COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

BRAND GUIDELINES

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**

LANGUAGE

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

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS

One-line version

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

Stacked version

COLUMBIA
UNIVERSITY
SCHOOL OF THE
ARTS

LOGO SECONDARY VERSION

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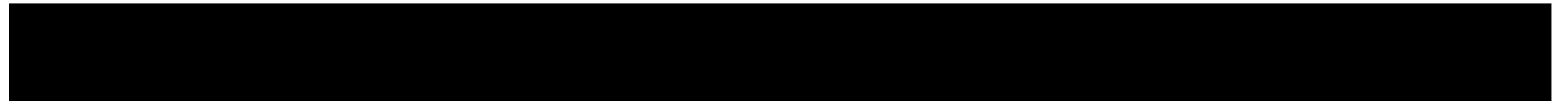C 87 M 0 Y 0 K 34
HEX #16A8A8

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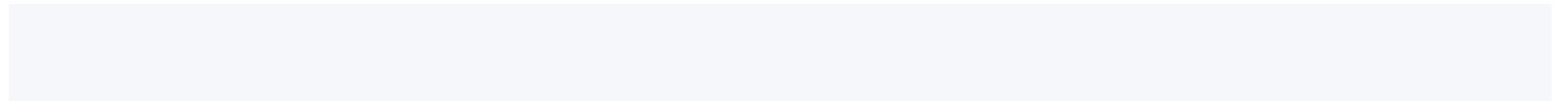C 0 M 87 Y 99 K 0
HEX #FF2202

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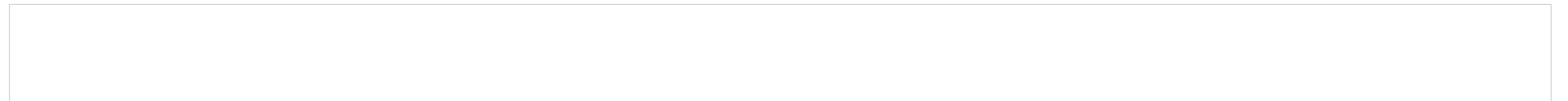HEX #000000

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
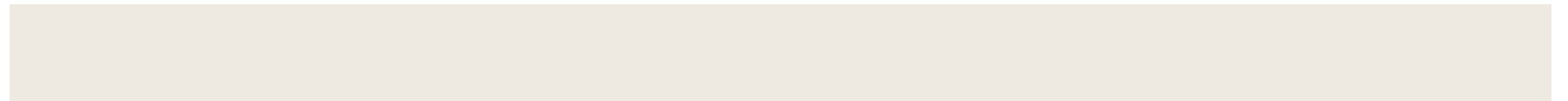HEX #B3F02F

RED
HEX #FF2202

HOT PINK
HEX #FF1A8B

OFF WHITE (BEIGE)
HEX #EEE9E1

COMPLEMENTARY COLOR PALETTE FOR WEBSITE APPLICATIONS   GRADIENT VARIATIONS

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

LOGO COLOR VARIATIONS

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

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

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

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

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

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

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

WHITE
C 0 M 0 Y 0 K 0
HEX #FFFFFF

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

LOGO SAFE AREA

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.

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

FILM | THEATRE | VISUAL ARTS + SOUND ART | WRITING

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

FILM | THEATRE | VISUAL ARTS + SOUND ART | WRITING

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS
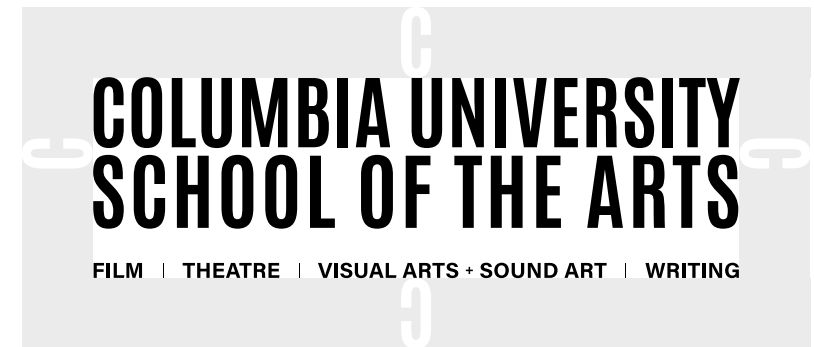
LOGO SIZE LIMITATIONS

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 inch and a half in length, as readability decreases significantly

2″   1.5″   1.25″   1″   .5″

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS
FILM | THEATRE | VISUAL ARTS · SOUND ART | WRITING

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS
FILM | THEATRE | VISUAL ARTS · SOUND ART | WRITING

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS
FILM | THEATRE | VISUAL ARTS · SOUND ART | WRITING

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS
FILM | THEATRE | VISUAL ARTS · SOUND ART | WRITING

COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS

Both the primary and secondary one-line logos, should not be reduced to less than two inches in length

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**
FILM | THEATRE | VISUAL ARTS · SOUND ART | WRITING

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**
FILM | THEATRE | VISUAL ARTS · SOUND ART | WRITING

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**
FILM | THEATRE | VISUAL ARTS · SOUND ART | WRITING

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**
FILM | THEATRE | VISUAL ARTS · SOUND ART | WRITING

COLUMBIA UNIVERSITY SCHOOL OF THE **ARTS**

The stacked logo should not be reduced to less than half an inch

COLUMBIA
UNIVERSITY
SCHOOL OF THE
ARTS

COLUMBIA
UNIVERSITY
SCHOOL OF THE
ARTS

COLUMBIA
UNIVERSITY
SCHOOL OF THE
ARTS

COLUMBIA
UNIVERSITY
SCHOOL OF THE
ARTS

COLUMBIA
UNIVERSITY
SCHOOL OF THE
ARTS

LOGO DONT'S

Never combine the Columbia University School of the Arts logo with the Columbia University logo
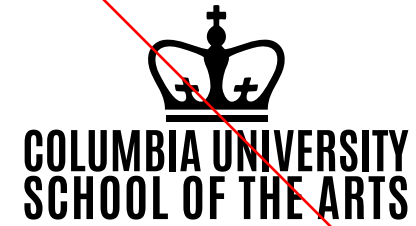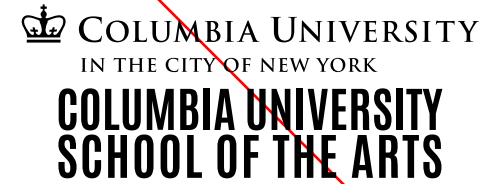
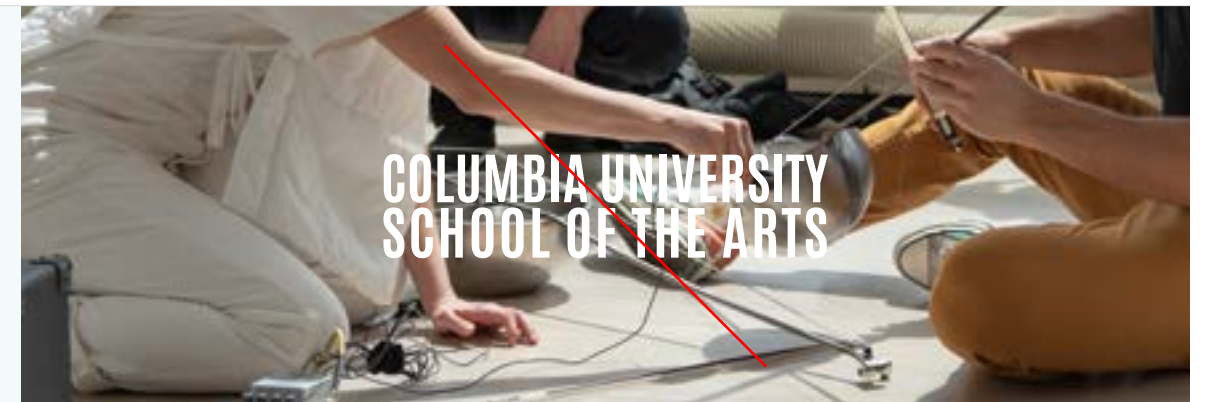Do not rearrange the words in the logo, stretch, or outline the words.

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