



## COLUMBIA UNIVERSITY

IN THE CITY OF NEW YORK

101\_COLU Primary



102\_COLU Crown



103\_COLU Crest

104\_COLU University Wordmarks  
Ex. Columbia University,  
Columbia University in the City of New York




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

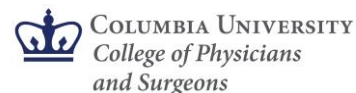
 Athletic Dark Blue  
Pantone 2955 | CMYK: 100/56/0/34



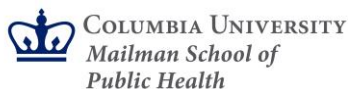
201\_COLU Medical Center



202\_COLU Doctors



203\_COLU Physicians



204\_COLU Public Health



205\_COLU Dental



206\_COLU Nursing

207\_COLU Medical Wordmarks Ex. Columbia University Medical Center, ColumbiaDoctors

### FONTS & TYPEFACES

University Signature: Trajan, Trajan Bold

Athletics: Square Slab Serif 711 BT-Bold, Rubik

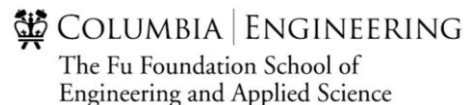
Alternates: CG Yearbook Solid, The Sans,  
Brush Script

### 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



401\_COLU College



402\_COLU Engineering

403\_COLU Undergrad Wordmarks  
Ex. Columbia College

EFFECTIVE DECEMBER, 2017: THE INCLUSION OF THE ® OR TM IS NO LONGER REQUIRED ON LICENSED PRODUCTS

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Questions? Email support@exemplarassociates.com



501\_COLU Business



502\_COLU Law



503\_COLU Arts & Sciences



504\_COLU Social Work



505\_COLU Teachers



506\_COLU SIPA



507\_COLU Prof. Studies

508\_COLU Graduate  
Wordmarks

Ex. Columbia Law

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



Typeface = CG Yearbook Solid



Typeface = BrodyEF



Typeface = BrodyEF



Typeface = CG Yearbook Solid

## SCHOOL COLORS



## FONTS & TYPEFACES

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Athletics: Square Slab Serif 711 BT-Bold, Rubik

Alternates: CG Yearbook Solid, The Sans, Brush Script

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**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.

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*Questions? Email support@exemplarassociates.com*








302\_COLU Columbia Lion



303\_COLU Lion Head



## 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

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

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Questions? Email [support@exemplarassociates.com](mailto:support@exemplarassociates.com)



305\_COLU Columbia Arch



306\_COLU Block C



307\_COLU Split C

308\_COLU Athletics Wordmarks

Ex. Columbia Lions



311\_COLU Athletics



311\_COLU Variations & Alternates



303\_COLU & 311\_COLU Lock-Up

