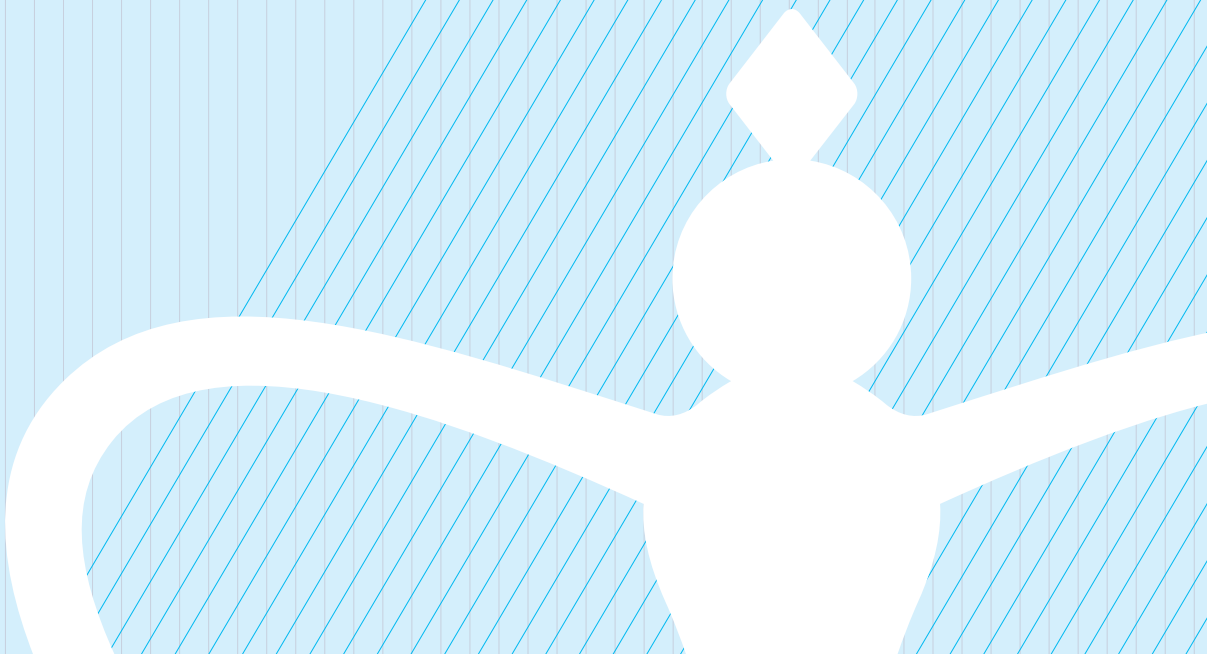
Columbia **Law School**

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.

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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.

SINGLE-LINE LOGO

STACKED LOGO

Logo usage

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

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.”

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.

Columbia **Law School**

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

Columbia **Law School**

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

Columbia
Law School

DON'T DISTORT ANY PART OF THE LOGO.

Columbia
Law School

DON'T OUTLINE THE LOGO.

Columbia **Law School**

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

OFFICE OF THE
Registrar

DON'T CREATE ANY OTHER LOGOS USING THE CROWN.

Columbia Law School

Columbia Law School

DON'T USE BLACK ON A BLUE BACKGROUND.

Columbia Law School

Columbia Law School

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.

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

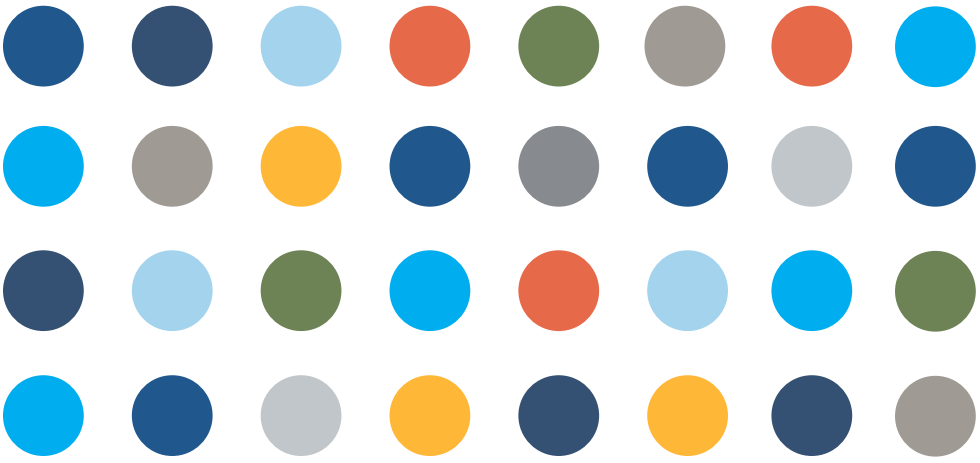
Our color palette

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.

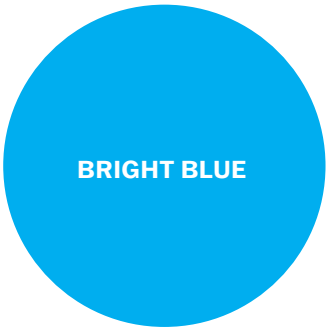
SECONDARY COLORS
A supportive palette of secondary colors accompanies our core colors. Use secondary colors occasionally to create emphasis or differentiation. These colors can be used for color fields, graphic elements, and accents.

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



CORE COLORS

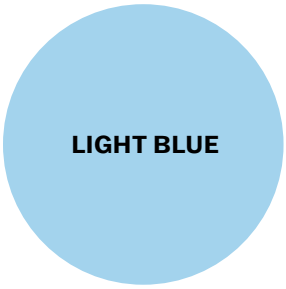
PMS 7549 U
CMYK 0•32•87•0
RGB 255•184•55
HEX ffb837



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

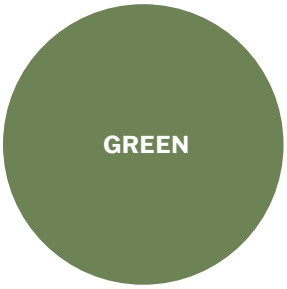
SECONDARY COLORS

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

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

Serif:
Crimson Text, available at 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.

PHOTOGRAPHY EXAMPLES

Stationery

As in the past, orders for business papers should be placed through the secretariat at secretariat@law.columbia.edu.
Word templates can be downloaded at 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.

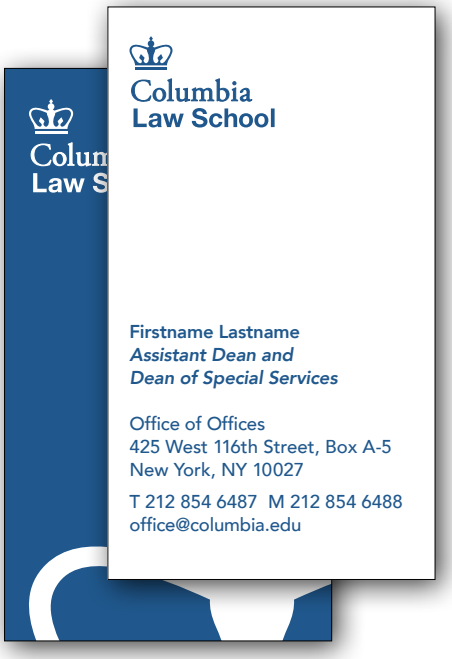
Please note: Since we have made available customizable letterhead templates in Microsoft Word format (see below), we will be issuing only formal printed letterhead with a generic Columbia Law School logo, or with a departmental header for those offices that require it due to large bulk mailings. In addition, 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.*

Letterhead

Horizontal business card



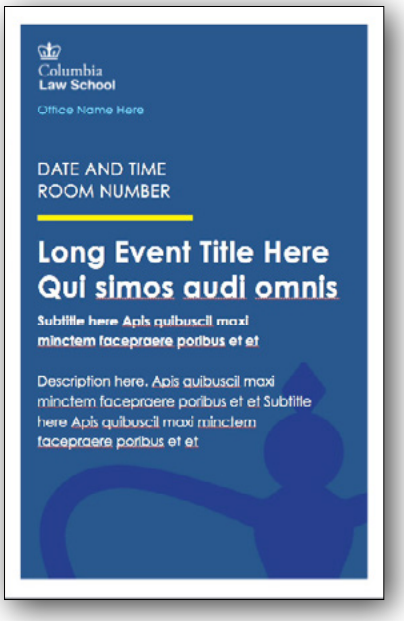
Vertical business card

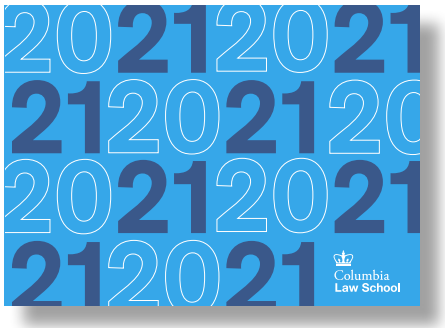
Templates

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**.

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.