COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

blue290

A Practical Guide to Columbia's Standards of Visual Identity | May 2009

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A Practical Guide to Columbia's Standards of Visual Identity

Columbia is well known and widely respected as one of the top academic institutions in the world, conducting path-breaking research in medicine and science, the arts and the humanities—and producing leaders in the professions with a long-standing tradition of public service and civic engagement. We are also a university with a decentralized organizational history that provides a high level of independence among our many schools, institutes, centers, and affiliated organizations. Moreover, a great university is not like a corporate or consumer brand. We are best known for our name and reputation, rather than as a visual mark or logo. For Columbia, then, the challenge of "branding" means providing clear, unified identity standards that allow the many parts of the University to leverage the greatest strength of Columbia's name and reputation in ways that support the mission of each individual unit.

Having a strong University-wide identity that adds to each unit's value while reinforcing the collective value of the institution as a whole has a number of benefits. A clear set of identity design standards:

- provides a single brand that endows all of the University's prestige onto each unit

- limits duplication of effort and resources across the University by minimizing the cost of trademark, design, legal, and other branding expenses

- prevents dilution of the University's brand

- applies the brand management expertise of Columbia's communications professionals across the entire University

- builds a sense of shared identity, community, and pride

University seal

COLUMBIA
UNIVERSITY

University shield

University	Variation
College	Engineering
1754	

HISTORY OF THE UNIVERSITY IDENTITY

In its 255-year history, Columbia has always employed some iteration of a crown as its official symbol, and like most universities, it also uses a shield and a seal. The shield, which was adopted by the trustees in 1949 and bears the inscription *In lumine tuo videbimus lumen* (In your light, we shall see the light), is rarely used today. The seal is used only by the trustees for official purposes, and its use is controlled by the Office of the Secretary.

For the first 30 years of its history, Columbia was known as King's College. But in 1776, the American Revolution forced a suspension of classes that lasted eight years, after which the college reopened with a new name—Columbia College. In 1896, the trustees approved the name "Columbia University in the City of New York." Both names have been used with a crown to identify the University, and many different crown designs have remained in concurrent use over the years. Today, the official logo is the modern crown adjacent to the full name of the University, but it is entirely appropriate for certain iterations of the crown to continue to be used by some schools, since those crowns have historical significance. Two such visible examples include Columbia College, which uses a historical version of the crown, and the Fu Foundation School of Engineering and Applied Science, which employs a crown reflecting its founding as the School of Mines. A number of schools use a modern version of the crown featuring three diamonds rather than echoing the three crosses of the traditional crown.

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

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Columbia University
IN THE CITY OF NEW YORK

Pantone 286

Columbia University
IN THE CITY OF NEW YORK

Black

Columbia University
IN THE CITY OF NEW YORK

4-color Process
100% Cyan
72% Magenta

Columbia University
IN THE CITY OF NEW YORK

Columbia University
IN THE CITY OF NEW YORK

White or Pantone 290
(Columbia Blue)
Background:
Pantone 286

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THE UNIVERSITY IDENTITY

The design of the Columbia identity incorporates the core elements of well-thought-out branding: name, font, color, and visual mark. The logo was designed using the official University font, Trajan Pro, and features specific proportions of type height in relation to the visual mark. The official Columbia color is Columbia Blue, or Pantone 290. On a light color background, the logo can also be rendered in black, grey (60% black), Pantone 280, or Pantone 286; on a darker color background, the logo can be rendered in Pantone 290, 291, or 284, depending on which color works best with the overall design of your product, the media in which it will be reproduced, and its intended use.
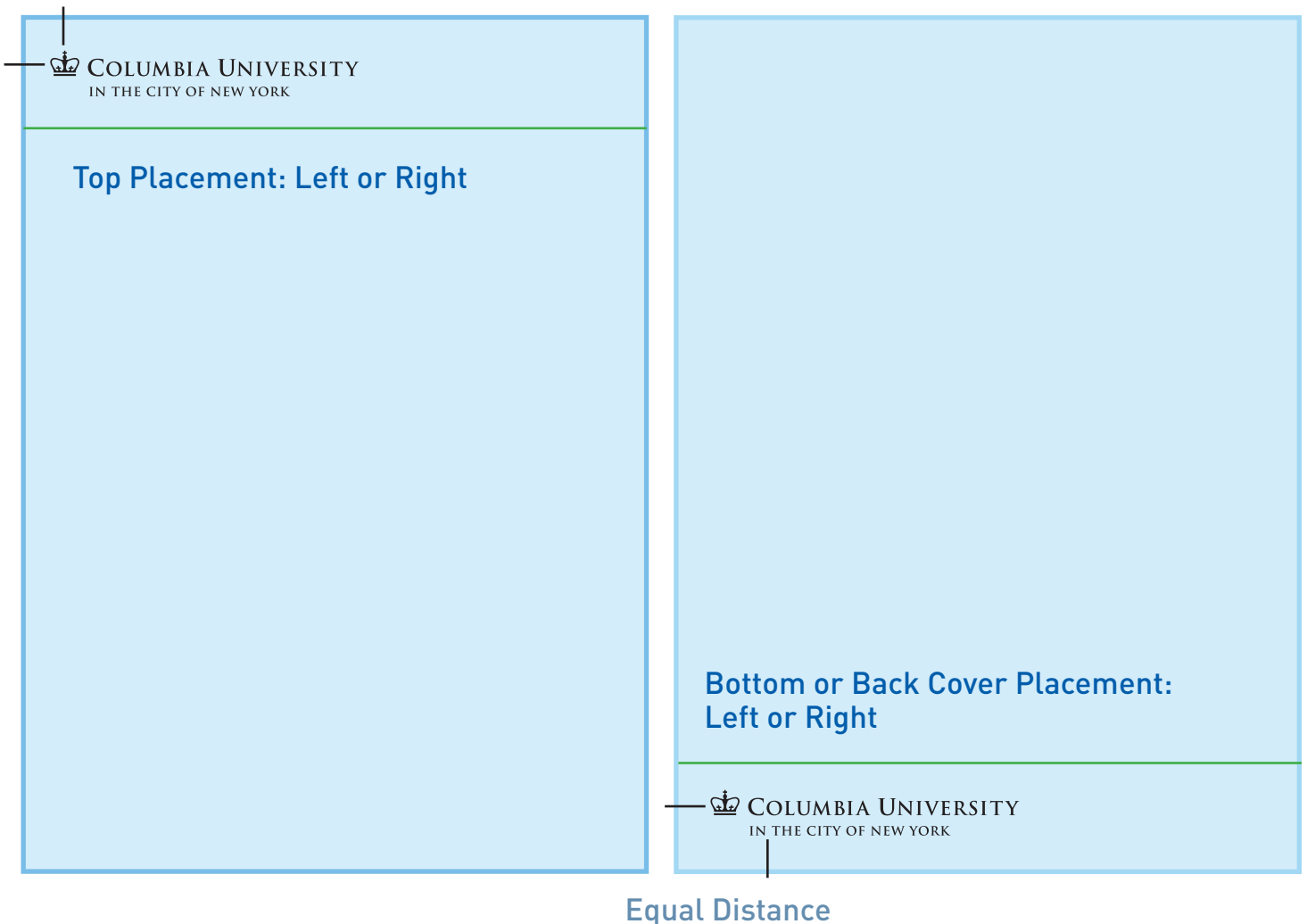
BEST PRACTICES FOR USING THE UNIVERSITY IDENTITY

The University logo must be used as originally designed and proportioned and should not be modified under any circumstances other than to scale the image while maintaining its aspect ratio. There are also a few other rules to follow (except for business cards):

- On the front or back cover, position the identity a minimum distance of ½ inch from the edges
- The logo should never be rendered smaller than ¼ inch high.
- The logo should appear as a single unit, never combined with other logos.
- The crown should not be used without the accompanying name of the University, though in some instances, such as web use, it may be best to omit "in the City of New York."
- A buffer zone of at least two inches must appear between the logo and other design elements.
- The University identity should appear on the front or back cover of all print publications.

Minimal 1/2 inch Equal Distance

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IN THE CITY OF NEW YORK

Top Placement: Left or Right

Bottom or Back Cover Placement: Left or Right

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IN THE CITY OF NEW YORK

Equal Distance

A sample of the correct logo

Do not stretch or condense any
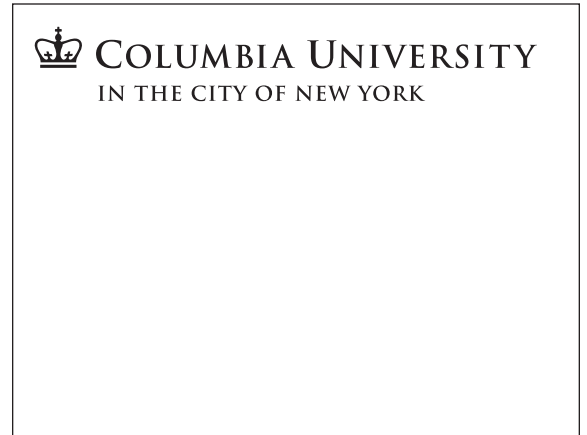University logo.

Do not colorize the image file.

Do not use the crown without type.

Do not use the image file as a title.

Do not typeset the logo; request an
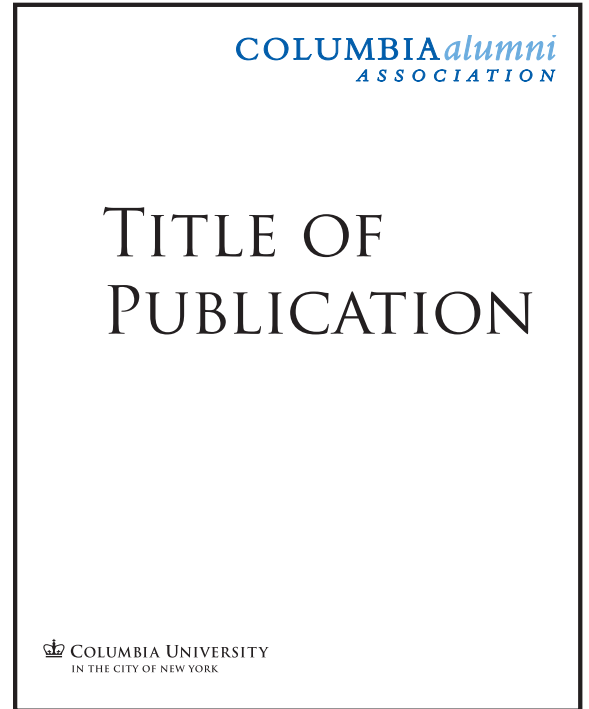EPS or JPEG file from Sandy Kaufman
at sk672@columbia.edu.

Do not use the University seal or shield
as a stand-in for the logo or to represent
the University as a whole. The seal is
for official use only by the trustees.

Do not combine multiple logos or visual marks; instead, use top/bottom, left/right positioning.

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IN THE CITY OF NEW YORK

COLUMBIA*alumni*
A S S O C I A T I O N

COLUMBIA*alumni*
A S S O C I A T I O N

TITLE OF PUBLICATION

♛ **COLUMBIA UNIVERSITY**
IN THE CITY OF NEW YORK

Do not place design elements in close proximity to the logo to make the two appear to be one unit.

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COLUMBIA*alumni*
A S S O C I A T I O N

Do not use the University identity to advertise or recommend commercial products or services, to promote the activities of outside organizations, or to further social or political causes.

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supports your bookstore
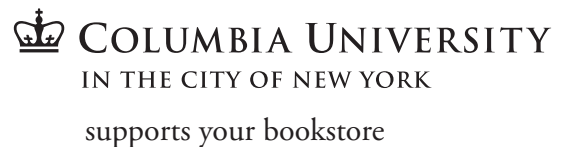
Do not reproduce the University identity in any color other than black, white, grey (60% black) Pantone 280, Pantone 284, Pantone 286, Pantone 290, or Pantone 291.

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OTHER IDENTITIES AND CO-BRANDING

Given Columbia's history of decentralized structure, it is understandable that schools, institutes and centers across the University developed highly distinctive identities and idiosyncratic logos over the years. Unfortunately, such a multiplicity of unrelated visual identities does not serve the interests of either the individual operating unit or Columbia as a whole. First, no single unit has the financial resources to effectively "brand" itself through a visual identity as corporations and consumer products do through widespread advertising and marketing. Second, such efforts deprive both that unit and the University itself of the collective power inherent in Columbia's global name and reputation. Especially in these times, the limited resources previously devoted to creating and maintaining a wide array of identities are better invested in academic and other substantive programming.

Going forward, we would discourage the proliferation of visual marks, colors, and identities that do not place individual units within the framework of the larger University, a best practice increasingly followed by our peers. While it is not necessary to seek uniformity in the ways that different schools, institutes, and centers shape their identities, we believe that everyone is best served by employing some combination of core elements of name, color, typography, and visual mark. As a guide, we have developed a series of "co-branded" identities that communicate individuality while bestowing the value of Columbia's name and reputation. A growing number of schools, institutes, and programs have already taken on this co-branding approach and are finding it highly effective with both internal and external audiences. Here are a few examples:

COLUMBIA | SIPA
School of International and Public Affairs

COLUMBIA UNIVERSITY
School of Continuing Education

COLUMBIA UNIVERSITY
Office of Alumni and Development

COLUMBIA | REVSON FELLOWSHIP
A Program on the Future of the City of New York

THE EARTH INSTITUTE
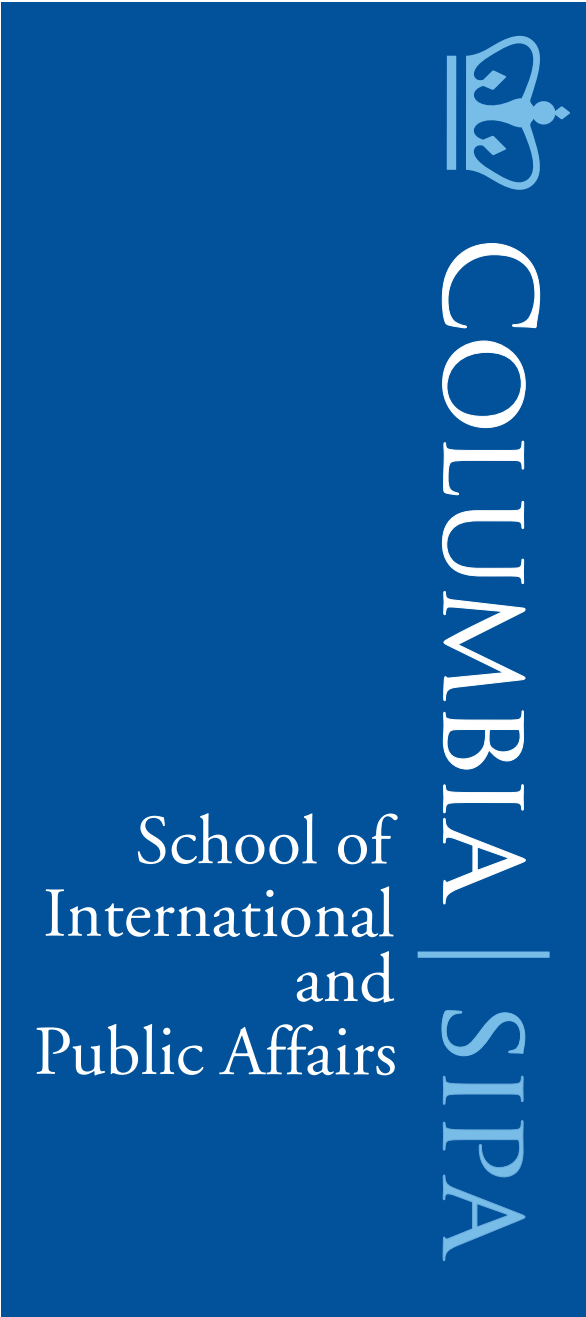COLUMBIA UNIVERSITY

**Trajan Pro
Titles**

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYy
Zz1234567890

**Adobe Garamond
Text and Subtitles**

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYy
Zz1234567890

Banner
Background:
Pantone 286
Type:
White or
Pantone 284

COLUMBIA ALUMNI CENTER

Congratulations Graduates
COLUMBIA UNIVERSITY

COLUMBIA | SIPA

School of
International
and
Public Affairs

BUSINESS CARDS AND LETTERHEAD

Columbia University has made a small refinement to its stationery, including letterhead, envelopes and business cards to reflect the standard University identity. In order to be consistent, the Columbia name is now presented in the official University font, Trajan Pro, and uses Columbia Blue, in this case Pantone 294. While this may seem a subtle change to some eyes, it will help us present a more unified look and feel in all of our communications, including our stationery.

To order stationery, please contact Matthew Dougherty at md2258@columbia.edu.

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS
EXECUTIVE DIRECTOR

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK

John Doe
Executive Director
Office of Communications and Public Affairs

535 West 116th Street, New York, NY 10027
301 Low Library, Mail Code 4129
212-854-0000   Fax: 212-678-0000   jd219@columbia.edu

COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK
NEW YORK, NY 10027
OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS

Envelope detail

535 West 116th Street   301 Low Memorial Library   Mail Code 4129   New York, NY 10027   212-854-0000   Fax 212-854-0000
www.columbia.edu/cu/website

WEB IDENTITY GUIDELINES

Webpage templates that include the Columbia identity are available for download at www.columbia.edu/identityguidelines, where you can also read the University's Web Identity Guidelines. For help with a custom-designed website, email CUIT Interactive Services at websupport@columbia.edu or call their director, Joshua S. Freeman, at (212) 854 2083.

Thoughtful consideration should be given to choosing a URL for your site, since it will impact branding, website popularity rankings, and the ease of displaying your URL in print publications. If you are a University entity, your URL should be www.yournamehere.columbia.edu or www.columbia.edu/yournamehere.

University web template.

LETTERHEAD AND BUSINESS CARDS

Contact Matthew Dougherty (md2258@columbia.edu) in Printing Services to order business cards, letterhead, or other stationery.

FOR ASSISTANCE

For more specific help with branding questions, e-mail Sandy Kaufman in University Publications (sk672@columbia.edu) or Deb Sack (deb.sack@columbia.edu).