



101_COLU Primary



102_COLU Crown



103_COLU Crest

104_COLU University Wordmarks

Ex. Columbia University,

Columbia University in the City of New York

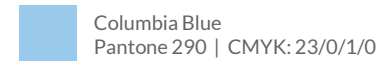


Derivative C's: COLU_105



Derivative CU's: COLU_106

UNIVERSITY COLORS



FONTS & TYPEFACES

Trajan, Trajan Bold

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RESOURCES

Columbia University Identity: <https://visualidentity.columbia.edu/>

Columbia University Trademark Licensing: <https://cufo.columbia.edu/content/trademark-and-licensing>

Irving Medical Center Identity: <https://www.communications.cuimc.columbia.edu/branding-identity>

College Identity: <https://ccit.college.columbia.edu/webguide/brand>

Business School Identity: <https://www8.gsb.columbia.edu/identity/>

Law School Identity: <https://www.law.columbia.edu/communications/visual-style>

University Logo Library: <https://downloads.visualidentity.columbia.edu/> (University employees only)

EFFECTIVE DECEMBER, 2017: THE ® OR TM INDICIA SHOULD NOT APPEAR ON LICENSED PRODUCTS

 **COLUMBIA** | COLUMBIA UNIVERSITY
IRVING MEDICAL CENTER

201_COLU Medical Center
CUIMC is the acceptable abbreviation

 **COLUMBIA**
COLUMBIA UNIVERSITY
IRVING MEDICAL CENTER

 **ColumbiaDoctors**

202_COLU Doctors

 **COLUMBIA** | VAGELOS COLLEGE OF
PHYSICIANS AND SURGEONS

203_COLU Physicians
VP&S is the acceptable abbreviation

 **COLUMBIA**
VAGELOS COLLEGE OF
PHYSICIANS AND SURGEONS

 **COLUMBIA** | MAILMAN SCHOOL
OF PUBLIC HEALTH

204_COLU Public Health

 **COLUMBIA**
MAILMAN SCHOOL
OF PUBLIC HEALTH

 **COLUMBIA** | COLLEGE OF
DENTAL MEDICINE

205_COLU Dental

 **COLUMBIA**
COLLEGE OF DENTAL MEDICINE

 **COLUMBIA** | SCHOOL OF
NURSING

206_COLU Nursing

 **COLUMBIA**
SCHOOL OF NURSING

DEPARTMENT & DIVISION EXAMPLES

207_COLU Medical Wordmarks

Ex. Columbia Irving Medical Center,
ColumbiaDoctors,
Mailman School of Public Health,
Columbia Radiology

 **COLUMBIA** | COLUMBIA UNIVERSITY
DEPARTMENT OF NEUROLOGY

 **COLUMBIA**
COLUMBIA UNIVERSITY
DEPARTMENT OF NEUROLOGY

 **COLUMBIA** | CARDIOLOGY

 **COLUMBIA**
CARDIOLOGY

FONTS: Trajan, Trajan Bold

 Irving Medical Center Blue
Pantone 7686 | CMYK: 100/73/0/10

 Doctors Gray
Cool Gray 11 | CMYK: 0/0/0/70

 Irving Medical Center Secondary Blue
Pantone 3005 | CMYK: 100/31/0/0



302_COLU Columbia Lion



303_COLU Lion Head



305_COLU Columbia Arch



306_COLU Block C



307_COLU Split C

- Club Sports Only -

308_COLU Athletics Wordmarks

Ex. Columbia Lions,
Columbia Football

311_COLU Athletics

- With variations and alternates -

COLUMBIA
ATHLETICS

COLUMBIA
ATHLETICS

COLUMBIA
LIONS

COLUMBIA

COLUMBIA

ATHLETICS

COLUMBIA
MEN'S
BASKETBALL

COLUMBIA
WOMEN'S SOCCER

303 COLU & 311 COLU Lock-Up Examples



COLUMBIA
ATHLETICS



COLUMBIA

FONTS: Square Slab Serif 711 BT-Bold, Rubik **COLORS:** PMS 290 (light blue); PMS 2955 (dark blue)

- Athletics marks may only be used with the Square Slab Serif 711 BT-Bold or Rubik typeface, unless 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 never be used with the Block C (306)
- The Block C (306) may be used with a secondary mark – but never with the Columbia Arch (305)
- 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



401_COLU College

College Blues
Pantone 292C (light) | Pantone 295C (dark)



402_COLU Engineering

403_COLU Undergrad Wordmarks
Ex. Columbia College



501_COLU Business

Business School Blue
Pantone 2995 | CMYK: 85/20/0/0

Font: Galaxie Polaris



502_COLU Law

Law School Blue
Pantone 2945 | CMYK: 93/69/20/5

Font: Nunito Sanserif



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