

Visual Identity



COLUMBIA COLLEGE
COLUMBIA UNIVERSITY *in the* CITY of NEW YORK

Purpose

The purpose of this document is to outline basic visual identity elements for communications across any medium. The guidelines that define these elements are intended as a framework for creating strong, visually consistent communications that convey the prestige and tradition of Columbia College.

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The School Name

Proper and consistent usage of the Columbia College name is essential to the college identity.

Columbia College is the official name of Columbia's undergraduate school, dating back to 1784 when the college resumed classes after the Revolutionary War.

When referring to Columbia College, always contextually link it with the university (officially, Columbia University in the City of New York) at least once.

The Logo



The official crown is the cornerstone of the Columbia College identity. The elements recall the College's founding as King's College by royal charter in 1754 and the embellished style exudes the prestige of an Ivy League institution.

Logos of Departments within the College

Departments within Columbia College may use their own logos as long as they are created in the spirit of the College's visual identity. The Columbia College crown may be utilized as an element of the logo as long as the official College crown is used without modification.

Logotype

The Columbia College logotype is set with Trajan Pro, a typeface based on the letterforms found on Trajan's Column which recalls the classical foundations of the Core Curriculum.

The following are all acceptable applications of the logotype.

For Light Backgrounds:



Preferred usage for light backgrounds in Alumni Blue and Dark Blue.



Secondary usage for light backgrounds when a single color application is necessary.



Alternative usage for light backgrounds when color printing is not possible.

For Dark Backgrounds:



Preferred usage for dark backgrounds in Columbia College Blue and white.



Alternative usage for dark backgrounds when color printing is not possible.

Logotype Size and Placement

The size and placement of the logo is extremely important to how the college is perceived.

×		×
		
×		×



To maintain impact, the smallest the logo should ever be reproduced is 1/4 inch high.



× = height of crown

Logotype Usage

The logo should always be applied as a complete unit. The Crown should never be distorted, separated from the founding mark, or recreated in any way.

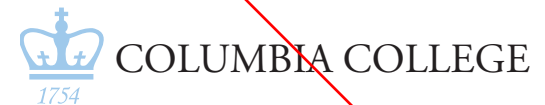
Do Not Place the Logo Over a Photograph:



Do Not Distort the Logo:



Do Not Attempt to Recreate:



Typography

Consistent typeface usage in printed publications creates a sense of refinement and unity.

Mrs Eaves

This typeface is a marriage of traditional and modern typographical techniques that give visual presence to small amounts of text. Use for headings and call-outs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Adobe Garamond

The letterforms of Adobe Garamond convey a sense of fluidity and consistency, while the serifs allow for easy readability. Use for body text and small headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans Light

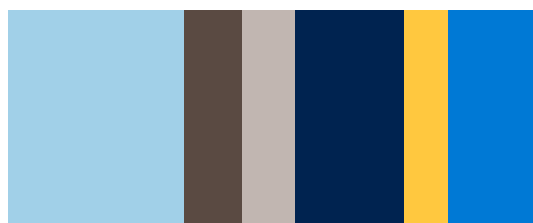
Like the Columbia College logotype, the capital letters from this typeface were influenced by Trajan's Column. Use for headings, sidebar text and call-outs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Color Palette

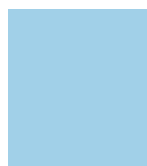


The spectrum above illustrates emphasis on colors and how they can work together.

Colors play an extremely important role in creating a recognizable visual identity, especially for a school with as rich a tradition as Columbia College. The Columbia College color palette includes colors that have historical significance, as well as colors that compliment and provide a selection of colors to use when developing graphics.

Usage of Columbia Blue should be limited to fills and text on a dark background. Alumni Blue may be substituted for Columbia Blue for text on light backgrounds. In general, use of secondary colors should be limited to subtle articulation.

Primary Colors



Columbia Blue
PMS 290
#A6B7C8



Dark Blue
PMS 295
#2D2A62



Alumni Blue
PMS 279
#336699

Secondary Colors



Dark Gray
PMS
Warm Gray 11
#5e514e



Light Gray
PSM
Warm Gray 3
#cdc9c5



Gold
PMS 445
#F6CF46

Photography

