



## **VISUAL IDENTITY GUIDELINES**

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1. Visual Identity Foundations
2. Brand Mark Construction, Clear Space and Minimum Size
3. Preferred and Alternative Treatments
4. Typography
5. Incorrect Usage of the Brand Mark
6. Co-branding
7. Letterhead Design
8. Business Envelope Design
9. Business Card Design
10. Resources

## 1. Visual Identity Foundations

### Brand Mark Elements



### To School of Social Work Faculty and Staff,

We are pleased to provide you with the Columbia University School of Social Work (CUSSW) Visual Identity Manual 2010. This manual has been created in order to outline a standard and unifying brand for the School. We seek to increase our local, national, and global visibility and to present the School in a clear and consistent voice.

This manual should be used as a basis for all print publications, online publications, and merchandise. It should be adhered to for any external communications, including those to prospective students, current students, alumni, field educators, media personnel, prospective employees, donors, other schools within Columbia University, vendors, and business partners. We also encourage the use of these standards for inter-departmental memos or other internal correspondence.

We appreciate your support in ensuring that Columbia University School of Social Work is seen for what we are: a world-class school.

## 2. Brand Mark Construction, Clear Space, and Minimum Size

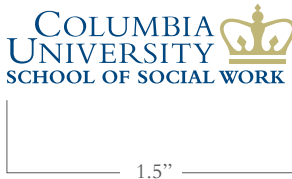
### Construction of Brand Mark Lock-up



### Clear Space Requirements



### Minimum Size Requirements



### Construction of Brand Mark Lock-up

CUSSW has chosen to use a modern version of the Columbia University crown symbol showing three diamonds, and it is the only version to be associated with CUSSW. The crown symbol may only be used as a separate graphic element when the complete brand mark is also used elsewhere.

The width of the brand mark should always be equal to 13 times the diameter of the O in “Columbia.” The height of the brand mark should always be equal to 4 times the diameter of the O in “Columbia.”

### Clear Space Requirements

In order to maintain the integrity of the brand mark, a clear space should remain around it equal in height and width to the “O” in the word “COLUMBIA.”

### Minimum Size Requirements

The minimum size of the brand mark is 1.5 inches wide in printed material and should otherwise be displayed at sizes that maintain the legibility of the brand mark. On the Web and other materials meant for on-screen display, the minimum width is 130 pixels.

### 3. Color Treatments

#### Preferred Two Color Brand Mark Treatments



#### Alternative Acceptable Black & White Brand Mark Treatment

#### Alternative Acceptable Grayscale Brand Mark Treatment



#### Primary Color Palette



Pantone 541 C  
Pantone 541 M

C100 M57 Y0 K38

R0 G70 B127

HEX 00467F



Pantone 5845 C  
Pantone 5845 M

C0 M1 Y47 K30

R192 G182 B120

HEX C0B678

#### Preferred and Alternative Brand Mark Color Treatments

PMS color 541c (or 541u) and 50% of black ink have been selected as the preferred treatment for all Columbia University brand mark applications. The blue text version should be used on white or light colored backgrounds. The white text version should be used on dark blue or other dark colored backgrounds.

Black & white and grayscale treatments are also acceptable, though full color treatments are strongly preferred in full color materials.

#### Primary Color Palette

The official School of Social Work brand colors are Pantone PMS 541 C and Pantone PMS 5845 C. Alternative (PMS u) and CMYK color formulas apply when coated stock is not being used and/or offset printing is not an option. RGB and Hex color formulas are shown for broadcast and web applications.

### Bembo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@%#?!?{[/.

### Bembo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@%#?!?{[/.

### *Bembo Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@%#?!?{[/.

### *Bembo Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@%#?!?{[/.

### Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@%#?!?{[/.

### Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@%#?!?{[/.

### *Futura Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@%#?!?{[/.

### *Futura Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&@%#?!?{[/.

## 👑 Typography

Typography is an integral part of CUSSW's visual identity. Consistent use of designated typeface families works to enhance and reinforce the visual image. For professional design and printing, the Bembo and Futura font should be used. Information about these typefaces as well as recommended alternative typefaces for regular printing are described below.

### Serif Typefaces

The Bembo family has been selected as the School's primary typeface. Bembo has a subtle grace and carries no affectations of antiquity even though it is based on 15th-century Venetian letterforms. The serifs make Bembo exceptionally legible and highly readable. Its classic features and harmonious weights integrate well with the School's contrasting sans serif face, Futura.

Bembo can be used for body copy, text, or headlines.

### Sans Serif Typeface

The sans serif type family that should be used to complement Bembo is Futura. Sans serif typefaces were designed to strike an optically monotone weight. Due to their geometric shapes and clean lines, these faces tend to slow the reader down when they are used in large copy blocks, but they can create a clean contemporary look with limited use. They add a pleasing contrast to the classic serif typefaces that are used in large blocks of print copy or text.

Futura can be used for headlines or emphasis when needed, such as sidebars, subheadings, or short blocks of body copy.

### Availability & Substitutes

Bembo and Futura are commonly available for purchase from typeface resellers such as <http://www.myfonts.com>

When Bembo and Futura are not available, Garamond may serve as a serif alternative for Bembo, and Century Gothic may replace the sans-serif Futura.

When displaying fonts for the Web or screen devices, it may be necessary to provide further alternatives in a font stack. Font stacks in the preferred order may look like this:

```
font-family:Bembo, Garamond, Palatino, 'Palatino Linotype', Georgia, serif;
```

or

```
font-family:Futura, 'Century Gothic', Tahoma, Arial, sans-serif;
```

## 5. Incorrect Usage of the Brand Mark

### Incorrect Usage Examples



DO NOT delete any part of the brand mark.



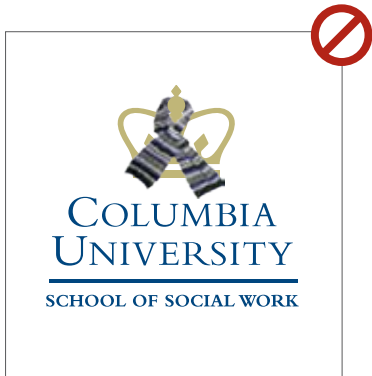
DO NOT distort or rotate the brand mark in any way.



DO NOT change the typeface of any of the text or add any text.



DO NOT change relative positioning of the brand mark elements.



DO NOT add any embellishments to the brand mark.

### Incorrect Usage Examples

The examples on this page illustrate some of the incorrect uses of the branding elements. Use of the brand mark in any marketing materials must be approved by the Communications Office prior to publication.

## 6. Co-branding

### Co-branding Examples



Please note these logos are not shown to scale. Please see the minimum size requirements in Section 2.

### Co-branding Examples

The various centers, programs and departments associated with CUSSW can be co-branded in several ways. Columbia University recommends consistent co-branding in order to present a unifying identity and brand. Please contact the Communications Office for further guidelines.

## 7. Letterhead Design

### Letterhead

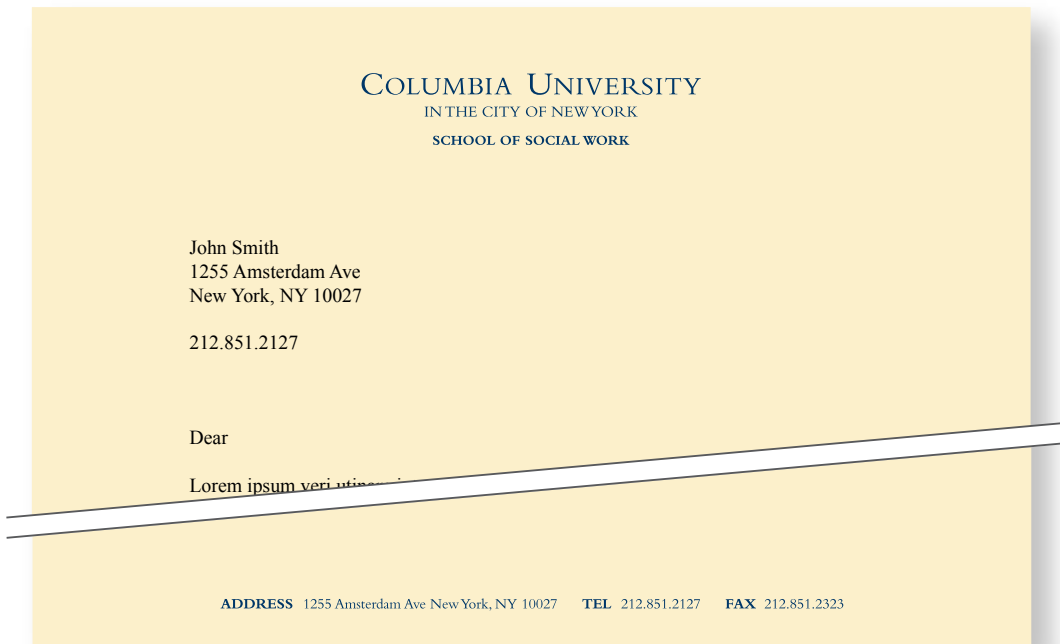


### Letterhead Design

The following pages are intended to serve as a guide for standard CUSSW stationery. Orders for all standard stationery materials must be placed with Printing Services at Columbia University. Please do not alter or recreate the specifications of any of these pieces when ordering.

Printing Services: <http://www.columbia.edu/cu/student-services/printing>

Individual centers or programs should contact the Communications Office for co-branding letterhead guidelines.





## 8. Business Envelope Design

Business Envelopes (Size #9 and 9"x12" Booklet Envelopes)

COLUMBIA UNIVERSITY

IN THE CITY OF NEW YORK  
1255 AMSTERDAM AVENUE  
NEW YORK, NY 10027

SCHOOL OF SOCIAL WORK  
OFFICE OF THE DEAN



COLUMBIA UNIVERSITY

IN THE CITY OF NEW YORK  
1255 AMSTERDAM AVENUE  
NEW YORK, NY 10027


SCHOOL OF SOCIAL WORK  
OFFICE OF THE DEAN



Staff Business Card

	<p>COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK</p>
	<p><b>First, Last Name</b> Position School of Social Work</p>
	<p>Mail Code 0000 1255 Amsterdam Ave New York, NY 10027 212.851.2127 FAX 212.851.2323 email@columbia.edu</p>

Student Business Card

	<p>COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK</p>
	<p><b>First, Last Name</b> Student School of Social Work</p>
	<p>Mail Code 0000 1255 Amsterdam Ave New York, NY 10027 212.851.2127 FAX 212.851.2323 email@columbia.edu</p>

## 10. Resources

For additional resources and information regarding the Columbia University School of Social Work Visual Identity Guidelines, please contact the Communications Office.

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