

## The University Signature

The University signature is the primary visual identifier.

The University signature is set in Times New Roman. This traditional-looking type face has been selected to represent the University's traditional quality. It has been set in upper and lower case for clearest legibility.

Two acceptable arrangements of the signature are shown below. Only signatures taken from the master are to be used to establish and preserve a consistent usage and instant recognition (or visual identity). The signature is not to be used in any other format than prescribed by this manual. Specific applications are found under "Stationery" and "Model Publications."

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The signature is always coupled with a 4 Pt. rule in keeping with the design concept of combining traditional and modern elements.

**The rule shall always be 4 Pt. regardless of the size of the signature.**

The signature and the rule are always printed in the same color.

Reproduction artwork of the complete signature can be found in the last section of this manual.

Placement of the rule is one pica from the base of the rule to the top of the capital letter "M" in "Mason." It ends level (or flush right) with the "y" of "University" (Arrangement a) or the "n" in "Mason" (Arrangement b).

In Arrangement a, the rule extends beyond the signature to the left, ending at the left margin or bleeding off the page. In Arrangement b, the rule ends flush left with the signature at the left margin, or extends beyond the signature to the left, bleeding off the page.

### Arrangement a

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George Mason University

### Arrangement b

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George Mason  
University

## Reproduction Art

### The Logo

Use of the logo is optional. It can be used in addition to but never in place of the signature.

The logo is employed only when it does not overpower the other elements on the page, and when it does not dominate the signature. The graphic style is designed with carefully established harmonies, and the logo

can be used when it is in keeping with these harmonies. (See Appendix for proper usage.)

Size applications below are suggested in order to maintain a consistent relationship between the size of the logo and the size of the publication.



1 3/8" - To be used only on publications formats S-3 and S-4.



1 3/8" - To be used only on publications formats S-3 and S-4.



1 3/8" - To be used only on publications formats S-3 and S-4.



1 1/16" - To be used only on publications formats S-1 and S-2.



1 1/16" - To be used only on publications formats S-1 and S-2.



1 1/16" - To be used only on publications formats S-1 and S-2.



7/8" - To be used only on publications format B-2.



7/8" - To be used only on publications format B-2.



7/8" - To be used only on publications format B-2.



3/4" - To be used only on publications formats B-1, B-3 and F-1.



3/4" - To be used only on publications formats B-1, B-3 and F-1.



3/4" - To be used only on publications formats B-1, B-3 and F-1.