

**GREAT MINDS
THINK ALIKE.**
shouldn't

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catalyst
MESSAGE



College of
Professional Studies

THE GEORGE WASHINGTON UNIVERSITY

Position Points:

DIFFERENTIATION IS EVERYTHING.

Diversity & Discourse

The College of Professional Studies provides a dynamic, respectful forum for thinkers from all backgrounds and perspectives to come together to have meaningful discussions around shared challenges, diverse solutions, and common ground.

Leadership & Influence

The faculty, partners, and alumni at CPS are part of a powerful network designed to connect students to unique, life-changing personal and professional opportunities they might not find elsewhere.

Collaboration & Insight

CPS breaks through siloes to provide students with more than just an education in their field. Faculty and partners from across university and academic disciplines work collaboratively with students to offer deeper insight into a field of study — and a greater understanding of how this knowledge intersects with other aspects of society.

Career & Life's Work

CPS challenges students to think beyond jobs and careers to nurture their life's goals. While our students have a track record of transforming industries, we're just as proud of their ability to translate their success into broader impact on the world and their self worth.

The Idea:

TO SPARK NEW THINKING, JUST ADD FRICTION.

Your unique perspective and experiences can make you successful in your career. And it'll take more to become a catalyst for transformation.

At the George Washington University College of Professional Studies, you'll collaborate with experts from across disciplines and backgrounds. And they'll also challenge you to rethink assumptions, test your ideas, and look at ways to make the greatest impact.

Here, you'll learn how to use your skills to make an impact that ripples outward through industries and communities, elevating your career trajectory and connecting you to corners of the world you never thought possible.

Tone:

**CLEVER,
NOT SILLY.**

Copy should be compelling, interesting, even at times venturing into the playful turn of phrase. The goal is to turn conventional wisdom on its side using the unique benefits of the position points.

**CONFIDENT,
NOT ABRASIVE.**

Copy should clearly articulate the strengths GW CPS brings to the market and to the audience, using facts about the programs and the industry as well as “case studies” of student/alum/faculty success to support the impact.

**CONVERSATIONAL,
NOT INTIMATE.**

Copy should be succinct and approachable. It must not talk over the heads of audiences using academic buzzwords and jargon. It should feel as effortless as a chat between seatmates on a train, but avoid getting too personal.

MESSAGE

copy samples

CATALYST CAMPAIGN / BRIEF

CPS GENERAL

SHORTFORM

HEADLINE: Great minds shouldn't think alike.

SUBHEAD: But they can work together.

HEADLINE: Catalyze your career, energize your impact.

SUBHEAD: We break industry silos to encourage diverse new thinking.

HEADLINE: Spark your professional revolution.

SUBHEAD: It's more than a job. It's your life's work.

HEADLINE: Be the catalyst that sparks a career revolution.

SUBHEAD: Explore Bachelor's, and Master's, Degrees and Other Credentials

BUTTON: Start Here or Learn More

LONGFORM

HEADLINE: Great minds shouldn't think alike.

SUBHEAD: Find common ground and uncommon opportunity.

BODY: The George Washington College of Professional Studies is an accelerator for transformation. We invite students, faculty, alumni and experts from across industries and backgrounds to come together—even if they don't always come to the same conclusions.

Crossing disciplines crosses lines. Tears down silos. And shocks the systems that keep things just the way they've always been. Perhaps that's why, year after year, the same challenges continue to bedevil industry and society. Perhaps too many are unwilling to challenge the way we tackle challenges.

Our multidisciplinary experiences will provide you with unprecedented professional perspective, and our influential network will connect you with unique opportunities to expand your marketability.

Connect with experts, partners, leaders, and fellow students who will challenge your thinking and support your growth. The skills you master here will catalyze your career, enhance your industry, and invigorate your community.

MESSAGE

copy samples

CATALYST CAMPAIGN / BRIEF

PUBLISHING

SHORTFORM

HEADLINE: When it comes to teaching peer review, we're peerless.

SUBHEAD: Master acquisitions, managerial editing, peer review, and more, when you earn your degree in publishing at GW.

HEADLINE: Your career could use a good agent. We have a few.

SUBHEAD: Our inclusive community of faculty, students and alumni will help connect you to opportunity.

HEADLINE: Don't Learn how to Judge a book by its cover.

SUBHEAD: Learn the art and science of publishing when you earn your master's degree in publishing at GW.

HEADLINE: Publishing Needs More Gatekeepers. diverse voices.

SUBHEAD: Learn from and connect to a diverse and inclusive community of faculty, students and alumni in GW's Publishing Graduate Program.

LONGFORM

HEADLINE: Create the next chapter of your career.

SUBHEAD: Master career-defining skills through our comprehensive, multidisciplinary publishing program.

BODY: The Publishing Graduate Program, College of Professional Studies, George Washington University inspires innovation, from trade to scholarly publishing, children's books to audio and podcasting, and more. Our industry-leading master's and graduate certificate programs will help you gain the well-rounded knowledge and real-world experience needed to launch or advance your career in the ever-evolving field of publishing.

With a focus on learning from and connecting to a diverse and inclusive community of faculty, students and alumni, GW's Publishing program will enable you to make an impact as a leader in the dynamic field of publishing.

SUSTAINABLE URBAN PLANNING

SHORTFORM

HEADLINE: Plan on changing the world.

SUBHEAD: Get experience with multiple hands-on projects spanning communities, cities, and beyond.

HEADLINE: The urban challenges created by humans must be solved by humans.

SUBHEAD: Work with faculty and peers to tackle real-world problems.

HEADLINE: Make sustainable attainable.

SUBHEAD: Our Triple Bottom Line program approaches city planning from all angles.

HEADLINE: To create a more equitable city, make the city your classroom.

SUBHEAD: Work with diverse teams of faculty and students to plan inclusive environments.

LONGFORM

HEADLINE: Plan on changing the world.

SUBHEAD: Hone your experience working on urban planning projects spanning communities, cities, and beyond.

BODY: The George Washington University College of Professional Studies is an accelerator for career transformation in sustainable urban planning. Our master's and certificate programs will help you expand your opportunities and explore the bigger impact you can have on our environment.

Our triple bottom line emphasis on urban planning encompasses the economic, social, and environmental aspects of sustainability, preparing you to approach challenges from multiple perspectives.

And you'll learn from and collaborate with faculty based outside the George Washington University, actively working in governmental, NGO, and private sector agencies, ensuring you get an insider's view and what it takes to stand out.

MESSAGE

copy samples

CATALYST CAMPAIGN / BRIEF

PARALEGAL

SHORTFORM

HEADLINE: Compromise is isn't a bad word.

SUBHEAD: Master the skills to navigate legal challenges — and find common ground.

HEADLINE: All rise!

SUBHEAD: In the classroom, the courtroom, and the boardroom, our diverse faculty are practicing professionals — and advocates for your growth.

HEADLINE: Exhibit A: We're the only ABA-approved program in D.C.

SUBHEAD: Our paralegal degrees and certificates will help you stand out — and stand up for change.

HEADLINE: Consider our respected law faculty and partners your star witnesses.

SUBHEAD: Enhance your resume, develop critical skills, and join one of the most influential networks in law.

HEADLINE: Set a precedent for your success — and the next generation.

SUBHEAD: Collaborate with working attorneys and paralegals who know the law — and know what you're capable of.

LONGFORM

HEADLINE: All rise!

SUBHEAD: In the classroom, the courtroom, and the boardroom, our diverse faculty are practicing professionals — and advocates for your growth.

BODY: The George Washington University College of Professional Studies creates an accelerator for transformation in paralegal studies. Our degrees in Paralegal Studies will help you energize your career and explore the bigger impact you can have on the field.

We're D.C.'s only ABA-approved paralegal program, and our graduates are among the most sought after by the nation's most prestigious law firms, government agencies, non-profits, and corporations.

You'll learn from and collaborate with practicing attorneys and other law experts on real-world legal challenges, ensuring you're as ready for day one as you are for the rest of your career.

CYBERSECURITY

SHORTFORM

HEADLINE: Spark your professional revolution in cybersecurity.

SUBHEAD: Help shape the industry that's reshaping how we keep our country safe.

HEADLINE: "🚩" - Cyber Terrorists

HEADLINE: Cybersecurity is career security.

SUBHEAD: Earn your degree in one of the world's most in-demand fields.

HEADLINE: The biggest cybersecurity risk may be earning a degree somewhere else.

SUBHEAD: Learn at a DHS/NSA Center of Academic Excellence.

HEADLINE: Accomplish your career goals while stopping cyber terrorists from accomplishing theirs.

SUBHEAD: Own the online frontlines with a nationally respected degree from GW.

LONGFORM

HEADLINE: Lock down your cybersecurity career with a network that opens doors.

SUBHEAD: Connect with leading experts across industries and government.

BODY: The George Washington University College of Professional Studies is an accelerator for career transformation in cybersecurity. Our bachelor's and master's programs will challenge you to make an impact where it matters most.

Whether you're a recent grad, mid-career, or changing careers altogether, a degree from GW gives you the respect and recognition that our internationally recognized university and DHS/NSA

You'll also join an influential network of experts, leaders, and cybersecurity professionals who can support your career and connect you with opportunities to shape the field — and make our world a little safer.

MESSAGE

copy samples

CATALYST CAMPAIGN / BRIEF

INFORMATION TECHNOLOGY

SHORTFORM

HEADLINE: Could your career use a 303?

SUBHEAD: Our network of IT experts can plug you in to new opportunities.

HEADLINE: Upgrade to the latest version of you.

SUBHEAD: Complete your IT degree in as little as five semesters.

HEADLINE: Make your career forward-compatible.

SUBHEAD: Our cross-disciplinary faculty will help future-proof your potential.

HEADLINE: Think of us as the DevOps for your success.

SUBHEAD: Work with faculty, partners, and students to transform what you learn into what you accomplish.

LONGFORM

HEADLINE: Upgrade to the latest version of you.

SUBHEAD: Our multidisciplinary faculty will help you master IT skills from every angle.

BODY: The George Washington University College of Professional Studies creates an accelerator for transformation in IT. Our bachelor's completion program in information technology will help you energize your career and explore the bigger impact you can have on the field.

Our dynamic faculty have contributed to the evolution of info tech. With their guidance, you'll get an insider understanding of the industry while collaborating on real-world projects over five semesters.

GW's powerful reputation and professional network will plug you into exciting opportunities in nearby Washington, D.C.-based public and private sector organizations. Transform what you learn into what you accomplish.

MESSAGE

copy samples

CATALYST CAMPAIGN / BRIEF

GSPM

SHORTFORM

HEADLINE: Compromise *isn't a bad word*.

SUBHEAD: Master the skills to work with diverse, bipartisan minds.

HEADLINE: Everything's negotiable in politics. *Except integrity.*

SUBHEAD: Learn from the leaders who shape politics.

HEADLINE: Build a career — and a consensus.

SUBHEAD: Master career-changing leadership skills in a bi-partisan setting.

HEADLINE: From the classroom to across the aisle.

SUBHEAD: Develop critical skills, see new perspectives, and join one of the most influential networks in politics.

HEADLINE: Find common ground and *uncommon* opportunity.

SUBHEAD: Master skills that shape politics and policy in a bipartisan setting.

LONGFORM

HEADLINE: Great minds shouldn't think alike.

SUBHEAD: Tap into the power of diverse perspectives.

BODY: The George Washington University Graduate School of Political Management is an accelerator for career transformation, challenging our students to have the necessary bipartisan conversations needed to create lasting change.

There's a reason we produce more congressional staffers with graduate degrees than any other school in the nation. Guided by dynamic faculty who've helped shape the political landscape at all levels, we'll help you master the real-world skills needed to lead, in front of the camera, behind the scenes, and in high stakes environments where integrity is non negotiable.

Along the way, you'll join a powerful network of influencers and icons at the center of American and global politics; trailblazers who can connect you to career-changing opportunities — and world-shifting impact.

HOMELAND SECURITY

SHORTFORM

HEADLINE: It's safe to say you'll master the skills to make the U.S. safer.

SUBHEAD: Learn from a diverse team of homeland security and law enforcement experts.

HEADLINE: Be the biggest risk for those who would put our nation at risk.

SUBHEAD: Cross-disciplinary learning prepares you to take on threats from all angles.

HEADLINE: Give bad actors the hook.

SUBHEAD: Learn cutting-edge security methods from the experts who keep us safe every day.

HEADLINE: Start gathering intelligence here.

SUBHEAD: Master the skills to outthink security threats — taught by the experts who do it every day.

LONGFORM

HEADLINE: Be the biggest risk for those who would put our nation at risk.

SUBHEAD: Our cross-disciplinary learning prepares you to take on threats from all angles.

BODY: The George Washington University College of Professional Studies creates an accelerator for transformation in homeland security. Our bachelor's (completion?) and master's programs will challenge you to make an impact where it matters most.

By prioritizing interagency cooperation in the classroom, our programs will help you understand how threats and risks are identified and managed through close collaboration. A degree from GW commands the respect and recognition that our internationally recognized university and Top 5 Master's cybersecurity program offers.

It's also why our graduates receive excellent starting salaries — including our #1-ranked master's program.



THERE WASN'T ONE FOUNDER

There wasn't one captain of industry. Nor one person responsible for making the world what it is today. **There were MANY.**

While one can make a difference, it takes many to create the kind of transformation that propels knowledge, innovation, and society forward.

At the George Washington University College of Professional Studies, you'll join a diverse group of experts, scholars, faculty, business partners, and fellow students who are determined to leave an outsized mark.

And with each new skill, every new achievement, you'll enhance your worth and move your career forward.

But in the familiar words of those who came before us: **"Out of many, one."** Together we'll make this experience the one that catalyzes your life's work and inspires you to contribute to something **far bigger than yourself.**

catalyst
DESIGN



College of
Professional Studies

THE GEORGE WASHINGTON UNIVERSITY

The catalyst campaign relies on branded GW design elements stripped down to their simplest form for maximum impact.

- 1 A textured, vignetted blue background should be used as a canvas for all layouts. The vignette draws the eye toward our message.
- 2 Headline text should be set in GW Liberator in #0FB7FF blue.
- 3 Where possible, cursive text should be used to emphasize key thoughts within the headline. Use the Cervanttis font in white with a subtle shadow applied.
- 4 Subheadlines may be set in Avenir or Hoefler Italic. Emphasize text using #0FB7FF blue.
- 5 If space allows, include the CPS logo and GW badge.



GW Liberator

FROM THE
CLASSROOM TO

#0FB7FF

Cervanttis

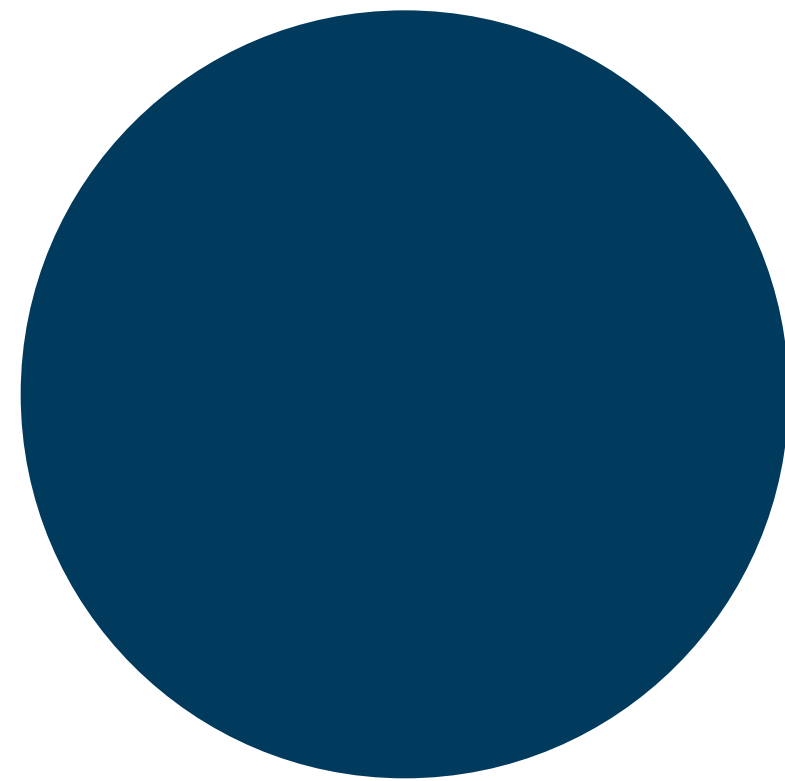
across the aisle.

#FFFFFF

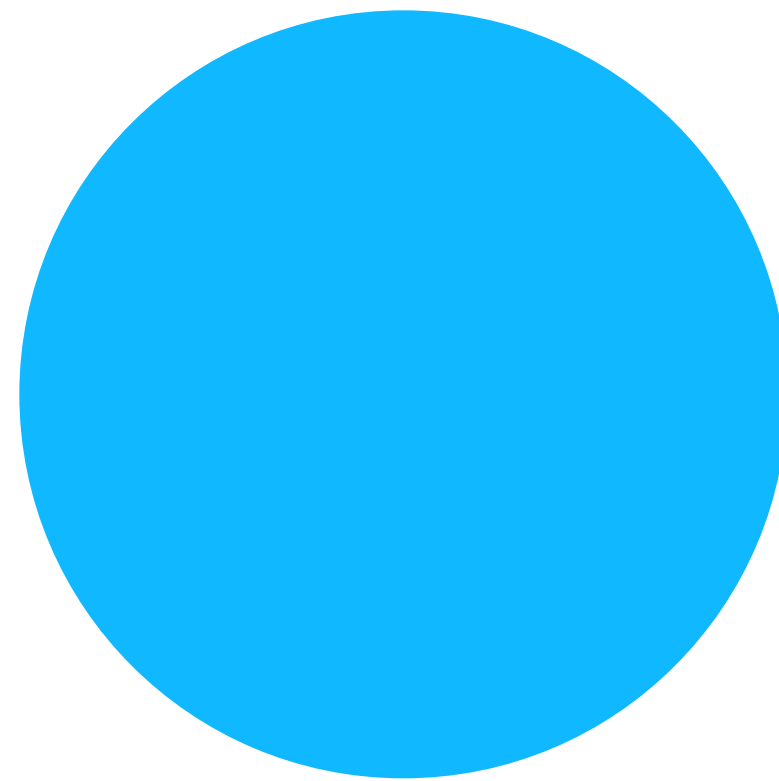
Drop Shadow

Avenir

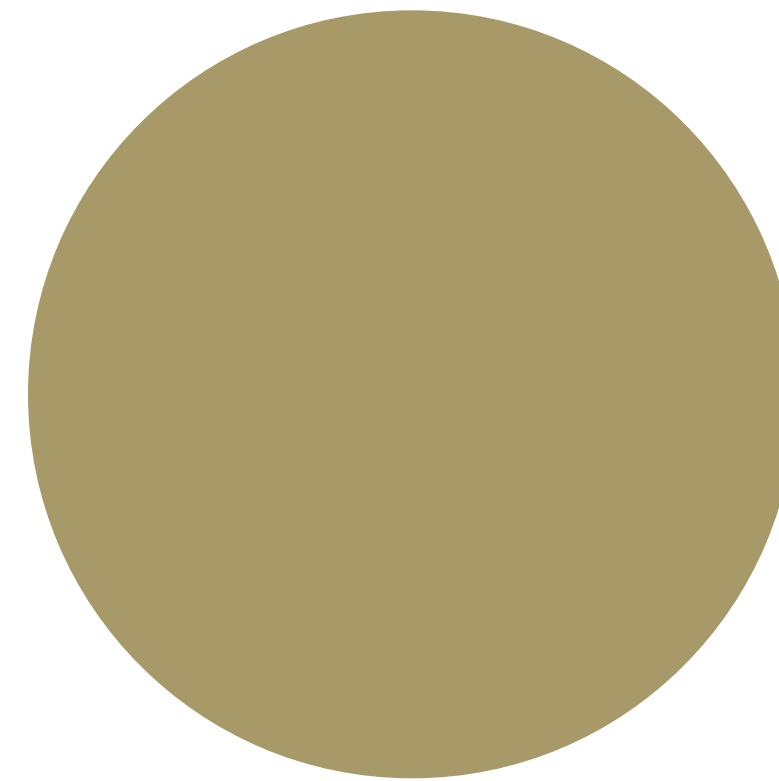
The Master's in
Legislative Affairs.



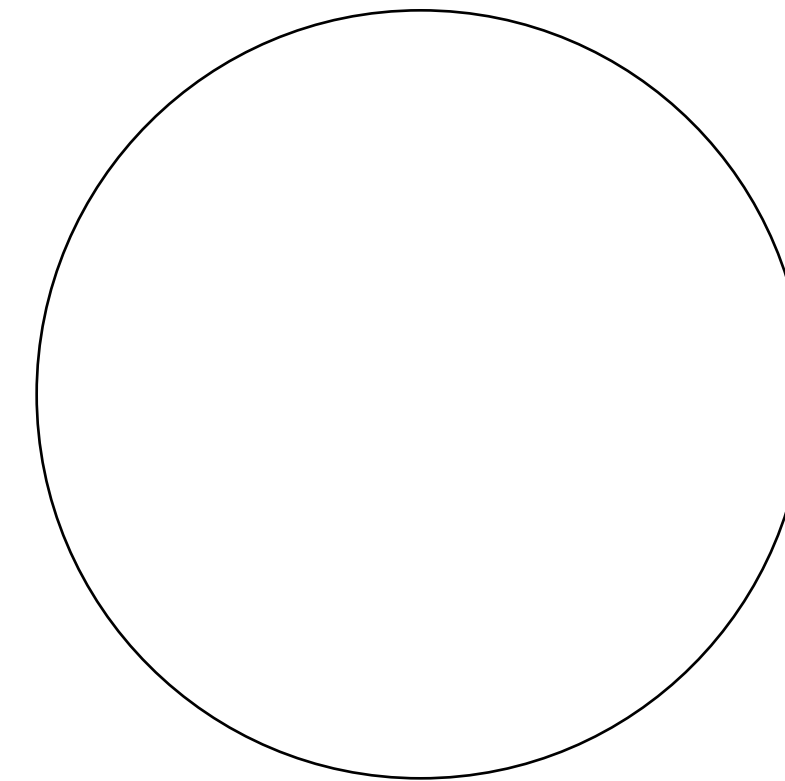
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RGB: 0/59/92
HEX: #033C5A



CMYK: 63/12/0/0
RGB: 15/183/255
HEX: #0FB7FF



CMYK: 10/15/50/29
RGB: 168/153/104
HEX: #AA9868



CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF



Use the 2-Color Monogram Reverse Logo on solid blue backgrounds in the Catalyst campaign.



Use the solid Monogram Logo for applications on light or white backgrounds.



Use the Out Of Many, One Logo mark as a sign off on longform campaign layouts.

College of Professional Studies

THE GEORGE WASHINGTON UNIVERSITY

For visual consistency and unification, a construct has been developed when identifying schools within the university. Use this logo lockup for all collateral, except for GSPM campaign layouts.

The Graduate School of Political Management

College of Professional Studies

Use the special GSPM logo lockup instead of the CPS lockup for GSPM campaign collateral and layouts.

catalyst
COMPOSITION



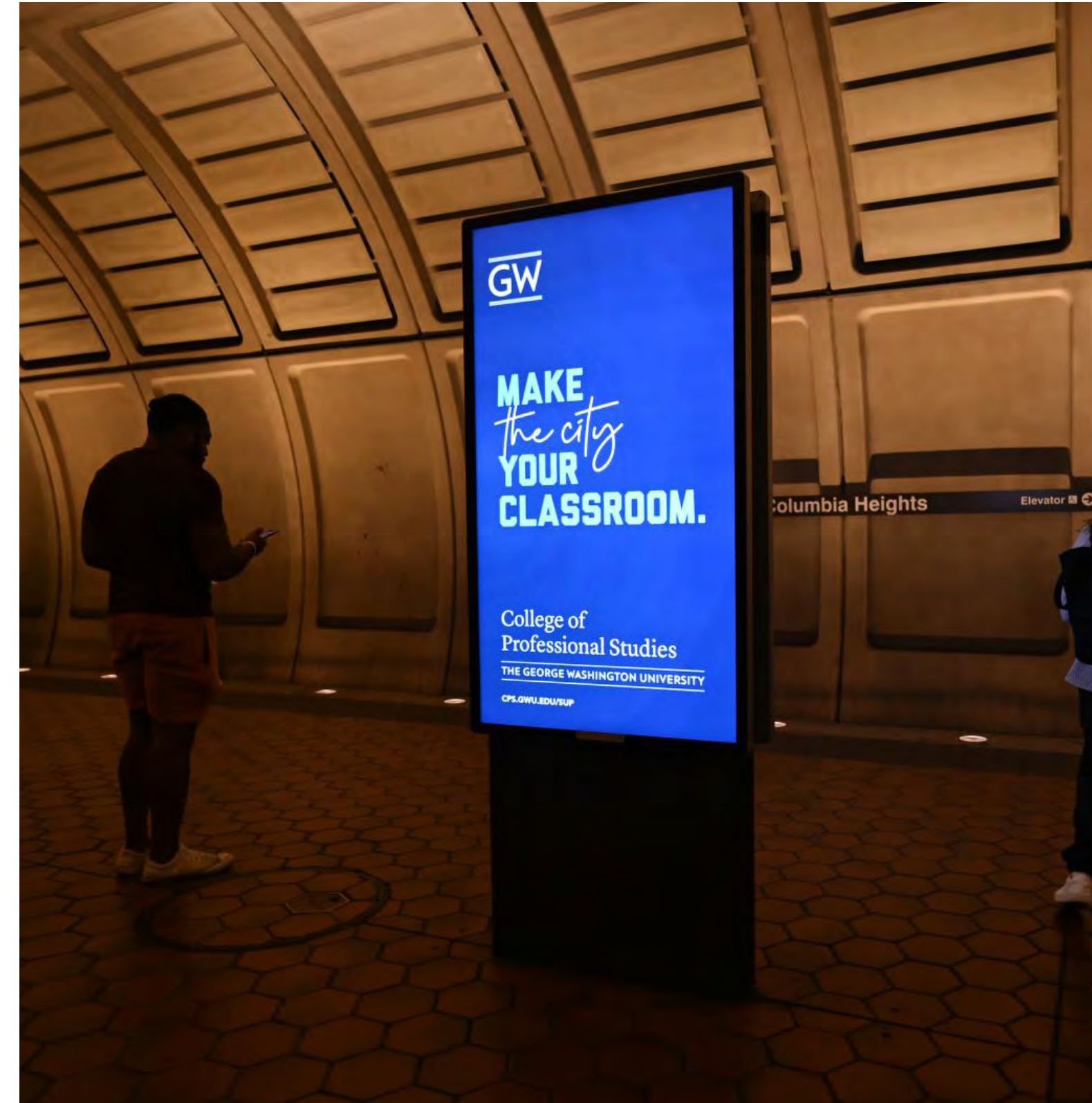
College of
Professional Studies

THE GEORGE WASHINGTON UNIVERSITY

DESIGN

examples

CATALYST CAMPAIGN / BRIEF



OUT OF HOME-DIGITAL LIVEBOARDS

DESIGN

examples

CATALYST CAMPAIGN / BRIEF



OUT OF HOME-BILLBOARDS

DESIGN

examples

CATALYST CAMPAIGN / BRIEF



OUT OF HOME-TRANSIT

GW

PLAN ON
changing
THE WORLD.

Hone your experience working on urban planning projects spanning communities, cities, and beyond.

The George Washington University College of Professional Studies creates an accelerator for transformation in sustainable urban planning. Our master's and certificate programs will help you energize your career and explore the bigger impact you can have on our environment.

Our triple bottom line emphasis on urban planning encompasses the economic, social, and environmental aspects of sustainability, preparing you to approach challenges from multiple perspectives.

And you'll learn from and collaborate with faculty based outside the George Washington University, in governmental, nongovernmental, and private sector agencies, ensuring you get an insider's view of field and what it takes to stand out.

College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

GW

EVERYTHING'S NEGOTIABLE IN D.C. *except integrity*

Tap into the power of diverse perspectives.

The George Washington University Graduate School of Political Management creates an accelerator for transformation, challenging our students to have the difficult bipartisan conversations that have traditionally stalled progress in government and society.

There's a reason we produce more congressional staffers with graduate degrees than any other school in the nation. Guided by dynamic faculty who've helped shape policy at all levels, we'll help you master the real-world skills needed to lead, in front of the camera, behind the scenes, and in high stakes environments where confidence is non negotiable.

The Graduate School of Political Management
College of Professional Studies

GW

ALL RISE!

From the courtroom to the boardroom, our experts are mentors and advocates for your growth.

The George Washington University College of Professional Studies creates an accelerator for transformation in paralegal studies. Our degrees in Paralegal Studies will help you energize your career and explore the bigger impact you can have on the field.

We're D.C.'s only ABA-approved paralegal program, and our graduates are among the most sought after by the nation's most prestigious law firms, government agencies, non-profits, and corporations. You'll learn from and collaborate with practicing attorneys and other law experts on real-world legal challenges, ensuring you're as ready for day one as you are for the rest of your career.

College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

PRINT

DESIGN

examples

LANDING
PAGES

CATALYST CAMPAIGN / BRIEF

For Current Students | For Faculty | For Alumni

MyGW | Locations | Online Programs | Blackboard | Give

GW College of Professional Studies [Request for Information](#)

About | Programs | Admissions & Financial Aid | Career Services | News & Events

GREAT MINDS *shouldn't* THINK ALIKE.

ENHANCE YOUR MARKETABILITY
Professional Degree Programs at the College of Professional Studies.

The George Washington University College of Professional Studies (CPS) is an accelerator for transformation. We invite experts and students from across industries and backgrounds to come together—even if they don't always come to the same conclusions.


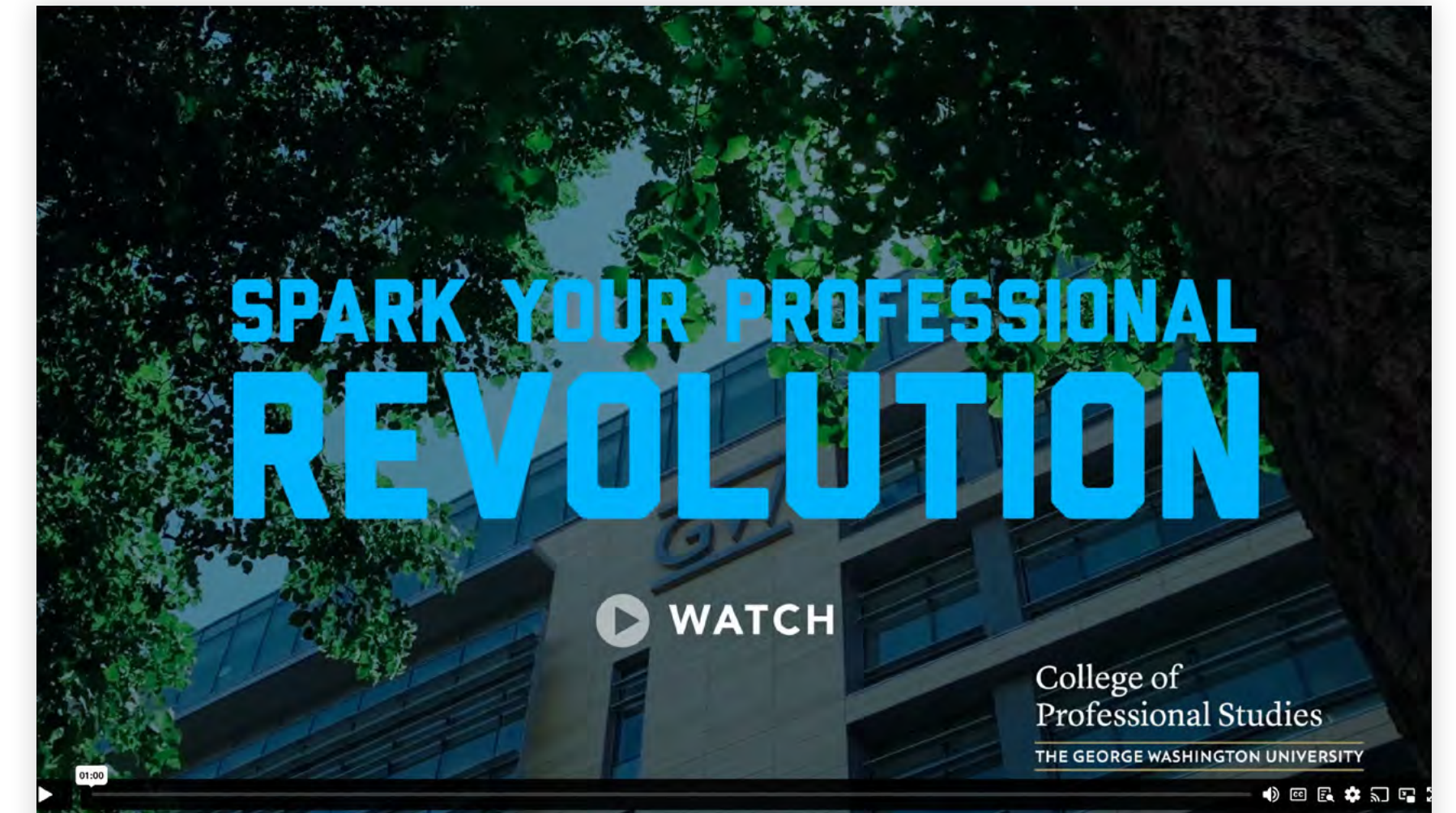
Crossing disciplines crosses lines. Tears down silos. And shocks the systems that keep things just the way they've always been. Perhaps that's why, year after year, the same challenges continue to confound industry and society. Perhaps too many are unwilling to challenge the way we tackle challenges.

Our multidisciplinary experiences will provide you with unprecedented professional perspective, and our extensive, influential network will connect you with unique opportunities to expand your marketability.

Connect with experts, partners, leaders, and fellow students who will challenge your thinking and support your growth. The skills you master here will catalyze your career, enhance your industry, and invigorate your community.

Take the first step: Connect with us.

[CONNECT NOW](#)

**SPARK YOUR PROFESSIONAL
REVOLUTION**

[WATCH](#)

College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

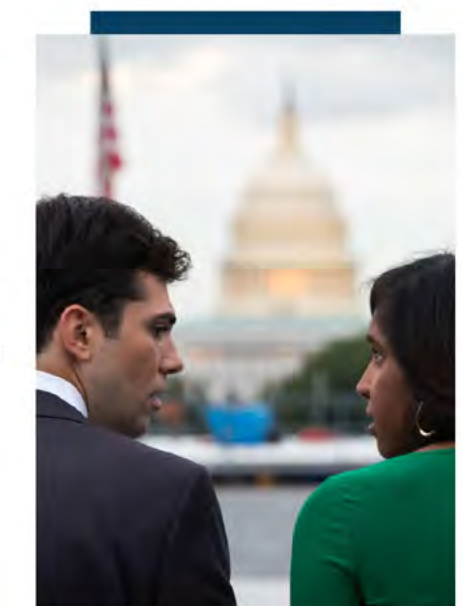
MAKE IT COUNT

Use the skills you master today to transform people, industry, and communities for generations to come.

We've made it our mission to bring together experts, leaders, and partners with proven backgrounds in a wide array of topics, fields, and experiences. They mentor, teach, and collaborate with students in our 20+ programs to translate impact from the career level to the global stage.

- **Learn from the best:** Our faculty have shaped business, security, politics, urban planning and more — locally, regionally, globally.
- **Connect with opportunities:** Get access to one of the most extensive, influential networks of alumni, influencers, and career-connectors in the country.
- **Hone your point of view:** Work alongside leaders, partners, and fellow students who bring a variety of new ideas and perspectives to the classroom.

Classes are forming now, with convenient hybrid options that fit your schedule and your professional goals.



WHAT'S YOUR LIFE'S WORK?

GW CPS degrees span industries and impact.

Earn a bachelor's degree, master's degree, or certification in the most in-demand fields, including:



DESIGN

examples

CATALYST CAMPAIGN / BRIEF

The George Washington University - College of Professional Studies
May 20 at 9:09 PM · 🌐

Catalyze Powerful Connections: Learn and Grow with Leaders, Experts, and Students to Boost Your Career and Revitalize Your Community!

GREAT MINDS shouldn't **THINK ALIKE.**
College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

BUT they can **WORK TOGETHER.**
College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

EXPLORE 20+ DEGREES, OFFERED IN A DIVERSE COMMUNITY.
College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

Learn from diverse experts. [Learn More](#)

Expand your perspective. [Learn More](#)

Grow your career. [Learn More](#)

Like Comment Share

The George Washington University - College of Professional Studies
May 20 at 9:09 PM · 🌐

The George Washington University Graduate School of Political Mangement creates an accelerator for transformation, challenging our students to have the difficult bi-partisan conversations that have traditionally stalled progress in...[See more](#)

BUILD A CAREER and **A CONSENSUS.**
College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

10

Like Comment Share

Write a comment...

SOCIAL

DESIGN

examples

CATALYST CAMPAIGN / BRIEF

GW

THE *biggest* CYBERSECURITY RISK MAY BE...

College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

START HERE

GW

YOU CAN BE THE *biggest* RISK...

College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

START HERE

GW

FROM THE CLASSROOM TO *across the aisle.*

The Graduate School of Political Management
College of Professional Studies

START HERE

GW

TO CREATE A MORE *equitable* CITY...

College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

START HERE

GW

THE GREATEST *success* STORIES...

College of Professional Studies
THE GEORGE WASHINGTON UNIVERSITY

START HERE

there is no STATUTE OF LIMITATIONS...

DIGITAL DISPLAY

DESIGN
examples

CATALYST CAMPAIGN / BRIEF

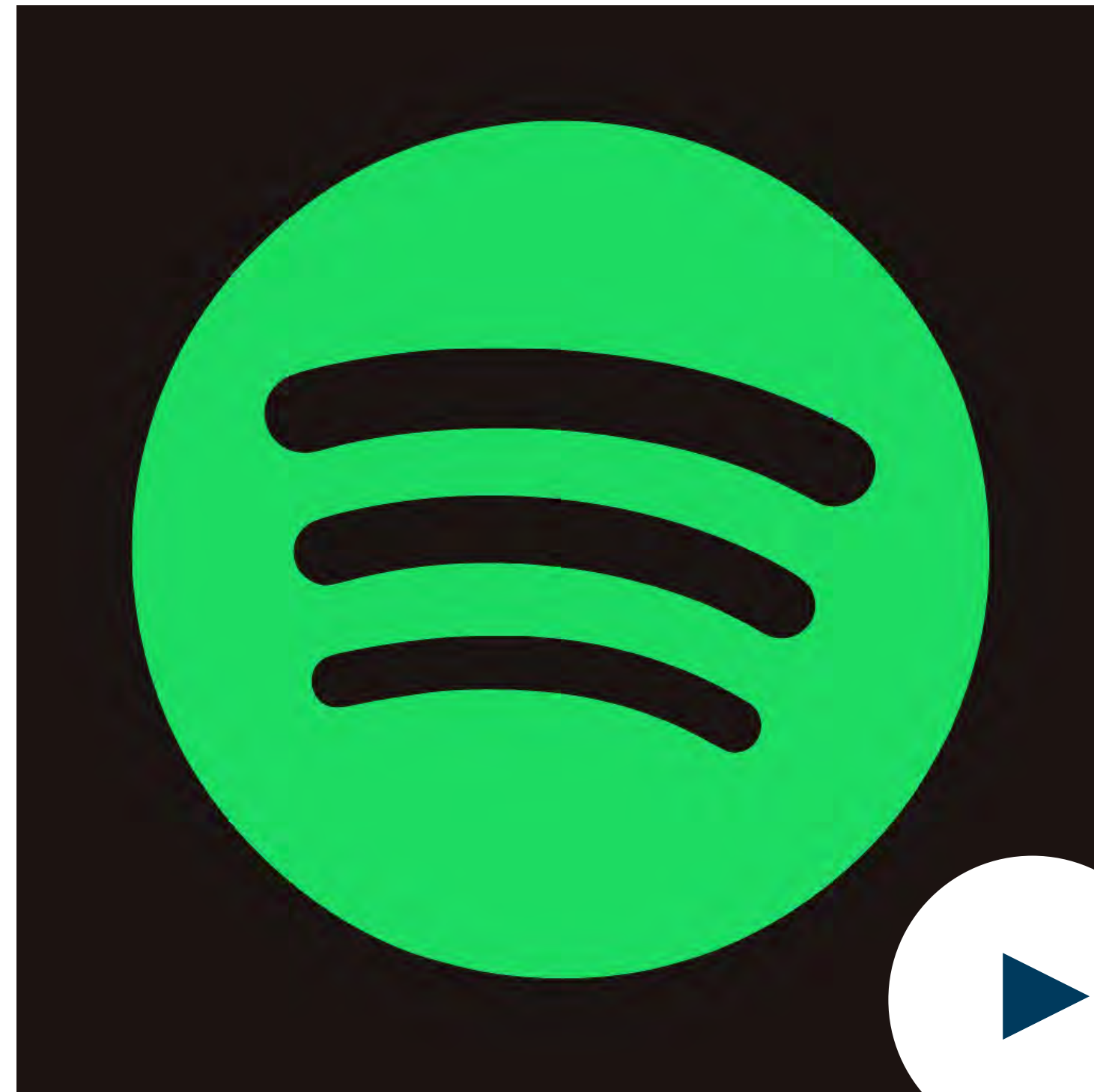


VIDEO

DESIGN

examples

CATALYST CAMPAIGN / BRIEF



STREAMING AUDIO

GREAT MINDS *Shouldn't* THINK ALIKE.

CONTACT

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