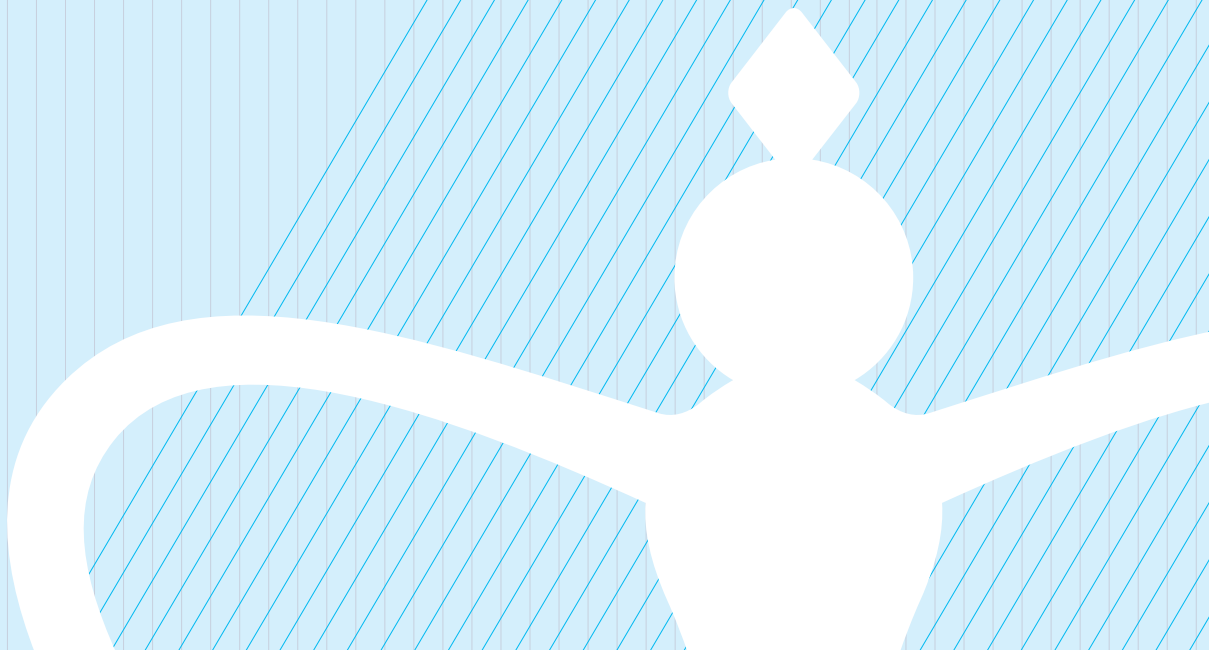


 **Columbia Law School**

# Visual Style Guide



# Our Identity Tool Kit

This tool kit has been designed to help you produce materials that are clear, consistent, and effectively convey the Columbia Law School story.

We hope you'll find it useful and engaging.

## Contents

- 1** Our Logo
- 3** Logo Usage
- 6** Lockups: Incorporating Center Names
- 7** Our Color Palette
- 9** Typography
- 10** Photography
- 12** Stationery
- 14** Templates
- 15** Our Identity in Action

# Our logo

Columbia University's most identifiable visual mark is the crown, which it has employed in some form since its founding, in 1754. As part of the university, the Law School continues to use a version of the crown as well. In 2017, we refreshed our logo to emphasize our connection with the tradition and prestige of the university, while modernizing the typography to call attention to the Law School's impact in the world and our bold ambitions for the future.



**Columbia  
Law School**

 **Columbia Law School**

## LOGO OPTIONS

There are two versions of the logo: stacked and single line. Both are available in Columbia Law blue, black, and white, in versions optimized for print and web use.

The crown and the type should always be used together. This lockup may not be altered in any way. Examples of logo dos and don'ts follow, on page 4.

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SINGLE-LINE LOGO



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STACKED LOGO



# Logo usage

Consistent, ordered use of the logo will reinforce our clear brand identity.

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## CLEAR SPACE AROUND THE LOGO

It is important that no other logos, type, or graphic elements intersect space immediately surrounding the logo. The logo should have room to breathe in relation to other elements on the page.

The amount of clear space on each side of the logo should be at least the size of the upper case “L” in “Law.”



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## MINIMUM SIZE OF LOGO

In order to maintain legibility, both versions of the logo have minimum sizes at which they can be used.

The horizontal logo should be used no smaller than 3/18 inches (.1875”) tall.

The stacked logo should be used no smaller than 9/16 inches (.5625”) tall.



**DO** USE THE LOGO IN ITS ENTIRETY, IN BLUE, BLACK, OR WHITE.



**DON'T** CHANGE THE SIZE OF ANY PART OF THE LOGO.



**DON'T** DISTORT ANY PART OF THE LOGO.



**DON'T** OUTLINE THE LOGO.



**DON'T** CHANGE THE COLOR OF ANY PART OF THE LOGO.

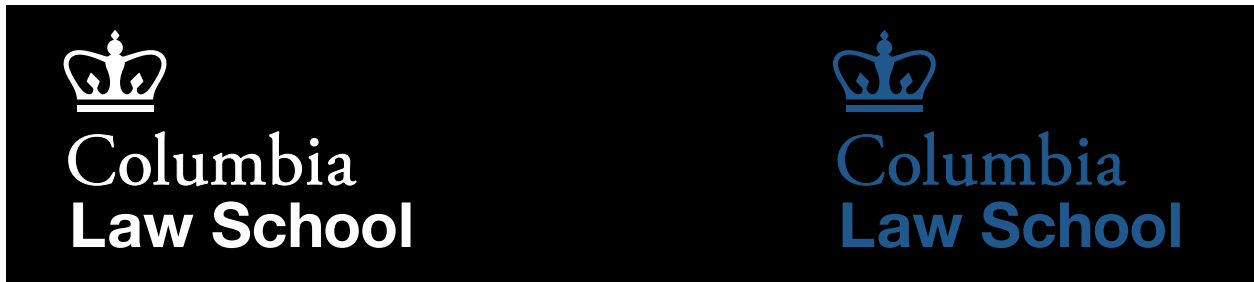


**DON'T** CREATE ANY OTHER LOGOS USING THE CROWN.

LOGO DOS AND DON'TS



**DON'T** USE BLACK ON A BLUE BACKGROUND.



**DON'T** USE BLUE ON A BLACK BACKGROUND.



DO MAKE SURE THE LOGO IS READABLE OVER PHOTOGRAPHS.



**DON'T** USE THE LOGO OVER BUSY PHOTOGRAPHS.

# Lockups

The Communications office can provide lockups for departments, centers, or programs for use on a website, print piece, or other product.



**Columbia  
Law School**

**CENTER FOR GENDER  
AND SEXUALITY LAW**



**Columbia Law School**

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**CENTER FOR GENDER AND SEXUALITY LAW**

In rare cases, lockups may need to be slightly altered to meet technical specs of a website or product.



# Our color palette

We are thoughtful, innovative, and strong, and we have chosen our color palette to express that.

### CORE COLORS

Our core color palette is built around Columbia Law blue, a blue that links us closely to the university and that we have consistently used. Columbia Law blue along with two additional shades of blue and gold are our core colors.

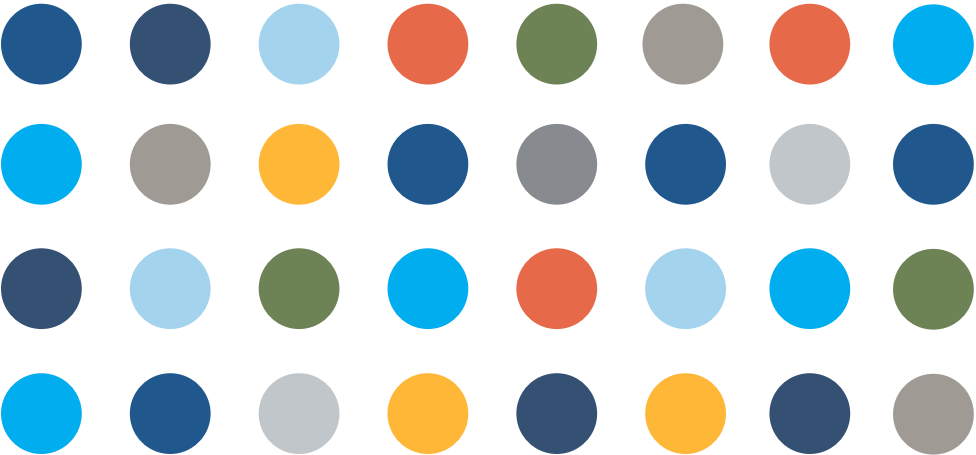
To create a unified look and feel, these core colors should be used more often than the other colors in our palette.

### SECONDARY COLORS

A supportive palette of secondary colors accompanies our core colors. Use secondary colors occasionally to create emphasis or differentiation. These colors can be used for color fields, graphic elements, and accents.

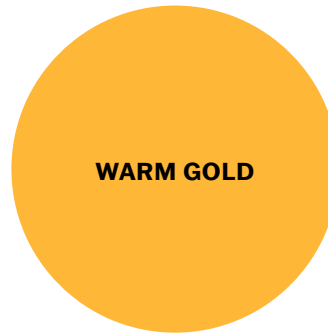
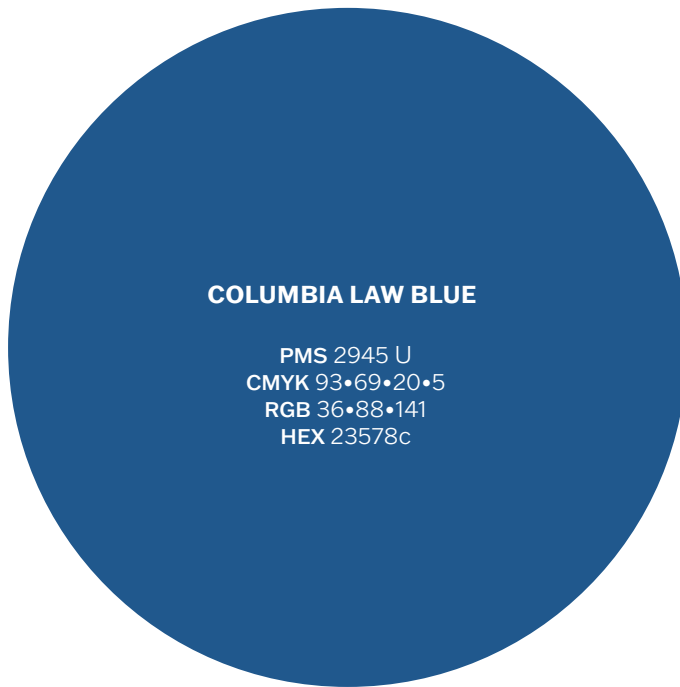
### NEUTRALS

These shades provide flexibility when working with backgrounds, layout, and

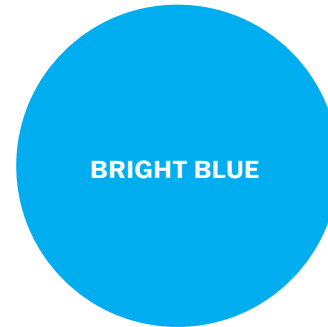


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## CORE COLORS



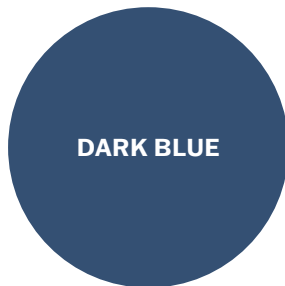
PMS 7549 U  
CMYK 0•32•87•0  
RGB 255•184•55  
HEX ffb837



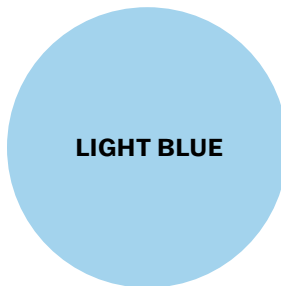
PMS 2995 U  
CMYK 100•0•0•0  
RGB 0•174•239  
HEX 00adef

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## SECONDARY COLORS



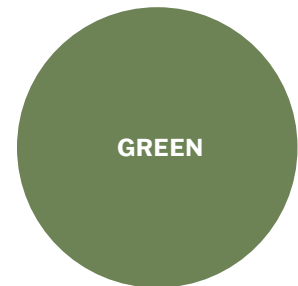
PMS 295 U  
CMYK 86•69•34•17  
RGB 54•80•114  
HEX 365072



PMS 290 U  
CMYK 33•5•2•0  
RGB 165•211•237  
HEX a5d3ed



PMS 7579 U  
CMYK 4•73•77•0  
RGB 232•104•72  
HEX e76848



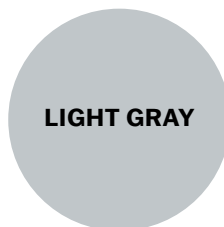
PMS 575 U  
CMYK 158•33•76•13  
RGB 111•131•86  
HEX 6e8355

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## NEUTRALS



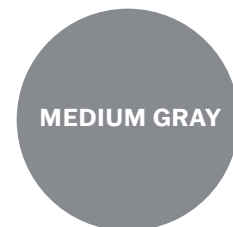
PMS 426 U  
CMYK 59•51•50•19  
RGB 103•103•103  
HEX 676767



PMS 427 U  
CMYK 24•17•16•0  
RGB 194•198•201  
HEX c2c6c9



PMS Warm Gray 6 U  
CMYK 39•35•38•1  
RGB 161•154•148  
HEX a19a94



PMS Cool Gray 9 U  
CMYK 49•40•38•4  
RGB 137•138•141  
HEX 898a8d



# Typography

We are contemporary with a strong history of excellence, and the typefaces we use reflect that combination.

## **TYPEFACES FOR EVERYDAY USE, AVAILABLE FOR DOWNLOAD**

We encourage you to download the following Google typefaces for your computer and to compose correspondence and other materials in these typefaces.

### Sanserif:

Nunito Sans, available at [fonts.google.com/specimen/Nunito+Sans](https://fonts.google.com/specimen/Nunito+Sans)

Other acceptable PC fonts are Century Gothic, Calibri, and Arial Black.

### Serif:

Crimson Text, available at [fonts.google.com/specimen/Crimson+Text](https://fonts.google.com/specimen/Crimson+Text)

Another acceptable PC font is Times New Roman.

# Photography

Use photography that shows our community engaged and active in discussion, study, or academics.

The Columbia campus is surrounded by parks and a vibrant community, with the rest of the city at our feet. Use photography that gives a sense of place and showcases our beautiful campus and architecture. We have students and faculty from around the world, and our photography should represent that global viewpoint and diverse community.

## Students

If the main subject of a photograph is a person or multiple people, the photo should have a photojournalistic, candid feel: natural smiles, spontaneous moments, real interactions and movements. Avoid overly staged photography whenever possible.

## Faculty, staff, and alumni

These photos should be more sophisticated, feeling more like staged portraiture, and, whenever possible, located in an environment rather than against a plain background or wall. Natural light should feel present at all times.

### DO...

#### **Use real people from our community.**

Only use stock photography when completely necessary, to illustrate a concept.

#### **Be natural, casual, and spontaneous.**

Images that are natural will resonate with our audience. Natural light is preferred in all photography.

**Focus on a single subject.** When taking a photograph of a group, select an individual for your audience to focus on.

**Keep clutter out.** If the space you are shooting seems complex, choose to focus on particular details of that space.

**Pay attention to the details.** Keep an eye on what subjects are wearing or holding.

**Stay current.** Regularly refresh your unit's photo collection to ensure your images are relevant and up-to-date.

### AVOID...

Images that are busy, too complicated, out of focus, low resolution, or too dark.

Posed or unnatural images and stock photos.

Nighttime imagery.

Logos and branded packaging (food or beverage containers).

Heavy flash.

Images that look or feel dated.

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PHOTOGRAPHY EXAMPLES



# Stationery

As in the past, orders for business papers should be placed through the secretariat at [secretariat@law.columbia.edu](mailto:secretariat@law.columbia.edu).

Word templates can be downloaded at [law.columbia.edu/communications/visual-style/letterhead-template](http://law.columbia.edu/communications/visual-style/letterhead-template).

## **BUSINESS CARDS AND LETTERHEAD**

You may choose from two options of business cards and letterhead, shown on page 13.

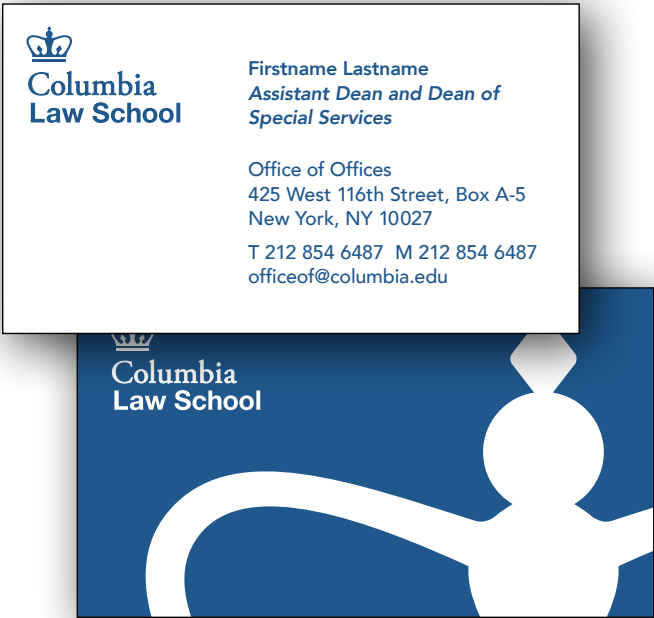
Please note: Since we have made available customizable letterhead templates in Microsoft Word format (see below), we will be issuing only formal printed letterhead with a generic Columbia Law School logo, or with a departmental header for those offices that require it due to large bulk mailings. In addition, we ask that you cease using all previous versions of Columbia Law School letterhead by December 30, 2018, so as to avoid confusion.

Downloadable Templates: For ease of use, we have created customizable Columbia Law School letterhead templates that you can edit in Microsoft Word. Simply download the desired template, fill in your contact information, add the text of the letter, and then print or save it as a PDF. This should help cut down on paper and reduce the inefficiency of printing correspondence on official letterhead and scanning it to produce a digital version to email or upload.

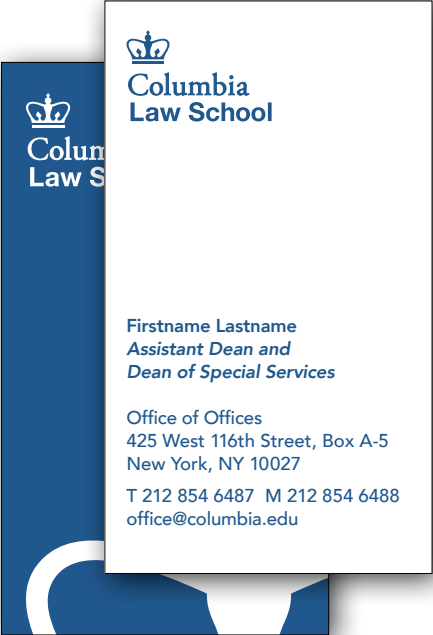
*Law School templates and logos may only be used when conducting **official Law School business**. For questions, email [creative@columbia.edu](mailto:creative@columbia.edu).*



Letterhead



Horizontal business card



Vertical business card

# Templates

Templates are available to easily create clear and consistent branded materials.

## TEMPLATES

PowerPoint and Canva templates are available for download at [www.law.columbia.edu/about/departments/communications](http://www.law.columbia.edu/about/departments/communications).

There are several different layouts to accommodate various types of events and information. They include posters, holding slides, and programs.





# Our identity in action

Here are examples of how the elements of our toolkit contribute to our clear, consistent, well-designed collateral.

**Leading Change**  
HUMAN RIGHTS AT COLUMBIA LAW SCHOOL

**Fellowships, Scholarships, and Awards**

Columbia's generous human rights scholarships and fellowships attract students and leading graduates to Columbia each year. Our generous Loan Repayment Assistance Program helps students who want to begin human rights careers immediately after graduation.

Columbia's postgraduate social justice and government fellowships provide stipends to and L.L.M. graduates to work at public interest, human rights, or government organizations here in the world.

**FELLOWSHIPS**

**John H. Lubben Human Rights Fellowship** awards graduates to one-year working with a rights organization anywhere in the world.

**Robert A. Hall Singer Social Justice Fellowship** helps launch the justice career of a Columbia graduate by providing a stipend to participate in a global public interest work in the United States.

**Samuel H. Sander Fellowship** awards Columbia law students the ability to work for one year with rights NGOs, investigating rights violations and conducting research in the field.

**Global Fellowship at the National Court of Justice** funds law students to participate in a judicial clerkship in The Hague.

**The Human Rights L.L.M. Fellowship** is awarded to top incoming L.L.M. human rights students and provides generous financial support, tailored mentoring from the Human Rights Institute, special events with leading human rights advocates and scholars, and an opportunity to participate in the Human Rights Institute's cutting-edge research projects. Fellows are given special consideration for admission to Columbia's Human Rights Clinic.

**The Lowenstein and Berger Fellowships** support the careers of Columbia students by providing some of the most generous loan commensations and prizes that are awarded based on their commitment to human rights and academic achievement.

**The Global Public Service Fellowship**, announced in 2016, funds J.D. and L.L.M. students to work in public interest organizations.

**SCHOLARSHIPS**

Columbia offers generous scholarships for public interest students. The new Chaneq Public Service Scholars program, with an endowment of \$1 million, provides full tuition scholarships to help outstanding students prepare for careers in government, nonprofit organizations, academia, social entrepreneurship, or community development.

**AWARDS**

Upon graduation, outstanding J.D. and L.L.M. human rights students are recognized through commendations and prizes that are awarded based on their commitment to human rights and academic achievement.

**ALUMNI IN ACTION**

**Condy O'Connell '17** was awarded the Leonard H. Sander Fellowship, which is only open to recent graduates of Columbia Law School, to work at Human Rights Watch for a year after graduation. She worked in an international litigation program, she fulfilled her J.D. requirements in two years and then spent a year in Paris where she earned her L.L.M. in international arbitration and trade.

**Daily Gonzalez '17** completed the 19-month Goldstone & Tene Fellowship at The Door, a small service agency in New York City that represents Nigerian youth in immigration cases. In 2019, she will become a law clerk in the U.S. District Court for the Southern District of New York.

**Members of People's New Guinea meet with Human Rights Clinic members to discuss how mining has affected the human right to water.**

