



SUSTAINABLE COLUMBIA

*Style Guide and Identity
Standards Manual*



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.

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SUSTAINABLE COLUMBIA

Signatures & Crowns

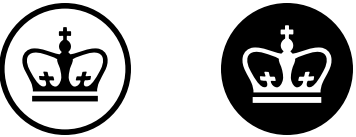
COLOR

**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**
- X Add bevel or emboss
 - X Change the colors
 - X Outline in any color
 - X Add drop shadow or glow effects
 - X Change the orientation
 - X Crop in any way
 - X Reconfigure or change the size
 - X Distort proportions
 - X Recreate elements
 - X Place on a busy background
 - X Change background color
 - X Place on a similar color



Color

PRIMARY



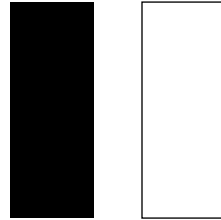
RGB	HEX	CMYK	PMS
103 179 70	67b346	52 0 86 0	368c

SECONDARY



RGB	HEX	CMYK	PMS
52 121 99	347963	96 5 80 23	341c

ACCENT



RGB	RGB
0 0 0	255 255 255
HEX	HEX
000	FFF
CMYK	CMYK
0 0 0 100	0 0 0 0

Typography

COLUMBIA UNIVERSITY

TRAJAN
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

TRAJAN BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

GARAMOND
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

GARAMOND Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

GARAMOND Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

GARAMOND Bold Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

SUSTAINABLE COLUMBIA

FUTURA BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

**FUTURA BOLD
OBLIQUE**
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Sustainability Principles

In XXXXXXXX 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.

Co-Branding

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.

SUSTAINABLE COLUMBIA-LED

In 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

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

SUSTAINABLE COLUMBIA-FACILITATED

In 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.

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.

SUSTAINABLE COLUMBIA

SUSTAINABLE COLUMBIA-COSPONSORED

In Sustainable Columbia-cosponsored projects, communications are supported by the Office of Campus Sustainability, along with other partners. Campus Sustainability may provide financial or other support.

PROGRAM NAME

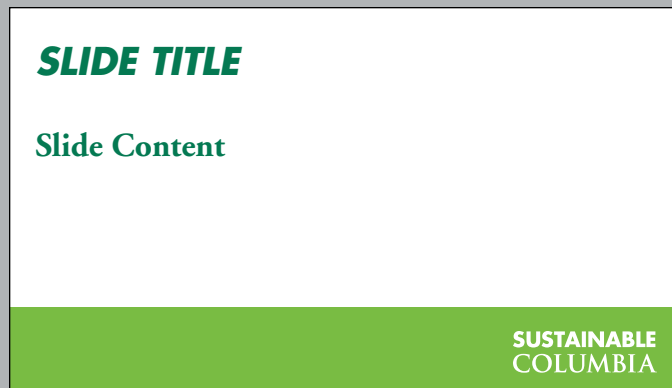
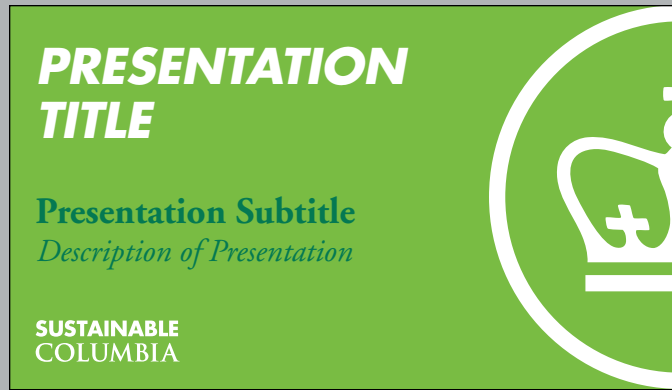
The Sustainable Columbia trademark should be clearly displayed with other sponsor signatures—at the bottom of the communication in most cases.

SUSTAINABLE COLUMBIA

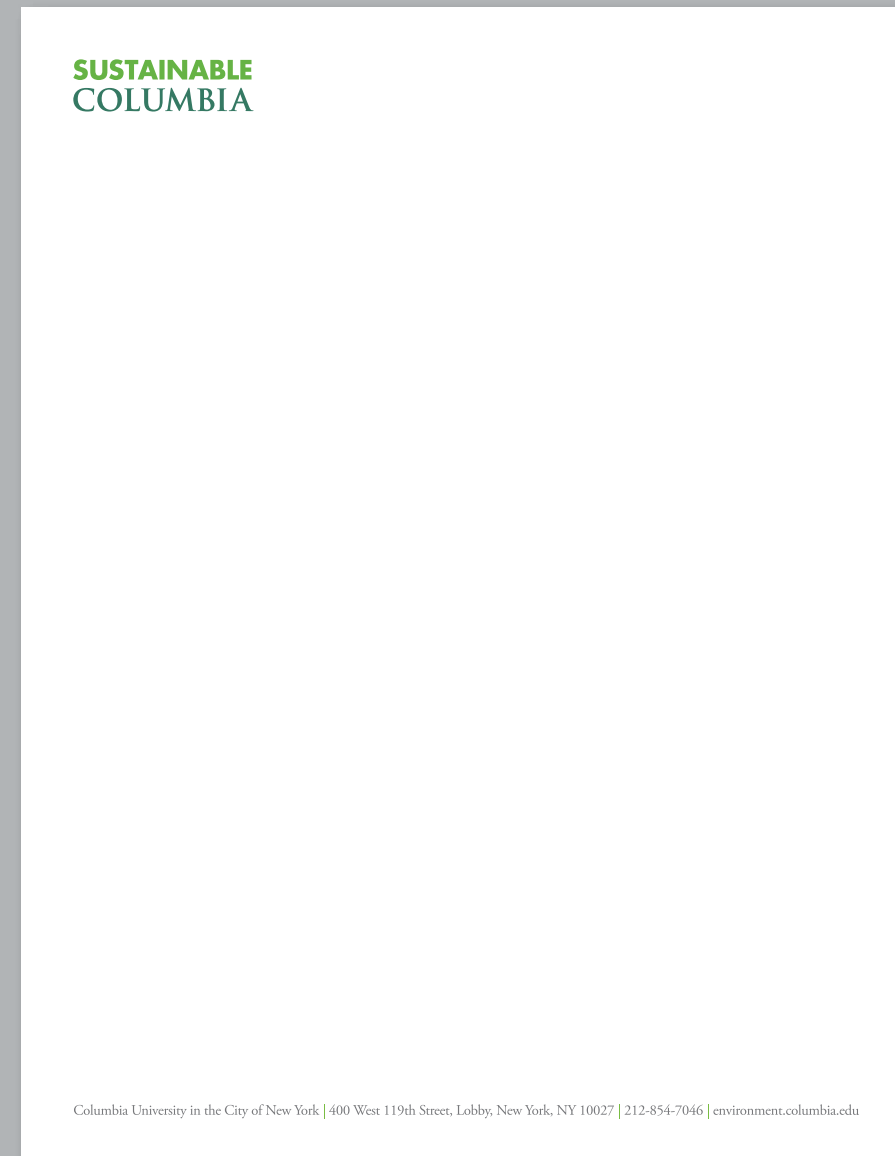
COLUMBIA UNIVERSITY
Facilities and Operations

Examples

PRESENTATIONS



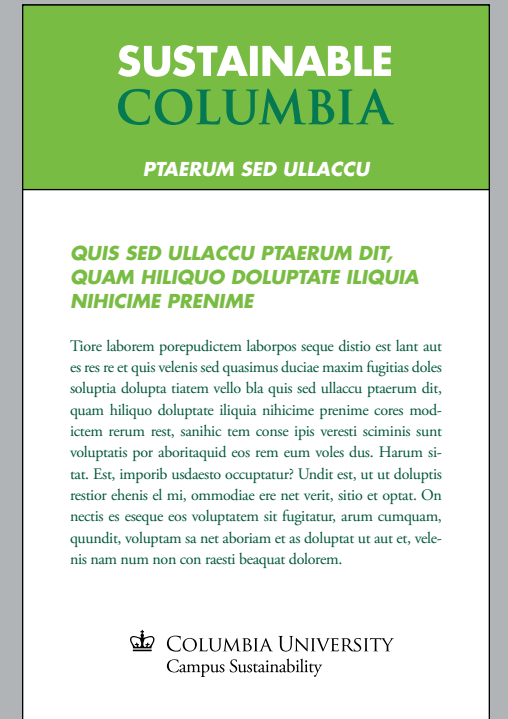
LETTERHEAD



POSTER



EMAIL



LIGHT



T-SHIRTS



BIKES



BOTTLES



RECEPTACLES



GUIDES



Contact

Lit ium volores moditia corem ut dolor sincitati connimint, con pel maximosant, quiat pre pre voluptibus. Ipicide rspiendunt fugitinum restrum iusam fugitium quam veligenimi, coritiorum fuga. Icitass qui consequi verum labores delenihil mincienis intem dis ium que non nossitam et est, consequeduciaecti nullat omnim as dolupta tiaepudit, omnisci inverunt. Ucipit, sequamus etur, aut optur? Ut reptatiasim invel magnatiorro quis dissund endigen imporisci derrum quam quam, to quataiae percia vid mosam et quias expeliqui quodi tet pro velition nam sedit velisti nullaboreici to to veliquam, volupta tempost, sum inihicab imus etur? Ed quaspel ipsum quam facimo.

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.



COLUMBIA UNIVERSITY
Campus Sustainability

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