SUSTAINABLE COLUMBIA

Sustainable Columbia is Columbia University's campus sustainability initiative, administered by the Office of Campus Sustainability and supported by a variety of university departments and projects. The Sustainable Columbia Style Guide and Identity Standards Manual provides guidelines on how to use the Sustainable Columbia brand identity in various communications so that together we can communicate what Sustainable Columbia stands for in a clear, consistent and focused way. Please follow the Style Guide and Identity Standards Manual when designing your communication materials, and direct any questions to Campus Sustainability at sustainability@columbia.edu or 212-854-7046.

CONTENTS

4 Signatures & Crowns
6 Restrictions
8 Color
9 Typography
10 Sustainability Principles
10 Co-Branding
12 Examples
17 Contact
Signatures & Crowns

COLOR

SUSTAINABLE COLUMBIA

BLACK & WHITE

SUSTAINABLE COLUMBIA

COLOR KNOCKOUT

SUSTAINABLE COLUMBIA

BLACK & WHITE KNOCKOUT

SUSTAINABLE COLUMBIA
**Restrictions**

**Clear Space**

The O-height from "COLUMBIA" defines the minimum clear space, which should be maintained around the trademark to separate it from surrounding elements.

**Minimum Size**

Minimum Width = 1 inch

**Treatments**

**DO NOT**
- Add bevel or emboss
- Change the colors
- Outline in any color
- Add drop shadow or glow effects
- Change the orientation
- Crop in any way
- Reconﬁgure or change the size
- Distort proportions
- Resize elements
- Place on a busy background
- Change background color
- Place on a similar color
Sustainability Principles

In XXXXXXX 2016, the University adopted the following sustainability principles in all facets of planning and operations so that Columbia can improve environmental performance, ensure a healthy community and contribute to local, regional and global solutions. For more information on Columbia's sustainability Principles visit environment.columbia.edu.

1. Advance Columbia’s core educational, research and outreach missions to demonstrate its leadership around the world.
2. Plan, develop, implement and measure strategic sustainability initiatives.
3. Foster a culture of sustainability.

Sustainable Columbia frequently partners with various university departments to produce co-branded communications. Co-branded projects should be classified into one of three categories:

a) Sustainable Columbia-led,
b) Sustainable Columbia-facilitated, or
c) Sustainable Columbia-cosponsored.

The co-branded category of choice should reflect the relationship between Sustainable Columbia and its partners for a given project. Please follow the guidelines for the appropriate co-branding category on the following page. All communications that display the Sustainable Columbia trademark must be approved by the Office of Campus Sustainability. Please direct questions to sustainability@columbia.edu.

Co-Branding

Sustainable Columbia-led projects, communications are produced by the Office of Campus Sustainability. The Office of Campus Sustainability provides staff and/or financial resources and leads planning efforts.

Sustainable Columbia-facilitated projects, Sustainable Columbia is the sole sponsor of a recognizable program or initiative. In facilitated projects, the title of the program or initiative receives prominence.

Sustainable Columbia-cosponsored projects, communications are supported by other partners. Campus Sustainability may provide financial or other support.

PROGRAM NAME

Sustainable Columbia trademark should be clearly displayed with other sponsor signatures—at the bottom of the communication in most cases.

PROGRAM NAME

The Sustainable Columbia trademark should be clearly displayed as the top or bottom of the communication.

PROGRAM NAME

Sustainable Columbia branding should have secondary hierarchical value, and the trademark should be clearly displayed at the bottom of the communication in most cases.
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T-SHIRTS

SUSTAINABLE COLUMBIA

BIKES

SUSTAINABLE COLUMBIA

Images courtesy of Zagster and Leviton
BOTTLES

GUIDES

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