Columbia College Visual Identity

Standards & Guidelines for Print & Electronic Media

Columbia College Visual Identity
Version 2.0

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The purpose of this document is to describe the basic visual identity elements and standards for communications that carry the Columbia College brand. The standards are intended as a framework for creating strong, visually consistent communications that convey the prestige and tradition of Columbia College, its position as the core undergraduate institution within Columbia University, and the College's advantageous location within the city of New York.

The official logo for Columbia College combines the institution's unique crown, the logotype for Columbia College, and a reference to the College's parent institution, Columbia University.

Crown

Logotype

The crown

The 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.

The logotype

The Columbia College logotype is set with Trajan Pro. Trajan Pro is the official typeface for Columbia University as established in the University's brand guidelines. This typeface is based on the letterforms found on Trajan's Column which recalls the classical foundations of the Core Curriculum.

Alternate Logos

The following alternative logos may be used in situations where the official logo may not be the best option for the given context.

When using an alternative logo, the text "Columbia University in the City of New York" should appear proximate to the logo to communicate the relationship between Columbia College, Columbia University, and New York City.

Minimized

This minimized form may be used in when the logo must be used at a size below the recommended minimum. It may also be used when it is desireable to reduce the vertical size of the logo – for example, the title bar of a website or mobile app.

Stacked

This stacked form may be used in when the logo must be used at a size below the recommended minimum. This variation provides an option with an aspect ratio near 1:1.

Crown only

The crown alone may only be used when inclusion of the logotype is not possible – for example, a website favicon or a social media avatar.

Proper Logo Use

Minimum Size

Minimum sizes are given to preserve clarity and legibility of the logo. For printed media, the minimum height of the logo should not be less than 1/4 inch. For electronic media, the minimum height of the logo should not be less than 32px for graphics with a 72ppi resolution. The height should be adjusted proportionally for images with higher resolution.

Minimuim Clearspace

The logo should separated from other graphic elements with clear space to ensure its visibility and impact. Other text, illustrations, or photographs should be placed outside this area. The minimum recommended clearspace is equal to half the height of the logo.

Clearspace around the logo is equal to half the height of the crown.

Approved Color

On a white or light color background, the color of the logo should be College Dark Blue (see the Color page) or black. On a medium or dark color background, the color of the logo should be white or Columbia Blue.

White background
Black or College Dark Blue logo

Light color background
Black or College Dark Blue logo

Medium color background
White or Columbia Blue logo

Dark color background
White or Columbia Blue logo

Improper Logo Use

Incorrect Placement

The logo should not be superimposed over a photograph. The detail of the photo can obscure the logo and contravenes the requirement for clear space around the logo. The logo should only be used against a background with a solid color or gentle gradient.

incorrect placement

correct placement

Incorrect Color

The logo may not be rendered in a color other black, white, or one of the primary brand colors. The use of colors such as red, orange, or even the secondary colors is not allowed.

incorrect color

correct color

Distortion & Recreation

The logo may not be stretched or distorted. When the size of the logo is adjusted, the aspect ratio must be preserved. Please do not attempt to recreate the logo; use an official logo file.
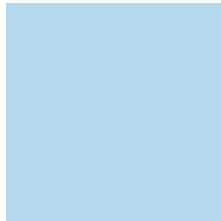

incorrect aspect ratio

incorrect logo construction

Colors

Primary Colors

Colors play an extremely important role in creating a recognizable visual idenity, especially for a school with as rich a tradition as Columbia College. The Columbia College color palette includes colors that have historical significance.

Columbia Blue
Pantone 290 C
#b9d9eb

College Alumni Blue
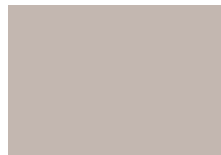Pantone 279 C
#418fde

College Dark Blue
Pantone 295 C
#002855

Secondary Colors

Secondary colors compliment the primary colors and provide additional options to use when developing graphics. Secondary colors should be limited to use in combination with the primary colors for balance and contrast.

College Dark Grey
Pantone Warm Gray 11 C
#5e514e

College Light Gray
Pantone Warm Gray 3 C
#cdc9c5

College Gold
Pantone 122 C
#fcd450

Typefaces

Typeface selection is one of the most important exercises in the definition of a brand. After color, no one design element is most closely related to a brand. Therefore, it is important for the expression of the Columbia College brand to limit typeface use to the following selections.

Trajan

Trajan is one of Columbia University's official typefaces. Trajan is used in the logotype for Columbia College.

TRAJAN PRO REGULAR
ABCDEFGHIJKLMNOP
ABCDEFGHIJKLMNOP1234567890

Garamond

Gramond is one of Columbia University's official typefaces. Garamond is used in co-branding offices within Columbia College, such as the Center for Career Education.

Adobe Garamond Pro Regular
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Brioni

Brioni is the official serif font for Columbia College. Brioni is used for titles, text, and captions.

Brioni Std Light
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Brioni Std Light Italic
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Brioni Std Bold
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Brioni Std Bold Italic
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Graphik

Graphik is the official sans-serif font for Columbia College. Graphik is used for headings, figures, tables, and lists.

Graphik Regular
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Graphik Regular Italic
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Graphik Bold
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Graphik Bold Italic
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Web Fonts

The use of web fonts enhances brand presence in web-based communications. Because the official Columbia College typefaces do not have commonly available web font variants, it is necessary to select equivalent web fonts.

Equivalent serif

The first choice replacement for Brioni on the web is **Merriweather**. Merriweather is made available by the Google Fonts service. If the Google Fonts service is unavailable, the second choice replacement is Georgia. Georgia is available on most computers.

Merriweather Regular
ABCDEFGHIJKLMNOP
abcdefghijklmnopz1234567890

Merriweather Heavy
ABCDEFGHIJKLMNOP
abcdefghijklmnopz1234567890

Merriweather Italic
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Merriweather Heavy Italic
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Equivalent sans-serif

The first choice replacement for Graphik on the web is **Roboto**. Roboto is made available by the Google Fonts service. If the Google Fonts service is unavailable, the second choice replacement is Helvetica. Helvetica is available on most computers.

Roboto Regular
ABCDEFGHIJKLMNOP
abcdefghijklmnopz1234567890

Roboto Bold
ABCDEFGHIJKLMNOP
abcdefghijklmnopz1234567890

Roboto Italic
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Roboto Bold Italic
ABCDEFGHIJKLMNOP
abcdefghijklmnop1234567890

Grid System

A grid system provides a structural for visual design. Adherence to a grid promotes order, rhythm and harmony. Breaking from the grid can create impact, surprise, and focus.

One pica (p) is 12 points (pt) or 1/6th inch

There is inch equivalent for a pixel, since pixel size is determined by the physical size and resolution of a specific device.

Print Media

The grid for print media is based on a **one pica (p)** square. Fixed dimensions such as column gutter widths and text line heights are defined using multiples of 1p.

A standard layout will divide a page into a grid of columns separated by 1p gutters. Around this grid, the external margin is 2p. Where a layout uses facing pages, the inner margin (at the spine) is 3p.

A full size layout will use a 12 column grid. Visual elements will span two or more columns to create layouts of two, three, or four equal-width columns. Layouts can also combine various column widths.

This styleguide was designed using the full size layout grid.

Electronic Media

The grid for electronic media is based on a **16 pixel (px)** square. Fixed dimensions such as column gutter widths and text line heights are defined using multiples of 16px.

A standard layout will divide a screen into columns separated by 32px gutters. Around this grid, the external margin is usually 16px (one grid step) but can doubled depending on the size of the screen.

A full size layout will use a 12 column grid. Visual elements will span two or more columns to create layouts of two, three, or four equal-width columns. Layouts can also combine varous column widths.

Modular Scale for Text Size

In order to create effective contrast between text elements, we establish a modular scale of font sizes. A modular scale, like a musical scale, is a prearranged set of harmonious proportions.

As you can see, the letterforms of the Brioni typeface are thicker, wider, and taller than their Times conterparts. This increases legibility of the typeface at small sizes.

Print Media

The letterforms of the Brioni typeface are relatively large. Therefore, the primary font size for print media is 9.5 points (pt), slightly smaller than the typical 10pt size used for fonts such as Times.

The steps in the modular scale for print media are based on a "perfect fourth" or 3:4 ratio. The ratio describes the relationship between each step in the scale. The scale begins with the secondary font size, 7pt.

7pt

9.5pt

12.5pt

17pt

22.5pt

30pt

40pt

53pt

Electronic Media

The primary font size for electronic media is 16px. This font size allows comfortable reading on an electronic display. It is also the most common default text size in web browsers.

The steps in the modular scale for electronic media are based on a "perfect fifth" or 2:3 ratio. The ratio describes the relationship between each step in the scale. The scale begins with the minimum font size, 10px.

13px

16px

20px

25px

31px

39px

49px

The typeface selections and modular scale are expressed in the recommended font styles for typographic elements in printed content.

The styles indicate the font family and font size (text size/line height) recommended for a given typographic element. Alternatives may be used so long as the styles adhere to the typeface and text size (modular scale) guidelines. Text colors should be limited to black, white, or the primary and secondary colors.

Brioni Std Bold, 54/60pt

Title

Brioni Std Bold, 17/24pt

Sub Title

Brioni Std Bold, 21/24pt

Heading, Pull Quote

Graphik Bold, 13/18pt

Sub Heading

Brioni Std Light, 17/24pt

Lead Paragraph

Brioni Std Light, 9.5/12pt

Paragraph

Brioni Std Light Italic, 7/9pt

Caption

Graphik Bold, 9.5/12pt

List Heading

Graphik Regular, 7/9pt

List Item

The typeface selections and modular scale are expressed in the recommended font styles for typographic elements in web content.

The styles indicate the font family and font size (text size/line height) recommended for a given typographic element. Alternatives may be used so long as the styles adhere to the typeface and text size (modular scale) guidelines. Text colors should be limited to black, white, or the primary and secondary colors.

Merriweather Bold, 39/48px

Heading 1

Roboto Bold, 31/40px

Heading 2

Roboto Bold, 25/32px

Heading 3

Roboto Bold, 20/24px

Heading 4

Roboto Bold, 16/24px

Heading 5

Roboto Bold all caps, 13/16px

HEADING 6

Merriweather Regular, 20/32pt

Lead paragraph

Merriweather Regular, 16/24pt

Paragraph, list

Merriweather Regular, 13/16pt

Sidebar

Merriweather Italic, 13/16pt

Caption

Related Colors

Related colors are derived from brand guidelines for organizations related to Columbia College or offices within the College. These colors can be used to extend the existing color palette or to indicate relationships with other brands.

Columbia University

CU Blue #2
Pantone 291 C
#a8cee2

CU Blue #3
Pantone 284 C
#75aadb

CU Blue #4
Pantone 286 C
#0038a8

Enrollment Group

Adm Blue
Cyan
#0099e6

Adm Dark Blue
Pantone 300 U
#0060a8

Core Value Green
Pantone 341 U
#338066

Columbia Engineering

SEAS Blue #1a
Pantone 5425 U
#7d99aa

SEAS Blue #1b
Pantone 5415 U
#557aa0

SEAS Blue 2
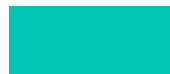Pantone 2955 U
#395775

SEAS Copper
Pantone 1675 U
#8c4e32

Engineering Yellow
Pantone 1215 U
#fdd977

Center for Career Education

CCE Red
Pantone 180 C
#b4362d

CCE Aqua Green
Pantone 3265 C
#0ac4ac

CCE Lime Green
Pantone 365 C
#b4da80

CCE Yellow
Pantone 129 U
#faaf3f

Combined CC/SEAS Identity

When designing for an audience that includes Columbia College and Columbia Engineering students, both institutions need to be identified. This paring of logos communicates cooperation between the schools.

Clearspace around the logos is equal to the font size of the school names. The distance between the logos is 2x the clearspace.

These versions of the school logos for Columbia College and Columbia Engineering have been optimized for display in this configuration. *They should not be used separately.* If you need only the Columbia College or Columbia Engineering logo, please use the official logos provided by the respective schools.

Always use this configuration without modification. Do not move the logos closer together or change their position or orientation with respect to one another.

Alternate CC/SEAS Identity

The following alternatives logos may be used for combined CC/CE communications in situations where the official logos are either not required or may not be the best option for the given context.

COLUMBIA COLLEGE | COLUMBIA ENGINEERING

COLUMBIA COLLEGE
COLUMBIA ENGINEERING

Minimized

This minimized form may be used if the text below the school names will not be legible at the size used. This form may also be used when it is necessary to reduce the vertical size of the logos.

Stacked

This stacked form may be used if the text below the school names will not be legible at the size used. This form may also be used when it is necessary to reduce the horizontal size of the logos.

Crowns only

The crowns alone may only be used when inclusion of the logotypes is not possible – for example, a icon or a social media avatar.

COLUMBIA COLLEGE
COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK