**Typography**

Brioni Std Light
ABCDEFHJIKLNMOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Brioni Std Light Italic
ABCDEFHJIKLNMOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Brioni Std Bold
ABCDEFHJIKLNMOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Brioni Std Bold Italic
ABCDEFHJIKLNMOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Graphik Regular
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abcdefghijklmnopqrstuvwxyz0123456789

Graphik Italic
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abcdefghijklmnopqrstuvwxyz0123456789

Graphik Bold
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abcdefghijklmnopqrstuvwxyz0123456789

Graphik Bold Italic
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abcdefghijklmnopqrstuvwxyz0123456789

**Colors**

PMS 291 U
C.M.Y.K. = 33.3.0.0
R.G.B. = 158. 206. 235

PMS 300 U
C.M.Y.K. = 100.48.0.0
R.G.B. = 0.119. 192

C.M.Y.K. = 0.0.0.0
R.G.B. = 255. 255. 255

C.M.Y.K. = 0.0.0.100
R.G.B. = 0. 0. 0

**Type Treatments**

Title: Brioni Std Bold 54/57 pt C.M.Y.K. = 0.0.0.0.

Sub Title: Brioni Std Bold 17/27 pt C.M.Y.K. = 0.0.0.0.

Address: Graphik Bold 7/9.5 pt C.M.Y.K. = 0.0.0.100.

Into the Columbia Blue

A Preview

Each publication has its own PMS color.

Columbia University Undergraduate Admissions Publications Style Guide
August 1, 2011
"At Columbia, you will not just be a passive recipient of knowledge; instead you will be an active partner in the dialectic and an agent of discovery. Step inside to explore, challenge, invent, and an agent of discovery. Our goal is to foster in you a strong sense of curiosity and a willingness to embrace academic risk-taking. Rather than general education, we aim to build a timeless basis for intellectual flexibility and confidence. Columbians will tackle. For almost 100 years and comprising about a quarter to a third of the demonstrated need of every graduate school student, $1.5 million from the Society of Undergraduate and Other Graduate Students is a resource for students of demonstrated need. We strongly encourage students to apply for need-based aid if you do not receive a financial aid package from another source.

The Core is much more than any other university. Nine current Nobel Prize winners are from or taught at Columbia, and over the past dozen years, 6 to 1 of undergraduate classes have been small, discussion-based seminars. We are a different kind of higher learning.

There are approximately 4,400 students in the College by royal charter. Columbia utilizes The Common Application, but it is not a requirement. We strongly encourage you to apply if you do not receive a financial aid package from another source.

We strongly encourage you to apply if you do not receive a financial aid package from another source. The typical image to be non-full-bleed, in color.