LOGO AND LOCKUP

Columbia Law School

Columbia
Law School

Columbia Law School | CENTER FOR GENDER AND SEXUALITY LAW

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EDITORIAL

Our editorial style rules are based largely on The Associated Press Stylebook. We encourage you to consult our guide for details: law.columbia.edu/communications/editorial/style-guide.

Abbreviations and Acronyms

- In general, uppercase abbreviations have no periods. Exceptions include U.S., U.N., and most academic degrees. Use J.D., LL.M., and J.S.D. Leave periods out of MBA.
- Avoid abbreviations such as CAA for Clean Air Act. Well-known abbreviations like EPA and ACLU may be used on the second reference if they will appear at least two times in a single article or web page. Enclose the abbreviation in parentheses after spelling it out the first time.

Capitalization

- Follow AP capitalization rules. In headlines, capitalize all principal words including It and Is. Only capitalize prepositions of four letters or more, and lowercase conjunctions (i.e., With, Over, Through, Above, but not if, and, or, but).
- Semesters (fall, spring) are lowercase.

Class Years and Degrees

- On first reference of alumni, use a backward apostrophe and two-digit graduation year one space after name: Michael Porter ’68 and Stacey Ericsson ’99 LL.M.
- To signify a graduation year more than 97 years past, use the four-digit number. This avoids using the same abbreviated year for current students and alumni a century apart: The scholarship, established by Dorothy Goebel and Julius Goebel Jr. 1923, will benefit Jane Smith ’23.)
- Be sure to use a curly rather than straight vertical quotation mark.
- Refer to classes with the full year and capitalize “Class”: The Class of 1958 celebrated its 50th reunion in May

Dean Lester

On first mention, refer to the Dean by her complete title: Gillian Lester, Dean and Lucy G. Moses Professor of Law. For subsequent mentions, refer to her as Dean Lester.

Centers and Programs

With few exceptions, Law School centers and programs do not begin with the word “The.” On subsequent references, do not capitalize center or program when they stand alone.

Columbia Law School

The Law School and Columbia Law are the preferred shortened versions of Columbia Law School. CLS is only acceptable in limited cases, in informal, brief communications such as social media posts.

Courses, Externships, and Clinics

Capitalize courses, clinics, and externships only when used as proper nouns. Do not use quotation marks.

Professors

- Endowed titles are capitalized after the individual’s name.
- On subsequent references, refer to professors by last name only.
- The abbreviation Prof. is used in headlines and social media posts where space is at a premium.
- Lecturer in Law is not hyphenated.

Says, Not Said

When quoting an individual, use “says” for a brochure and similar communications where the date of speech isn’t relevant. This construction contributes to a fresh, timeless feeling. Use said for announcements, events coverage, and other quotes where the date is relevant.

Tech/Web Terms

- Do not use www or http before a web address.
- Do not use “click” or “click here” before a link. Simply embed the link.
- Lowercase internet, web, and website.
- “homepage” and “website” are one word, lowercase.

Serial Comma

We use the serial comma today, tomorrow, and always.

COLORS

Core Colors

COLUMBIA LAW BLUE	WARM GOLD	BRIGHT BLUE
PMS 2945 U **CMYK** 93•69•20•5 **RGB** 36•88•141 **HEX** 23578c	**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

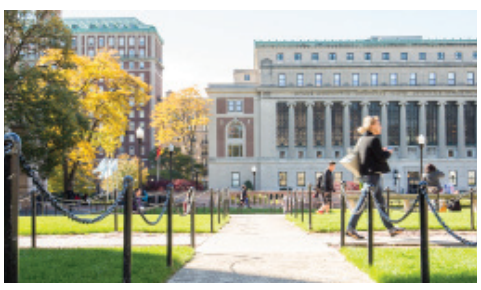
Secondary Colors

DARK BLUE	LIGHT BLUE	WARM ORANGE	GREEN
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

DARK GRAY	LIGHT GRAY	WARM GRAY	MEDIUM GRAY
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

PHOTOGRAPHY



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. Keep nighttime imagery to a minimum.

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. Avoid shirts with logos and branded packaging (food or beverage containers).

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.

Heavy flash.

Images that look or feel dated.

TEMPLATES

Letterhead templates are available for download at **law.columbia.edu/communications/visual-style/letter-head-template**.

Poster, slide, and program templates are available for download at **www.law.columbia.edu/about/departments/communications**.