School of the Arts
Brand Guidelines

SOA Brand Guidelines

Logos

SOA offers three standard logo lockups—one-line, two-line and stacked—which may be used in digital and print materials. Acceptable colors for logos include teal, white and black. The font used in the SOA logo is *Antonio*.

Logos should not be broken apart, and no additional text or image should be added.

Horizontal logos should be no less than 2 inches in print. Square or vertical stacked logos should not be less than 1.5 inches on the longest side.

Make sure the logo is placed on a high-contrast background so that it is visible.

Use the *C* from *Columbia* to measure the safe area around the logo.

Font

The title font for the website is Acumion Pro and the body type is Calluna Sans. If these are not available, please use Antonio as the title font and Lato as the body type. For print and digital designs approved fonts include: Lato, Nunito, Alte Haas Grotesk, Calluna Sans, Avenir, Arial, Athelas, Beckman, Cabin, Gravity, Raleway, Roboto, Bodoni, and Adobe Caslon Pro.

Formatting Lionmail Emails or Announcements

The SOA logo can appear at the top or bottom of emails. Typically, the safest size for emails is 600–750 px wide, jpg format. To request a specifically sized logo, email soa-comms@columbia.edu.

Core Palette
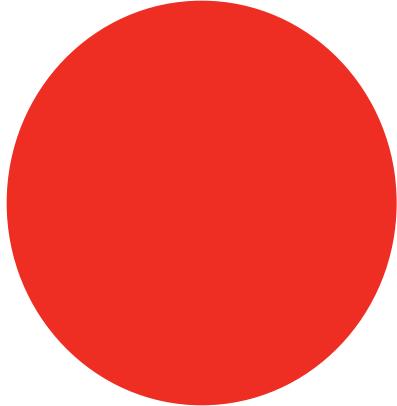
Red
HEX #FF2202
RGB 255 34 2
CMYK 0 87 99 0

Black
HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

Teal
HEX #16A8A8
RGB 22 168 168
CMYK 87 0 0 34
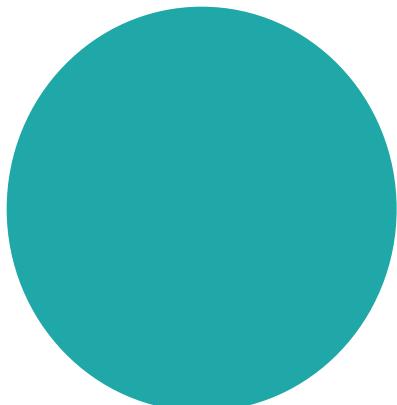
White
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
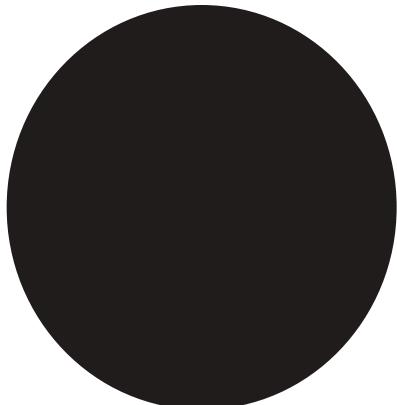
Soft Black
HEX #221E1E
RGB 34 30 30
CMYK 0 12 12 87

Stacked Logo

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

Two-Line Logo

# COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

One-Line Logo

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Logo color options
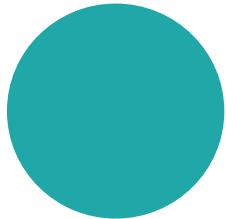
Teal
HEX #16A8A8
RGB 22 168 168
CMYK 87 0 0 34
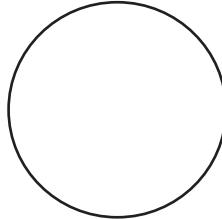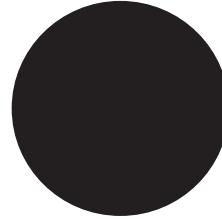
White
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Black
HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

Measure the safe area around the logo by using the *C* from *Columbia*.

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COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS
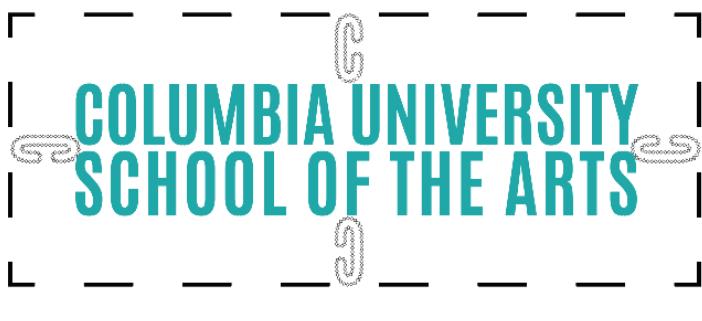
Horizontal logos should be no less than 2 inches in print. The stacked logo should not be less than 1.5 inches on the longest side.

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

1.5 in

2 in

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

2 in

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

FAQs

Q: Can I add the Columbia University crown to the SOA logo?

A: Please don't! Text, images, and other logos should not be added to any of the standard SOA logos.

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Q: I'd like to change the color of the SOA logo to electric violet. Is this possible?

A: We'd rather you didn't. Acceptable colors for the SOA logos include black, white, and teal.

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Q: If the logo isn't the right size, can I just stretch it out a bit?

A: Yikes! The logo should maintain its integrity within the lockup. Please don't stretch or otherwise distort the logo to fill a space. Also, please don't outline the logo or add special effects like a bevel or a drop shadow.

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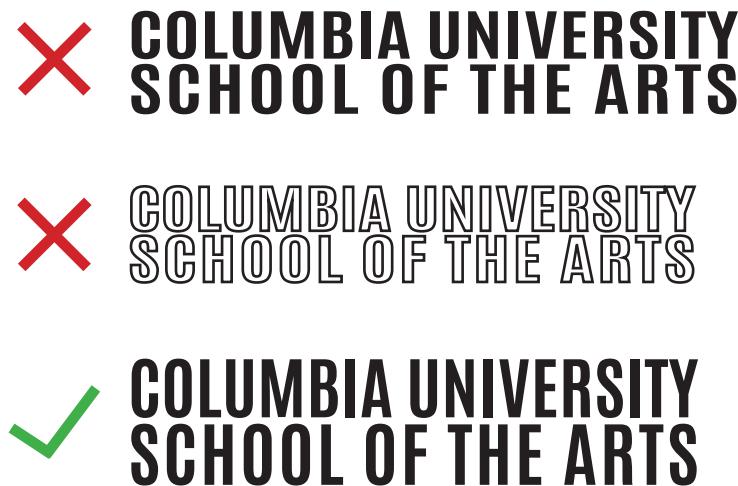
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FAQs

Q: I think the SOA logo will look great on this patterned background.

A: Look again! Make sure the background provides a high contrast to the logo so that it remains visible.

Q: How can I get a copy of the SOA logo for my project or event?

A: The SOA webpage hosts logos in the three standard formats—you can download one of these logos as an .eps file or a .png file. If these logos don't suit your needs, determine what size (in inches or pixels) you'll need, and email soa-comms@columbia.edu for a custom logo.