first item of the list.

**AMPERSANDS (&)**

Do not use an ampersand unless it is part of an official title or trademark. No George Mason department, office, or academic unit is to use the ampersand in its name, with one exception: An ampersand is allowed in the abbreviation for the School of Information Technology and Engineering (IT&E).

**MISSING AREA CODES IN TELEPHONE NUMBERS**

Always include the area code. Use a hyphen after the area code instead of enclosing it within parentheses in phone and fax numbers. Example: 703-993-1000.

**UNDERLINING WEB ADDRESSES**

Do not underline web addresses in printed materials. Web addresses may be underlined online to indicate an active link.

**TIME**

The time of day is written as simply as possible (4 p.m., 4 to 5 p.m.). Use noon and midnight, not 12 noon, 12 p.m., or 12 a.m. Unless the context is a formal publication, such as an invitation, do not use “:00” or “o'clock.” Lowercase a.m. and p.m. List time after dates (Thursday, January 1, 2004, at 3 p.m.). Do not use an en-dash or hyphen in place of “to” in a range of times introduced by “from” (from 5 to 7 p.m., not from 5–7 p.m.).

**DATES**

In text, years are set apart from days and following text by commas (July 4, 1976, was...). When only the month and year appear, do not use a comma (July 1976). Use an en dash (–) to show a range of dates and do not repeat the century (2001–02, not 2001–2002) except at the change of century (1999–2000, not 1999–00). Use the year with the month only if it’s not the current year. Do not use ordinal numbers for dates even if they are adjectives (March 1 event, not March 1st event). Use numerals for decades (1960s or the '60s). Do not abbreviate days of the week or names of months unless space is limited.
FREQUENTLY ASKED QUESTIONS

Q. Where can I get the logo?
A. Our visual identity resources web site, logo.gmu.edu, includes logos for downloading, a style guide, web site templates, and electronic document templates, among other information.

Q. What color can I use on the logo?
A. The use of color on the logos is restricted to the following options:
   - Two colors (Mason green and Mason gold)
   - One color (black or Mason green)

If you are printing a one- or two-color publication and your colors do not include those listed above, you may use the logo in all white. For exact color information, see the color chart on page 5.

Q. May I take the quill out of the logo and use it as a graphic element on my brochure?
A. No, the logo’s elements should never be separated. For example, you may not take the quill off the “M” in Mason, and you may not cut the word “university” off the bottom of the primary logo, leaving only George Mason.

Q. I want to use my department’s logo on our publication. Where should it go?
A. To maintain visual identity, the university’s logo should be the only logo on the cover of a publication or web site home page. Logos with unit names have been developed to identify units, such as schools, colleges, or administrative offices (see page 3). Your department’s logo can appear on the inside pages or back page of your publication.

Q. The logo is too big for the space I allotted on my project. May I squeeze its width to fit?
A. No, you may only resize the logo proportionately, and the logo should be used prominently on the page. When the logo is accompanied by additional text or other graphics, a noninterference zone must be maintained around the logo. On a web site, the logo should be between 150 and 190 pixels wide. Please call Creative Services at 703-993-8810 for guidance on your project.

Q. May I use my unit name with the secondary logo?
A. No. A unit name can only be used with the primary logo. The secondary logo is reserved for publications targeting current students and internal audiences and more informal items and merchandise such as pens, T-shirts, and coffee mugs. If you are unsure as to which logo to use, please call Creative Services at 703-993-8810 for guidance.

Q. I really like the new athletics logo. May I use it with my unit name?
A. No, use of the athletics logo is restricted to athletics-related materials, including some merchandise in the bookstores. It should not be used on printed materials or web sites that promote academics. To request permission to use the athletics logo, call the Department of Intercollegiate Athletics at 703-993-3271.

Q. I don’t have the font TheSans SemiBold needed for setting the logo with the unit name. What do I do?
A. Contact Creative Services to have a logo with the unit name set up.

Q. I am working with an outside vendor to have T-shirts made. The vendor asked for an electronic version of the logo. What should I give them?
A. Creative Services can help you provide the right file format to the vendor. Ask the vendor the following questions, or have the vendor contact us directly.
   - Do you use a PC or Mac?
   - Do you want raster- or vector-based image art?
   - What file format do you need (jpeg, tiff, or eps)?
Q. I ordered my letterhead and envelopes from Creative Services but I have memorandum and fax cover sheets with the previous logo. Do I order these items from Creative Services?

A. No. Creative Services has formatted files of both (as well as letterhead) for Microsoft Word users. You can download templates from our web site at logo.gmu.edu. The templates on this site are only available in black and white.