

# Style Guide



**COLUMBIA COLLEGE**  
COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK



**COLUMBIA ENGINEERING**  
The Fu Foundation School of Engineering and Applied Science

**2014**

**“We believe that everyone is best served by employing some combination of core elements of name, color, typography, and visual mark.”**

*A Practical Guide to Columbia Standards of Visual Identity*



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# A Strong Visual Identity

Having a consistent visual identity throughout all of our marketing communications will keep us at the **forefront** of the minds of our constituents and allow them to **easily identify** the work of our organizations.



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# A Strong Visual Identity

amazon.com

Google™



Microsoft®



CNN



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# Dual-school Mark

What is the **standard** logo, and when do I use it?



Using the standard “logo” (which is one image file composed of two logos) is the best way for students to identify with the schools we support. To achieve visual balanced in this dual-school mark, the individual school logos have been modified.



# Single-school Identity

What do I use if a publication relates to just **one school**?



or



In a situation where a unit or office must provide a logo for a program that supports only one school, please use that school's official logo. When viewed side by side, you may notice the subtle differences in the official logos, including crown size and placement, text tracking, and the use of separators.



# Single-school Identity

How do I spot an **unapproved** dual-school mark?



The two individual logos are stacked in the graphic above to help show the differences between them. Notice the crown size and placement, text tracking (the space in between letters), the use of separators (the line between Columbia and Engineering), and the space between lines.



# Columbia College

- The preferred logo of the College is blue, but black ink is also acceptable.
- Use “Columbia College” in formal documents.
- Use the abbreviation “CC” in informal documents or when noting degrees earned.
- The class year designation is “CC” followed by the class year.

Example: **Kat Cutler CC'11**

- There is no space between the “CC” and the apostrophe.
- Note the direction of the apostrophe, which turns toward the “C.”





# The Fu Foundation School of Engineering and Applied Science

- The preferred logo of the College is blue, but black ink is also acceptable.
- Always capitalize “The” when using the formal name of the school.
- “Columbia Engineering” may be used in less formal publications and when space is limited.
- Use the abbreviation “SEAS” (but never “CE” or “EN”) in informal documents or when noting degrees earned.
- The correct class year designation is “SEAS” followed by the class year.

Example: [Kat Cutler SEAS’11](#)

- There is no space between the “SEAS” and the apostrophe.
- Note the direction of the apostrophe, which turns toward the S.
- The correct SEAS logo has only one line of text under “Columbia Engineering.”

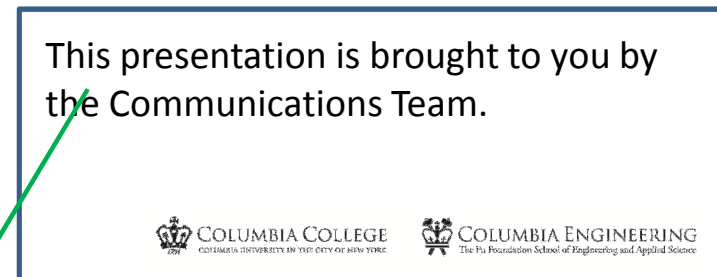


# Offices

Does my **office** have a logo?

**No**, Individual offices do not have logos.

Offices can identify themselves by using their unit logo and indicating their office name in text. **However**, office names should **not** be stacked above or below the unit or standard logo but may appear elsewhere in the document.



# Programs

What about the graphics we use for  
**specific student programs?**

We may use established visual graphics to represent specific programs. However, the publication **must also include the standard or unit logo** to identify its connection to our schools.



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# Columbia University

What is the official **University** logo, and when do I use it?



The Student Affairs standard or unit logo should be the primary logo used to identify our programs and publications. However, in high-level, formal communication or when we would need to speak more holistically about the University, the University logo may be considered. For example, when the Office of Judicial Affairs creates a presentation for multiple schools, it uses this logo.

Please refer to the University Guidelines:

<http://www.columbia.edu/cu/identityguidelines//identity1a.html>

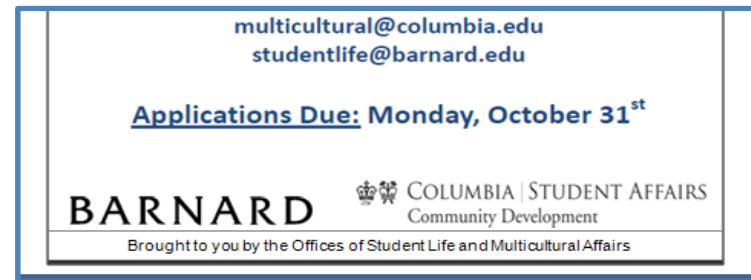


# Co-branding

What happens if we  
co-sponsor a program with an outside  
organization or another school?

Although it would need to be updated  
with the dual-school mark, the concept  
for the sample at right is excellent. It  
shows the appropriate partnerships and  
office names without creating a new,  
unapproved logo.

2011:



2014:



Brought to you by the Offices of Student Life and Multicultural Affairs



# Logo Placement

When placing the logo on a document, make sure that it is prominently displayed and far enough away from any other logos that may be used in co-branding.

The logo will most often be placed in the footer of the document, and is rarely used as a header.



# Using the Dual-school Mark

When resizing the logo for a document, be certain not to distort its proportions.

- Do not stretch or condense any University logo.
- Do not colorize the image file.
- Do not use the crown(s) without type.
- Do not typeset the logo.
- If you need the logo in a specific color, format, or background, send your request to the Communications Team.  
([kc2731@columbia.edu](mailto:kc2731@columbia.edu), [aa3298@columbia.edu](mailto:aa3298@columbia.edu))

stretched



squashed



colorized



crowns only



# Using the Dual-school Mark

If you make no changes to the logo and use proper placement, you'll be in good shape!

- Do not use the logo to endorse anything.
- Do not use the logo as a title or header, per University guidelines.
- Do not combine it with another logo.
- Do not crop it in any way, including removal of the crowns.

Used to **endorse**



Loves my new eBook!

Used as a **header** or title



**combined** with office names



Communications Team





# Dual-school Mark Alternatives

I need to place the logo on a small item, and the full logo will not fit. Are there any alternatives?

**Vertical mark:**

COLUMBIA COLLEGE  
COLUMBIA ENGINEERING

**Horizontal mark:**

COLUMBIA COLLEGE | COLUMBIA ENGINEERING

Yes, there are alternative vertical and horizontal marks that may be approved for use on a case by case basis.



# Color and Font

Color and font are communication elements that aid in brand recognition.

Formal documents should primarily use colors from the official Columbia University color palette.



Pantone 291  
C33 M3 Y0 K0  
R164 G215 B244



Pantone 280  
C100 M72 Y0 K18  
R0 G34 B105



Pantone 2768  
C100 M78 Y0 K44  
R2 G29 B73



Pantone 284  
C55 M19 Y0 K0  
R107 G171 B229



Cool Gray 8  
C0 M1 Y0 K43  
R161 G161 B164



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# Color and Font

The official fonts, used by the Center for Student Advising, Columbia College, Admissions, and Undergraduate Student Life, are pre-loaded with Brioni Std and Graphik.

**Brioni Std**  
*Brioni Std Italic*  
**Brioni Std Bold**  
*Brioni Std Bold Italic*

Graphik  
*Graphik Italic*  
**Graphik Bold**  
*Graphik Bold Italic*



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# Formal Documents

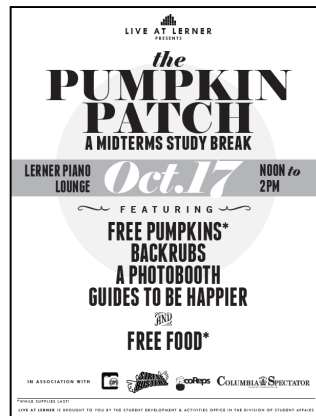
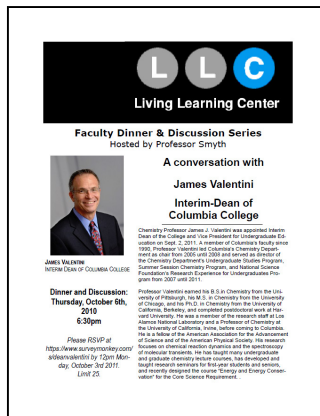


Note: Publication examples are from past years and do not fully comply with 2014-2015 guidelines.

- Describe policies, procedures, or guidelines
- Are widely distributed
- Are created for a specific program or printed for a large audience
- Require approval from a manager or dean
- May also involve Columbia Creative (*formerly Columbia Publications*) in the design and printing process

# Informal/Creative Documents

When publishing an informal or creative document, staff must use the appropriate logo and office name but have more flexibility with color and font.



Note: Publication examples are from past years and do not fully comply with 2014-2015 guidelines.

- Describe specific events or programs
- Are generally distributed internally to a student audience
- Use more creative layout, colors, fonts, and graphics.
- Vary in terms of required approval, per unit discretion

# Ways to Brand

## **Branded materials include the following:**

- **Formal documents – guides, brochures, handbooks, programs**
- **Informal/creative documents – posters, postcards, fliers**
- **Online communications – website content, social media**
- **Email signatures**
- **Giveaways and promotional items**



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# Branding Resources

This document and additional resources are available on the shared drive:

<O:\Division of Student Affairs\Visual Identity>

In addition to the examples given, there will be many unique branding situations. Please reach out to the communications team if you are unsure how to proceed:

Kat Cutler  
Director of Communications  
and Special Projects  
[kc2731@columbia.edu](mailto:kc2731@columbia.edu)  
212.854.6818

Alycen Ashburn  
Associate Director of  
Communications  
[aa3298@columbia.edu](mailto:aa3298@columbia.edu)  
212.854.2526



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# Style Guide for Writing

Using a consistent writing style throughout a written work makes it easier for reader to follow the message and lends polish and credibility to the work.

The standard style guide most University offices rely on is the *Chicago Manual of Style*.

While the text that follows is not a comprehensive style guide, it addresses a number of questions frequently asked by staff.



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# Dates

The format for dates in formal documents is “Month Date, Year”.

**Correct:** December 31, 2013    **Incorrect:** November 30<sup>th</sup>, 2014

When using a full date in the beginning or middle of a sentence—one that includes the month, date, and year—commas are used after the year.

December 31, 2013, is the next time we will celebrate New Year’s Eve.

When not listing the day, the comma disappears.

January 2014 is going to be a very productive month.

In international or military format, no commas are used.

The first day of the new year will be 1 January 2014.



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# Dates

**When including the day of the week, another comma is needed after the date.**

Thursday, February 6, is when our next event takes place.

**No comma is required between a date and a starting time for an event on that date.**

The meeting is scheduled for August 31 at 7:00 p.m.

**The combination of day, date, and time requires organizational punctuation**

The meeting is scheduled for Wednesday, August 31, at 7:00 p.m.



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# Times

- Minutes are *always* given. :00 – :59
- a.m. and p.m. are lowercase and use punctuation.
- When a time range is used, substitute a longer dash, called an *en-dash*, for a hyphen, and insert spaces around it: 9:00 a.m. – 6:00 p.m. (hyphen “-” ) (en-dash “–”)
  - Word and PowerPoint will automatically insert an en-dash as a time range is typed.
  - An en-dash may also be inserted manually, from the symbols menu, in most programs.
  - Hyphens may be used instead of en-dashes in website content.
- Omit a.m. or p.m. after the first time in a range if there is no change from a.m. to p.m. or vice versa. 9:00 – 11:00 a.m., 5:00 – 7:00 p.m., 11:00 a.m. – 12:15 p.m.



# Commas

Although it may be considered old-fashioned by some, Columbia University generally uses a comma prior to the “and” in a series of three or more.

This is commonly referred to as a “serial” comma or an “Oxford” comma.

I typed the report, checked for errors, and had it bound.

serial comma

We ordered paper, scissors, staplers, pens, and printer cartridges from Quill.



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# FAQs

**Q: Do I use e-mail or email? A: Email.**

**Q: Does punctuation go inside or outside of quotes?**

**A: That depends.**

- **In the United States, periods and commas go inside quotation marks, regardless of logic.** (This is due to peculiar typographical reasons from when printing used raised bits of metal.) Question marks and exclamation points are placed inside the quotes if they relate directly to the quoted content and outside the quotes if they relate to the entire sentence.
- **Tip: Be careful *not* to use quotation marks in an attempt to emphasize a word. Underline or *italicize* that word instead.** (The quotation marks will suggest to some people that you are using that word in a special or *peculiar* way and that you really mean something else.)



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# FAQs

**Q: Should seasons be capitalized?**

**A:** No, winter, spring, summer, and fall should only be capitalized when used in a title.

**Q: What words should we capitalize that we usually would not?**

**A:**

- When referencing Columbia University, capitalize University.
- capitalize President when referring to President Bollinger. Do not capitalize if referring to a general presidency.
- Always capitalize Board of Trustees.

# FAQs

**Q: When do I capitalize people's titles?**

**A: Civil, military, religious, and professional titles are capitalized when they immediately precede a personal name and are thus used as part of the name (Example: Dean Smith-Bergollo). Titles are normally lowercased when following a name or used in place of a name.**



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