Our Mason Brand

PREPARED JULY 2020

GEORGE MASON UNIVERSITY

Mason Brand by the Numbers

14 trademarked logos

6 colleges, 16 schools*
***4 official schools, 12 classified as departments, school in name only**

Hundreds of departments, 345+ academic programs, 112+ centers/labs/institutes

1000+ events, initiatives, projects

Student Experience

Academics

Operations

Marketing & Comms

Leadership

GEORGE MASON UNIVERSITY

We Are All Part of the Mason Brand

Consistency across the community is critical to building and maintaining the Mason brand

Key Brand Messages

Mason is making its mark as a great university of a new and necessary kind—evolving every day to meet changing needs and deliver an education of relevance.

Mason is driven to serve—helping our students succeed, enriching life in our community, and solving pressing problems.

Mason focuses on results—working for a more just, free, and prosperous world and measuring our success by our impact.

Mason stands apart—distinguished by our innovation, our diversity, our entrepreneurial spirit, and our accessibility.

ACADEMIC QUALITY
INNOVATIVE
DIVERSE
ENTREPRENEURIAL
ACCESSIBLE
OUTCOMES AND IMPACT
RESEARCH OF CONSEQUENCE
THE MASON NATION
OUR LOCATION
MISSION-DRIVEN
VISION AND MOMENTUM

Mason's Trademarked Logos

University Marks

Athletic Marks

Product Marks

University Logo—Primary Mark

The **University Logo** is our primary graphic element used to identify the university and all of its activities, programs, services, and affiliates.

- Use prominently on the front, top left, or lower right of all publications and media
- Size the logo sufficiently to be easily seen and recognized
- Leave space between logo and other elements
- Do not recreate, reconfigure, or use elements of the logo to create new logos

GEORGE MASON UNIVERSITY

University Logo—Unit Logo

The Mason logo with unit name, or **Unit Logo**, may be used by units to identify schools, colleges, administrative offices, or programs.

- Unit logos may be used on the back, mail panel, or other secondary locations on external materials
- A unit logo doesn't replace the Mason logo on the front, cover, or a primary location on material
- The unit logo and the university logo should never be placed side by side
- Unit logos are developed by Creative Services—do not recreate, edit, or reconfigure
- Unit logos are terminating logos—do not use a unit logo to create sub-unit logos

GEORGE MASON UNIVERSITY | Your Logo Here

GEORGE MASON UNIVERSITY

Unit Name

Unit Name Second Line

Website version only

University Logo—Secondary Logo

The **Secondary Logo** is a simplified but unique mark, and is reserved for communications targeting current students and internal audiences.

- For use on internal communications
- Not a substitute for the primary university logo in external communications
- Can be used for merchandise imprints such as pens, T-shirts, and coffee mugs

SECONDARY LOGO

Size relationship between "M" and "ASON" is different from the primary logo.

The Mason "M"

The **Mason M** is an optional graphic element that can be used as a design element. This graphic is not a substitute for the primary university logo.

The Mason M may be:

- Cropped
- Screened over a background color or photo
- Used in white, black, or any of the Mason primary or secondary colors
- Used as a background

Mason
Primary Colors

Mason green and gold are a distinctive part of our brand. They are a powerful differentiator that makes us stand out from other universities.
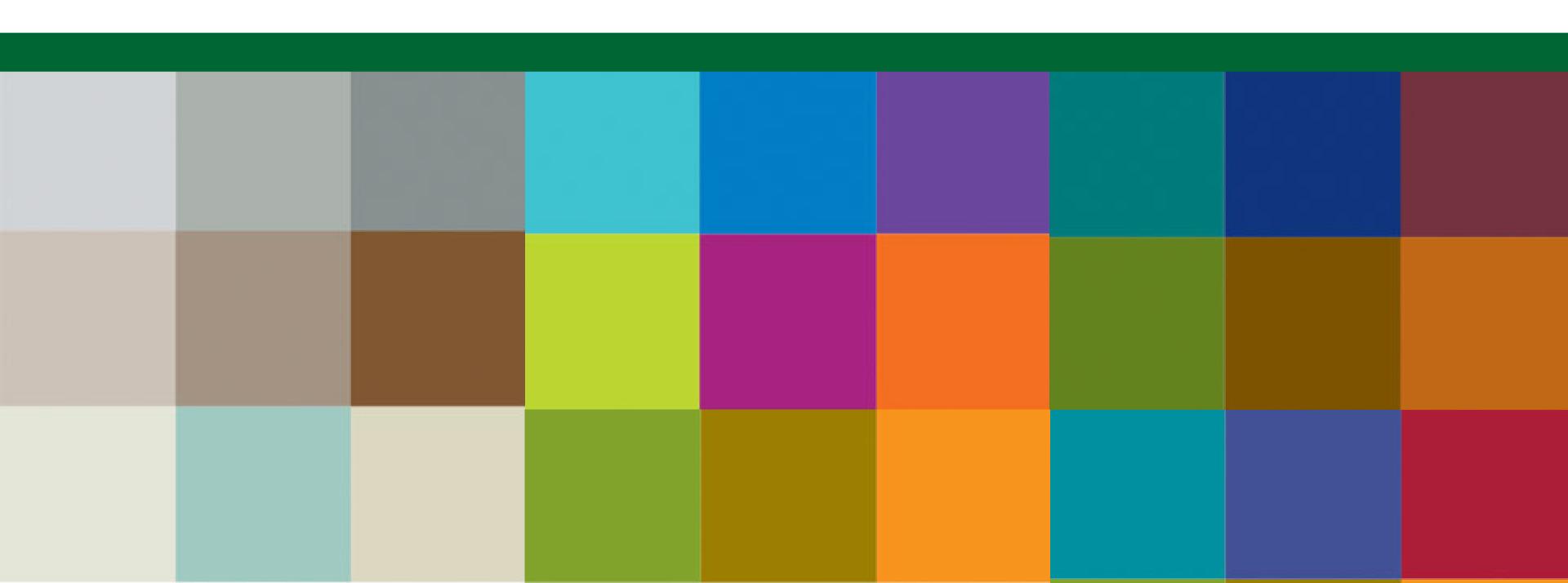
PANTONE 349

MASON GREEN
CMYK   C=100 M=0 Y=83 K=47
RGB   R=30 G=98 B=56
HEX   006633

PANTONE 116

MASON GOLD
CMYK   C=0 M=27 Y=100 K=0
RGB   R=226 G=168 B=43
HEX   FFCC33

PANTONE 130—*USED BY MASON ATHLETICS*
CMYK   C=0 M=32 Y=100 K=0
RGB.   R=242 G=169 B=0
HEX   F2A900

The Mason Brand Includes 27 Secondary Colors

Secondary colors were derived from places and objects on campus, the names of the colors reference the inspiration.

Notes About Color

Use Mason green and gold as the <u>primary</u> colors in your layouts.

Use secondary colors in <u>combination</u> with our primary colors to express the many facets of Mason.

Do not use secondary colors alone or as the primary color in branded materials.

- Use secondary colors that fit with your target audience or message
- The secondary colors work well as accent colors or as subtle backgrounds behind typography or graphics
- Screens or tints may be used
- Secondary colors should be used in conjunction with Mason green and gold

Minion Pro Regular
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Semibold Regular
Minion Pro Semibold Italic
Minion Pro Bold
Minion Pro Bold Italic

Myriad Pro Light
Myriad Pro Light Italic
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Semibold Regular
Myriad Pro Semibold Italic
Myriad Pro Bold
Myriad Pro Bold Italic
Myriad Pro Black
Myriad Pro Black Italic

Adobe Garamond Roman
Adobe Garamond Roman Italic
Adobe Garamond Bold
Adobe Garamond Bold Italic

Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Regular
Helvetica Neue Italic
Helvetica Neue Medium
Helvetica Neue Medium Italic
Helvetica Neue Bold
Helvetica Neue Bold Italic
Helvetica Neue Black
Helvetica Neue Black Italic
Helvetica Neue Condensed Bold
Helvetica Neue Condensed Black

Fonts

There may be occasions when you need a different font for a particular project, such as a script for an invitation or display font for a poster. Use the guidelines at **brand.gmu.edu** when selecting fonts outside the brand fonts.

Cover title is tightly kerned

Additional text is Minion Pro Italic
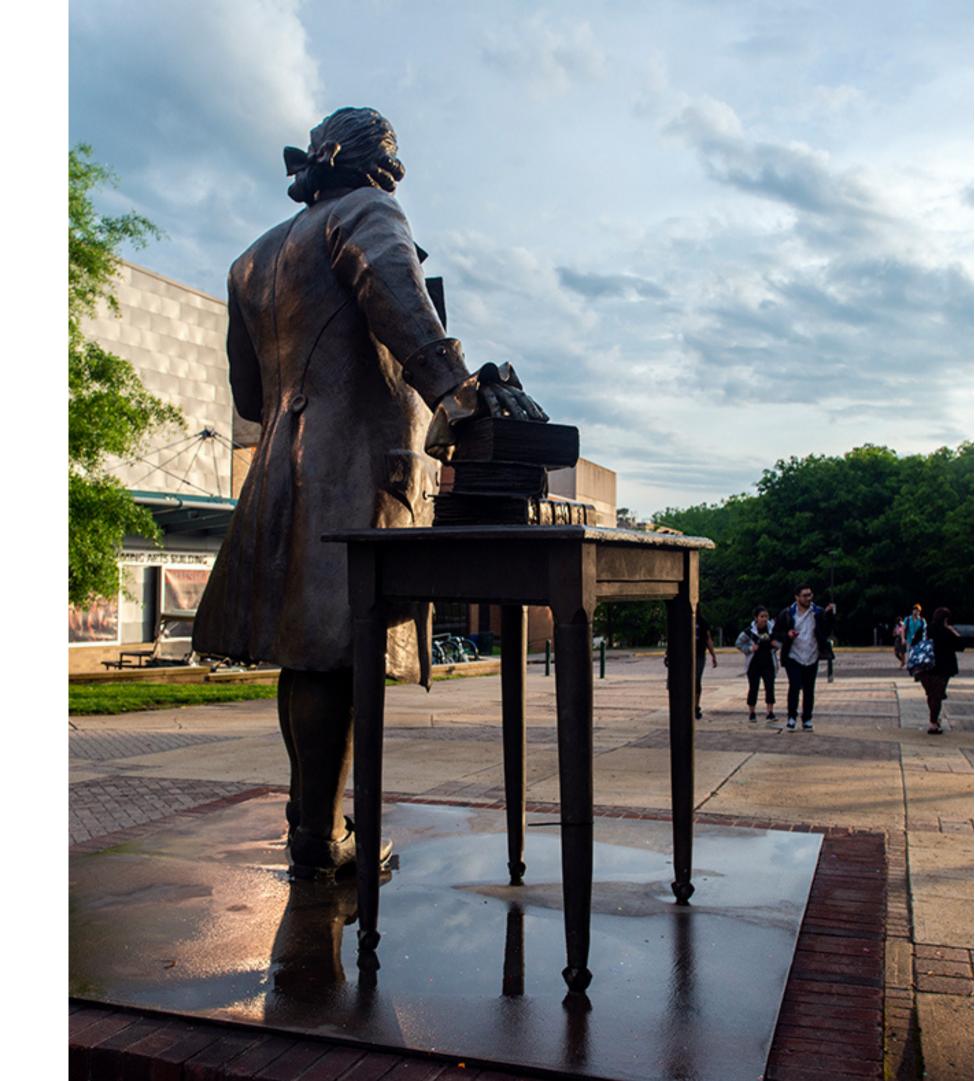
Mason Graphic Elements

Use the Mason M and approved architectural elements in your designs. Let the graphic elements float, move into, and fall off the page. Graphic elements may be

- Cropped
- Screened over a background color or photo
- Used in white, black, or any of the Mason primary and secondary colors
- Used as a background

Photography

- Select photos that are of the highest quality and composition
- Resist the temptation to jam photos in with too much copy
- Don't try to illustrate every editorial message
- Fewer but larger photos are much more effective

Find Mason photography at photo.gmu.edu

Smart
Friendly
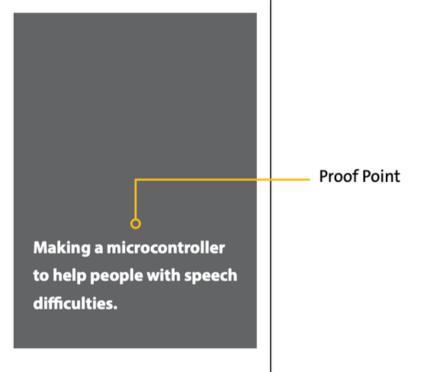Energetic
Down-to-Earth
Bold
Confident
Positive
Forward-looking

Voice and Tone

- We make big claims, state important truths, and ask provocative questions.
- We speak in aspirational terms, declaring our views on forging a better future.
- We employ occasional overstatement, not to mislead, but to make valid points in a striking way.
- We address our audience directly, urging, inviting, suggesting, and inquiring.
- We make our case in plain, clear, and energetic language.
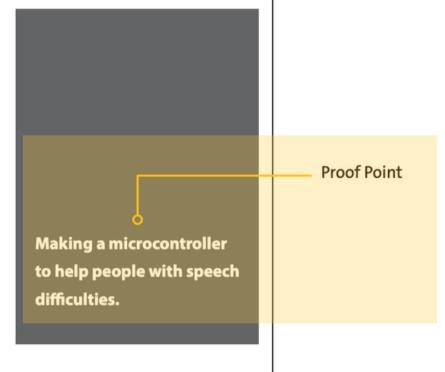
Headlines
- For communications and marketing materials, two-part headline preferred
- First line sets up a premise, the second adds a twist
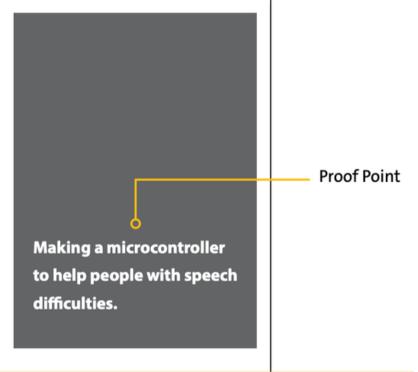- For more utilitarian docs use a simple, informative page title

Proof Points
- Facts that make our message real
- Examples that help people understand
- Evidence that leads our audiences to believe us
- Good proof points come in many forms, and not all feature numbers

Approved Themelines
- A Force for Innovation
- A New Definition of Excellence
- Making Discoveries That Make a Difference
- The Power of Many Perspectives
- Ideas with Impact
- Many Paths to Success

Taglines

Mason's communications program does not feature a tagline. Instead, we have an approved positioning statement.

- Use the positioning statement as part of the university's "signature," linked up with the logo or in copy
- Do not use as a headline or lead message
- Intended in a supporting role
- Use is not mandatory

Virginia's Largest Public Research University

Creative Services as a Strategic Partner

Creative Services

- Oversees the Mason Brand and creates and maintains a positive visual identity for the university
- Supports projects that are essential for the recruitment, retention, and graduation of students university-wide
- Reviews work produced by other units and their consultants
- Reviews and approves all university publications, advertising, logo usage, and graphic design
- Provides project assistance and consultation to university offices

University Policy Admin 1111 & Admin 1130 define the role CS plays in university comms and marketing

"Provide project assistance...to university offices"

In the past, in an effort to assist teams across campus, Creative Services would allocate a percentage of time to executing creative projects for colleges, schools, and departments.

While this approach was appreciated by the teams that received support, we were only able to take on a small fraction of the total marketing and communication's work being produced by teams.

To make a more equitable and lasting impact, CS will shift more of its resources to efforts that benefit the ENTIRE university community.

photo.gmu.edu
- Clean out old content and work with teams to replenish collection more frequently
- Add more video clips and video B-roll
- Future: DAM

Templates
- Build larger suite of Mason-branded templates as a starting point for units
- Offer files in both InDesign and Canva
- Replenish/refresh frequently

Consulting
- Stay connected with communicators and marketers
- Be available to provide input and strategy on marketing, design, writing, video

"Review and approve all university publications, websites, and advertising..."

Please include **Admin 1111 reviews** in your production schedules for

- **Publications:** brochures, magazines, booklets, one-pagers, annual reports
- **Advertising**: print and digital ads, marketing emails
- **Web:** websites and web pages used for marketing
- **Brand:** graphic marks, event marks, and logos

**Please allow three business days for review.
Send request to creative@gmu.edu.**