COLUMBIA UNIVERSITY BRAND GUIDE – DECEMBER 2017

SCHOOL COLORS
- University Blue: Pantone 280 | CMYK: 100/72/0/18
- Columbia Blue: Pantone 291 | CMYK: 27/0/0/0
- College Blue: Pantone 301 | CMYK: 100/45/0/18
- Medical Gray: Cool Gray 11 | CMYK: 0/0/0/70
- Athletic Dark Blue: Pantone 2955 | CMYK: 100/56/0/34

FONTS & TYPEFACES
- University Signature: Trajan, Trajan Bold
- Athletics: Square Slab Serif 711 BT-Bold, Rubik
- Alternates: CG Yearbook Solid, The Sans, Brush Script

RESTRICTIONS
- Athletics marks must be used with the Square Slab Serif typeface, unless graphics are approved in writing in advance
- Athletics marks may not be used in conjunction with other Columbia marks
- The Lion Head (303) may be used with the Columbia Arch, a horizontal mark (311), or with a secondary mark
- The Columbia Arch (305) may be used with the Lion Head or with a secondary mark – but never with the Block C
- The Block C (306) may be used with a secondary mark – but never with the Columbia Arch
- The Split C (307) is to be used for Club Sports merchandising and visual identity projects only
- Products bearing the Athletics marks must be in white, Columbia Blue, light grey, graphite, navy blue, or black.
- The Columbia College crown (401) is to be used for College merchandising and visual identity projects only

NOTE: Approvals to reproduce the Graduate & Undergrad IP’s on consumer products will be very limited and will require special School/Program permissions.

SUGGESTED COMPLIMENTS

WORDMARKS: Wordmarks not shown logically belong to the most suitable IP Group. For example, the wordmark “Columbia Nursing” belongs to the Medical IP Group. Contact Exemplar Associates if you are unsure what IP Group a wordmark belongs to.

Questions? Email support@exemplarassociates.com

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