

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

Primary: COLU_101

University Wordmarks: COLU_104

Ex. Columbia University™,

Columbia University in the City of New York™



Crown: COLU_102



Crest: COLU_103








Derivative C's: COLU_105



Derivative CU's: COLU_106

SCHOOL COLORS

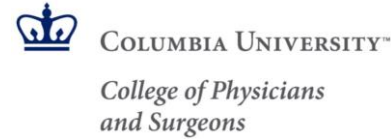
-  University Blue
Pantone 280 | CMYK: 100/72/0/18
-  Columbia Blue
Pantone 291 | CMYK: 27/0/0/0
-  College Blue
Pantone 301 | CMYK: 100/45/0/18
-  Medical Gray
Cool Gray 11 | CMYK: 0/0/0/70
-  Athletic Dark Blue
Pantone 2955 | CMYK: 100/56/0/34



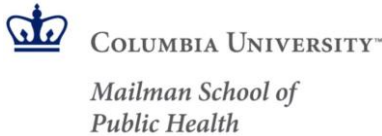
Medical Center: COLU_201



Doctors: COLU_202



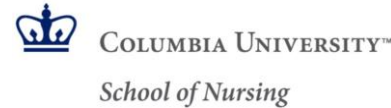
Physicians: COLU_203



Public Health: COLU_204



Dental: COLU_205



Nursing: COLU_206

Medical Wordmarks: COLU_207 Ex. Columbia University Medical Center™, ColumbiaDoctors™

FONTS & TYPEFACES

University Signature: Trajan, Trajan Bold

Athletics: Square Slab Serif 711 BT-Bold

Alternates: CG Yearbook Solid, The Sans, Brush Script

RESTRICTIONS

- Athletics marks must be used with the Slab Serif typeface, unless graphics are a part of a national retail program and approved in writing in advance
- Athletics marks may not be used in conjunction with other Columbia marks
- The Block C and Lion Head should be used with a Secondary Athletics mark
- Products bearing the Athletics marks must be in white, Columbia Blue, light grey or graphite
- The Split C logo is to be used for Club Sports merchandising and visual identity projects only
- The Columbia College crown is to be used for College merchandising and visual identity projects only

CREATED JUNE 2016

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Questions? Email support@exemplarassociates.com



Athletics: COLU_301



Columbia Lion: COLU_302



Lion Head: COLU_303



Block C: COLU_306



Split C: COLU_307



Athletics Arch: COLU_304



Columbia Arch: COLU_305

Athletics Wordmarks: COLU_308

Ex. Columbia Lions








College: COLU_401

COLUMBIA | ENGINEERING
The Fu Foundation School of
Engineering and Applied Science

Engineering: COLU_402

Undergrad Wordmarks:
COLU_403
Ex. Columbia College

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

Columbia Business School
AT THE VERY CENTER OF BUSINESS™

Business: COLU_501

COLUMBIA LAW SCHOOL

Law: COLU_502

**GRADUATE SCHOOL
OF ARTS AND SCIENCES**
COLUMBIA UNIVERSITY

Arts & Sciences: COLU_503

COLUMBIA School of SOCIAL WORK
Make waves. Move mountains. Change lives.

Social Work : COLU_504

FONTS & TYPEFACES

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

COLUMBIA | SIPA
School of International and Public Affairs

SIPA: COLU_506

COLUMBIA UNIVERSITY
School of Professional Studies

Prof. Studies: COLU_507

Academic Wordmarks:
COLU_508
Ex. Columbia Law

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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

1754
NEW YORK

Typeface = CG Yearbook Solid

NYC
established 1754

Typeface = BrodyEF

Established
1754
New York City

Typeface = BrodyEF

NYC
EST. 1754

Typeface = CG Yearbook Solid

CREATED JUNE 2016

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

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