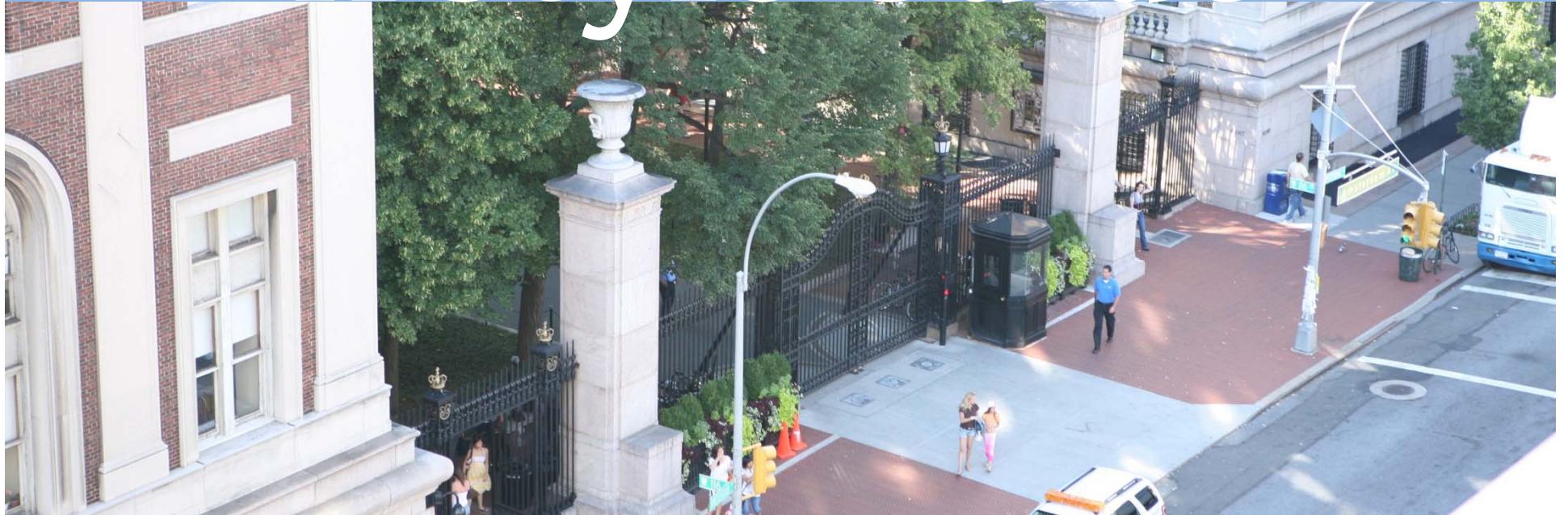


Student Affairs Branding: A Style Guide



2013

“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



COLUMBIA | STUDENT AFFAIRS

Purpose

To create a strong identity, through consistent visual representation, style, and tone, that will...

- Align our branding with that of the University
- Unify Student Affairs' communications
- Allow our constituents to easily identify the work of our organization



A Strong Identity

- Amazon
- Google
- Facebook
- CNN
- Columbia College
- Microsoft
- Nike
- MTA
- Apple
- The Fu Foundation School of Engineering and Applied Science
- Volkswagen



A Strong Visual Identity



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A Strong Visual Identity

Retention - Most people remember what they see much better than what they hear or read.

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



A Strong Visual Identity



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Unit Logos



COLUMBIA | STUDENT AFFAIRS
Office of the Dean

COLUMBIA | STUDENT AFFAIRS
Center for Student Advising

COLUMBIA | STUDENT AFFAIRS
Community Development



COLUMBIA | STUDENT AFFAIRS

Student Affairs Visual Identity

Standard



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Unit-specific

COLUMBIA | STUDENT AFFAIRS
Office of the Dean

COLUMBIA | STUDENT AFFAIRS
Community Development

COLUMBIA | STUDENT AFFAIRS
Center for Student Advising

Offices and Functional Areas (No logos, typeset only)

Central Business Office

Data Group

Research and Planning

Parent and Family Programs

Special Events

Communications

Student and Alumni Programs

Judicial Affairs and Community Standards

Multicultural Affairs

Residential Programs

Student Engagement

International Student Programs and Services

General Advising for Columbia College & Columbia Engineering

Preprofessional Advising

Columbia Undergraduate Scholars Program

Academic Success Program



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Identity

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



Using the standard logo is the best way for students to identify with Student Affairs. The logo has only one line of text and is representative of all units, offices, and functional areas within Student Affairs. It should be used to represent Student Affairs when two (or more) internal units are supporting a program or publication.



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Identity

What is my **Unit** logo and when do I use it?



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Center for Student Advising

Unit logos have two lines of text and are specific to the three functional areas of Student Affairs. Unit logos may be used when **ONE** unit is a sponsor of an event or publication. Unit logos should not be combined on one publication.
(See section on co-branding.)

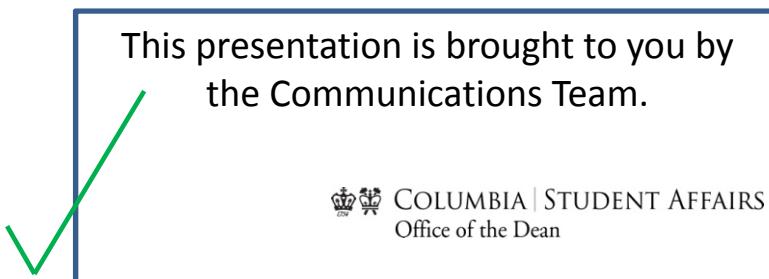
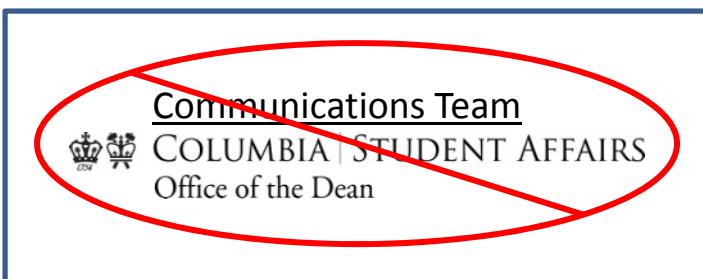


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Identity

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, note that office names should not be stacked above or below the unit or standard logo but may appear elsewhere in the document. (See section on single unit branding.)



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Identity

**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 Student Affairs.



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Identity

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>



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Identity

Single-unit branding

If only one unit is involved in sponsoring a program or publication, use the corresponding unit logo. To further identify the office, use text describing the office name.

A

Office name is identified in the text

B

Corresponding unit logo is used

A →

COLUMBIA COLLEGE | COLUMBIA ENGINEERING

Residential Programs Presents

2011 "RA Of the Year" Award Reception



Please join us as we honor the valuable contributions of staff and community members to the Columbia residential experience!

4:00 – 6:00 p.m.
Wein Lounge



COLUMBIA | STUDENT AFFAIRS
Community Development

B ←



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Identity

Multi-Unit Branding

What happens if more than one unit in Student Affairs is involved in a program or publication?

If more than one unit sponsors a program or publication, the **standard logo** should be used to represent all units. Two unit logos should not be used on the same poster or publication.

Units collaborating:

Office of the Dean

Center for Student Advising

Use the **standard** logo:

✓  COLUMBIA | STUDENT AFFAIRS

 COLUMBIA | STUDENT AFFAIRS
Office of the Dean

 COLUMBIA | STUDENT AFFAIRS
Center for Student Advising



COLUMBIA | STUDENT AFFAIRS

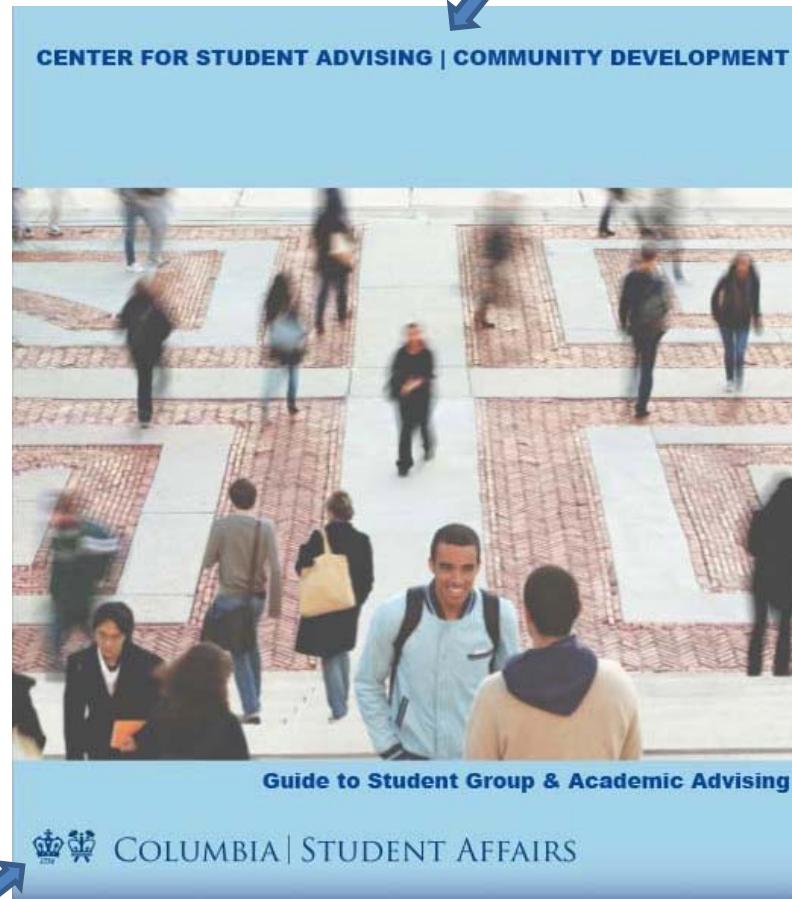
Identity

Multi-Unit Branding

What happens if more than one unit in Student Affairs is involved in a program or publication?

Multiple units can identify themselves using their official unit names in text, all caps, separated with a dividing line (|). To create the dividing line, use Shift + “\” keystrokes.

Units
Collaborating



Standard logo

Identity

Multi-office branding (same unit)

What happens if more than one office is involved in a program or publication?

If more than one office from the same unit sponsors a program or publication, either the unit or standard logo may be used. Offices can identify themselves by using their office name in text.

(Examples: “*Brought to you by...*” or “*Major sponsorship provided by...*”)

Offices collaborating:

Office of Multicultural Affairs

Office of Residential Programs

Units represented:

Community Development

Use the Unit logo:



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Community Development



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Identity

Multi-office branding (multiple units)

What happens if more than one office is involved in a program or publication?

If more than one office sponsors a program or publication and the offices are from different units, the standard logo should be used. Offices can still identify themselves by using their office name in text. (Example: “*Brought to you by...*”)

Offices collaborating:

Preprofessional Advising

Office of Residential Programs

Units represented:

Community Development

Center for Student Advising

Use the **standard** logo:



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Identity

Co-branding

What happens if Student Affairs
**co-sponsors a program or publication with an
outside organization?**

(Examples: Columbia College, Columbia
Engineering, General Studies & Barnard)

Identify Student Affairs using either the
standard or the appropriate unit logo in
addition to the logo of the partnering
organization.

2011 LGBTQA Retreat



Friday, November 18—Sunday, November 20

Make new friends, build community, experience personal growth, and discover leadership opportunities! We will explore what brings us together within the LGBTQA community, as well as how our different experiences and identities create spaces for ally-building and activism.

Apply Online! tinyurl.com/lgbtqaretreat

Questions? Check out our blog or email us.
lgbtqaretreat.wordpress.com
multicultural@columbia.edu
studentlife@barnard.edu

Applications Due: Monday, October 31st

BARNARD COLUMBIA | STUDENT AFFAIRS
Community Development
Brought to you by the Offices of Student Life and Multicultural Affairs

A green oval highlights the Barnard logo and its name.



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Identity

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, oriented toward either the left or right but never centered.



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Using the Logo

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 Student Affairs Communications Team.
kc2731@columbia.edu, aa3298@columbia.edu

stretched



squashed



Colorized



Crowns without type



Using the Logo

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**



Used as a **header or title**



Combined with another logo



Used with **crowns missing**



Color and Font

Communication elements that aid in the recognition of brand are color and font.

Formal documents should primarily use colors from the official Columbia 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



Color and Font

When publishing a formal document, the Communications Team will assist you in accessing the official Student Affairs fonts, Brioni Std and Graphik.

Communications will also make any needed modifications to the standard or unit logos and can advise you on which file format should be used for your project.

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

Graphik
Graphik Italic
Graphik Bold
Graphik Bold Italic



Formal Documents

Formal materials are part of a suite of materials with a strong visual identity (layout, fonts, and colors).



Note: Publication examples are from past years and may not fully comply with 2012-2013 guidelines.

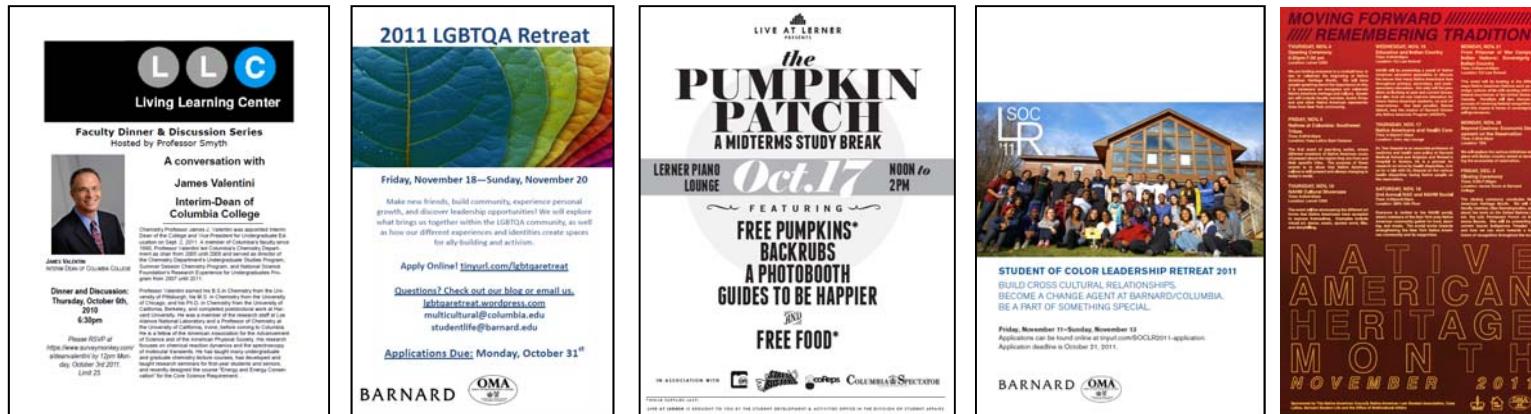
- **Describe policies, procedures, or guidelines.**
- **Are widely distributed.**
- **Are created for a specific program or printed for a large audience.**
- **Require approval from a manager or dean.**
- **May also involve Columbia Creative (*formerly Columbia Publications*) in the design and printing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



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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.



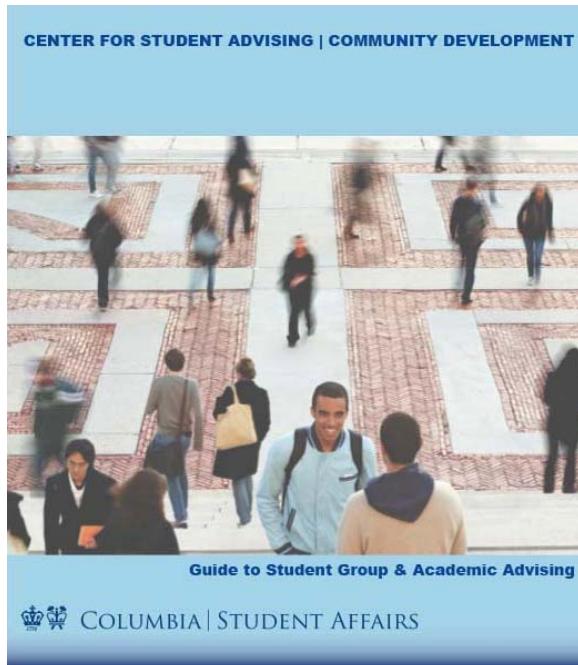
Note: Publication examples are from past years and may not fully comply with 2012-2013 guidelines.

- 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.



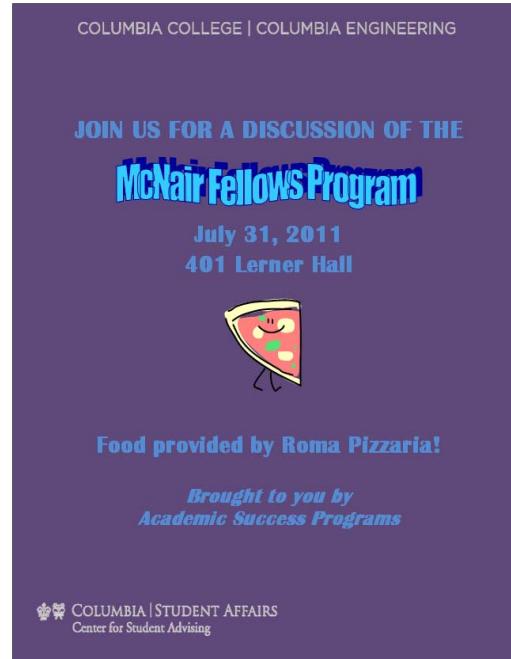
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Formal vs. Informal



Branding Checklist: Formal

- ✓ Uses standard or unit logo
- ✓ Uses Graphik and Brioni Std fonts
- ✓ Uses official color palette



Branding Checklist: Informal

- ✓ Uses standard or unit logo
- ✓ Uses official fonts or recommended alternatives: Calibri, Cambria, Arial, and Garamond



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Templates

Post Card

Rincidunt lectus, sed quisque.
quisque tincidunt lectus
tincidunt lect

Lorem ipsum dolor sit amet, condimentum hymenaeos amet tempor suscipit, neque velit, amet aliquam. Nunc vestibulum, quisque accumsan felis elit sociis, et sollicitudin. Mauris id, ante suspendisse lacus, nibh potenti vestibulum vehicula proin id, wisi lacinia. Tellus tempus, ultricies sit aenean risus, dolor venenatis sapien lacus sodales quam, est ultricies a feugiat nulla sagittis. Non tincidunt

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Science Advising Workshop



Title of Publication
in Two Lines



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Brochure Covers

Title of Publication
in Two Lines



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Branding Across Channels

Branded materials include, but are not limited to, the following:

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



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
212.854.6818

Alycen Ashburn
Associate Director of
Communications
aa3298@columbia.edu
212.854.2526



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Style Guide for Writing

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

While this is not a comprehensive style guide, it attempts to answer a number of questions frequently asked by staff members.



Dates

While *informal* documents may list dates as they are spoken (example: December 31st, 2012), the format for dates in formal documents is “Month Date, Year”.

Correct: December 31, 2013 **Incorrect:** November 30th, 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.



Dates

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

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

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.**



Times

There are many ways to list times. Student Affairs uses the most traditional format, which follows: 9:00 a.m.

- 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.



Identifying Student Affairs

When Identifying Student Affairs:

- | | |
|--|---|
| <ul style="list-style-type: none">✓ Columbia Student Affairs✓ Student Affairs | <ul style="list-style-type: none">X Division of Student AffairsX DSA or SA |
|--|---|
- Our organization is referred to formally as “Columbia Student Affairs” or “Student Affairs.”
 - In past years, “Division of Student Affairs” was used, but we now refer to “the division” only colloquially. “Division of Student Affairs” should be avoided in officially branded materials.
 - Do not abbreviate DSA or SA in formal publications; “Student Affairs” is the shortest name for our organization.



Identifying SEAS

When identifying The Fu Foundation School of Engineering and Applied Science:

- Always capitalize “The” when using the formal name of the school.
- “Columbia Engineering” may be used in less formal publications.
- You may use the abbreviation “SEAS” in printed materials, but not “CE” or “EN.”
- Correct class year designation is “SEAS” followed by the class year.

Example: **Kat Cutler SEAS’11**

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



Identifying Columbia College

When identifying Columbia College:

- You may use the abbreviation “CC” informally.
- Correct class year designation is “CC” followed by the class year.

Example: Alycen Ashburn CC’11

- There is no space between the “C” and the apostrophe.
- Note of the direction of the apostrophe, which turns toward the “C.”
- The preferred logo of the College is the blue version, but black is also acceptable when necessary.



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 or 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.)

