

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

BRAND GUIDELINES

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

Further information, you can contact the Office of Communications:
soa-comms@columbia.edu.

LANGUAGE

In referring to the University at large, the title **Columbia University in the City of New York** should be used on first reference. Note that this locational university title is not used in references specific to the School of the Arts—it is **Columbia University School of the Arts**, NOT Columbia University School of the Arts in the City of New York.

Columbia University is acceptable on second reference, and **Columbia** on all subsequent references. CU, while sometimes used internally as an abbreviation for the university's name, is not acceptable in public communications.

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 under specific instances, such as digital advertising; ephemera for events co-sponsored by the School; and merchandise

Whenever possible, the two-line version is preferred

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

FILM | THEATRE | VISUAL ARTS + SOUND ART | WRITING

One-line version

Please note: there is not a stacked version with the programs

COLUMBIA UNIVERSITY SCHOOL OF THE ARTS

FILM | THEATRE | VISUAL ARTS + SOUND ART | WRITING

OFFICIAL COLOR PALETTE

TEAL

C 77 M 11 Y 38 K 0
HEX #11A8A8



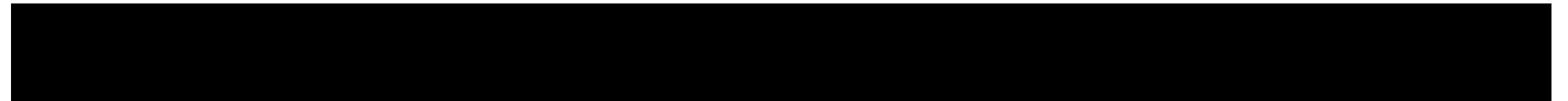
RED

C 0 M 95 Y 100 K 0
HEX #FF2202



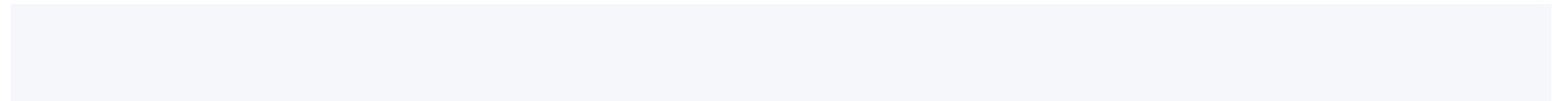
BLACK

C 60 M 40 Y 40 K 100
HEX #000000



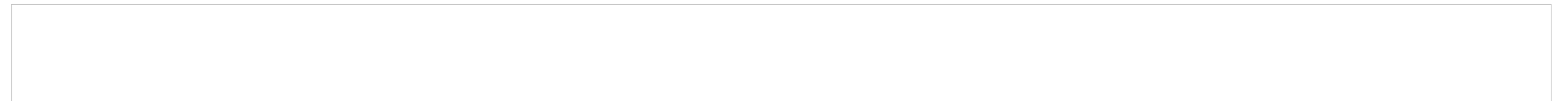
LIGHT GRAY

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



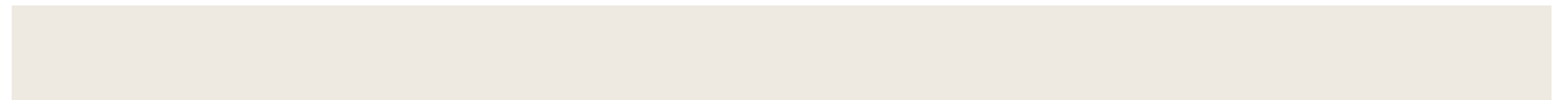
RED
HEX #FF2202



HOT PINK
HEX #FF1A8B



OFF WHITE (BEIGE)
HEX #EEE9E1



COMPLEMENTARY COLOR PALETTE FOR WEBSITE APPLICATIONS GRADIENT VARIATIONS

This complimentary color palette has been created to enhance the visual presence of our website and digital ephemera, and to establish a consistent language that expands across different communication channels



LOGO COLOR VARIATIONS

The logotype should primarily appear in the approved color iterations. Only under special circumstances—and if it helps the overall design direction—it is possible to use the logotype in a different color

TEAL
C 77 M 11 Y 38 K 0
HEX #16A8A8

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

RED
C 0 M 95 Y 100 K 0
HEX #FF2202

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

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

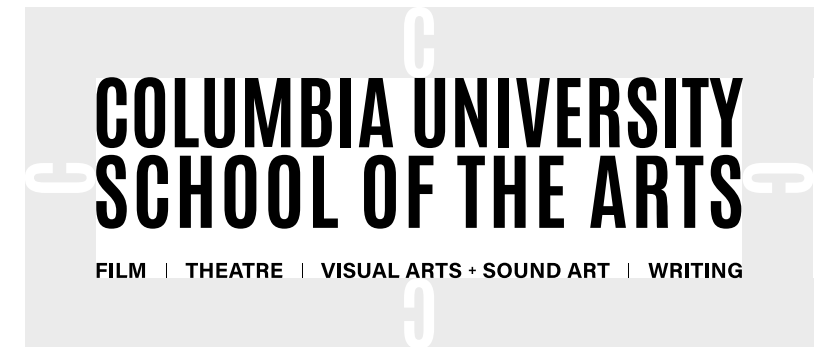
**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

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, always keep a set distance around the wordmark. This safe area can be determined by using the **C** from **Columbia** as a guide, and it should not be violated by text or imagery



LOGO SIZE LIMITATIONS

To guarantee legibility on print materials, it is important to keep in mind the minimum size permitted for all wordmarks

The two-line logo should not be reduced to less than one inch in length. The two-line logo with the programs should not be less than one inch and a quarter in length

The one-line logo should not be reduced to less than one inch in length. The one-line logo with the programs should not be less than one inch and a quarter in length

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

2"

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

FILM | THEATRE | VISUAL ARTS • SOUND ART | WRITING

1.5"

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

FILM | THEATRE | VISUAL ARTS • SOUND ART | WRITING

1.25"

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

FILM | THEATRE | VISUAL ARTS • SOUND ART | WRITING

1"

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

**COLUMBIA UNIVERSITY
SCHOOL OF THE ARTS**

FILM | THEATRE | VISUAL ARTS • SOUND ART | WRITING

.5"

**COLUMBIA UNIVERSITY
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**COLUMBIA UNIVERSITY
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FILM | THEATRE | VISUAL ARTS • SOUND ART | WRITING

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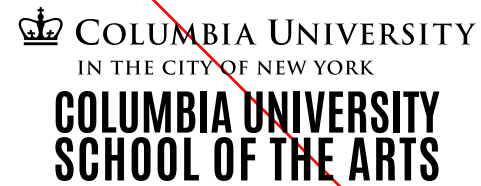
**COLUMBIA
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**COLUMBIA
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LOGO DONT'S

Do not combine the Columbia University School of the Arts logo with the Columbia University logo. The crown is not part of the School's identity and should not be incorporated in any way



Do not rearrange, stretch, or outline the words. Never attempt to recreate the logotype by typing the School's name, even if you have the correct typeface

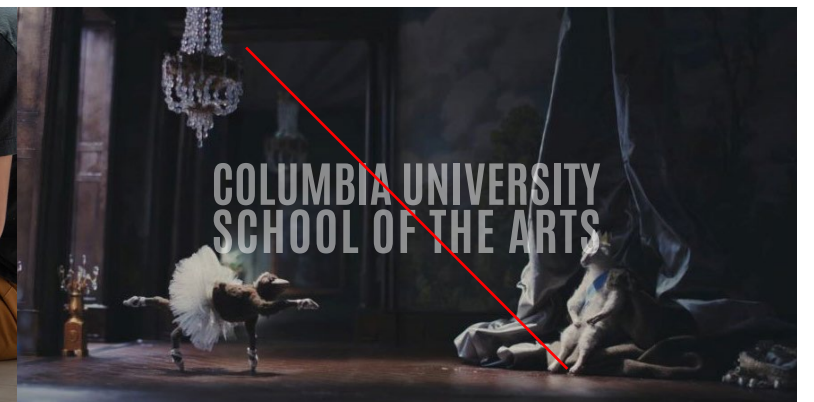


Do not use the logotype in colors that are not part of the School's brand

As previously stated, some exceptions may apply



Do not set the logo against a background that results in poor contrast; do not place the logo on a busy area of an image; and do not add a transparency effect



TYPEFACES

ANTONIO

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

ACUMIN PRO

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

ACUMIN PRO
EXTRA CONDENSED

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

CALLUNA SANS

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

