This guide serves as a resource to inform all design and visual communications for Columbia University School of the Arts. The directions and examples that follow are key to ensure a consistent identity through all touchpoints.

Further information:
Office of Communications, soa-comms@columbia.edu
Columbia University School of the Arts on first reference, except in news stories on the School of the Arts website. On second reference, the school can be referred to as the School of the Arts, and in all other references as the School. Make sure to always capitalize School in referring to the School of the Arts, even when using the word alone. Note that while SOA is used in identification of alumni graduation years, it is not acceptable in a stand-alone context as an abbreviation for the School of the Arts in any public communication.
LOGO

The logotype is the most important element of the SOA brand.

Whenever possible, the two-line logo is preferred.
A secondary logo—listing our programs—has been created to use in specific circumstances, such as digital advertising. Only the two-line and one-line logos have a secondary version.

Two-line version

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

FILM  |  THEATRE  |  VISUAL ARTS  |  SOUND ART  |  WRITING

One-line version

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

FILM  |  THEATRE  |  VISUAL ARTS  |  SOUND ART  |  WRITING
OFFICIAL COLOR PALETTE

TEAL
C 87 M 0 Y 0 K 34
HEX #16A8A8

RED
C 0 M 87 Y 99 K 0
HEX #FF2202

BLACK
C 60 M 40 Y 40 K 100
HEX #000000

LIGHT GRAY
C 3 M 1 Y 0 K 0
HEX #F5F7FA

WHITE
C 0 M 0 Y 0 K 0
HEX #FFFFFF
COMPLEMENTARY COLOR PALETTE FOR WEBSITE APPLICATIONS

BLUE
HEX #005A8F

TEAL
HEX #16A8A8

NEON GREEN
HEX #B3F02F

RED
HEX #FF2202

HOT PINK
HEX #FF1A8B

OFF WHITE (BEIGE)
HEX #EEE9E1
The complimentary color palette has been created to support and enhance our website. Its primary purpose is to create a consistent visual language, particularly for thumbnails and news imagery. These are just a couple of gradient variations; there is flexibility to experiment.
While the logo should only appear in the approved color iterations, there is flexibility to use a different color for special circumstances; this should only happen if it helps the overall design direction.
To ensure visibility, clarity, and legibility, keep a set distance around the mark. Measure the "safe area" around the mark by using the C from Columbia. This area should not be violated by text or imagery.
**LOGO SIZE LIMITATIONS**

For print, the primary two-line logo should not be reduced to less than one inch in length. The secondary two-line logo should not be less than one and a half inches in length, as readability decreases significantly.

<table>
<thead>
<tr>
<th>Size Limitations</th>
<th>Logo Display</th>
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<tbody>
<tr>
<td>2&quot;</td>
<td><img src="image1" alt="Logo 2&quot;" /></td>
</tr>
<tr>
<td>1.5&quot;</td>
<td><img src="image2" alt="Logo 1.5&quot;" /></td>
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<tr>
<td>1.25&quot;</td>
<td><img src="image3" alt="Logo 1.25&quot;" /></td>
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<tr>
<td>1&quot;</td>
<td><img src="image4" alt="Logo 1&quot;" /></td>
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<tr>
<td>.5&quot;</td>
<td><img src="image5" alt="Logo .5&quot;" /></td>
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</tbody>
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Both the primary and secondary one-line logos should not be reduced to less than two inches in length.

The stacked logo should not be reduced to less than half an inch.
LOGO  DON'T'S

Never combine the Columbia University School of the Arts logo with the Columbia University logo.

Do not rearrange the words in the logo, stretch, or outline the words.

Never use the logo in any color not indicated as primary within this guide.

As previously stated, some exceptions may apply.

Never place the logo against a background that lacks enough contrast to be visible.
TYPEFACES

ANTONIO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:/?!@#$%^&*()[{}]

ACUMIN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:/?!@#$%^&*()[{}]

ACUMIN PRO EXTRA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:/?!@#$%^&*()[{}]

CALLUNA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:/?!@#$%^&*()[{}]