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V1.1

Branding Guidelines



Branding. Why stress?

When you put something into the world bearing the mark of **Columbia Business School**, you want that something to be effective, stunning, and representative of the School's prestige in academia and business.

These guidelines will enable you to accomplish the above.

CONTENTS

- 3 Logo ▫ Anatomy
- 4 Logo ▫ Configurations
- 5 Logo ▫ Colors
- 6 Logo ▫ Sub-brands
- 7 Logo ▫ Cobranding with Other Business School Entities
- 8 Logo ▫ Space, Size, and Layout Considerations
- 9 The Hermes Icon
- 10 Logo ▫ Do Nots
- 11 Color ▫ Primary and Secondary Palettes
- 12 Color ▫ Utility Palette
- 13 Typography ▫ Polaris
- 14 Typography ▫ Copernicus
- 15 Typography ▫ Final Words
- 16 Video Branding
- 18 Social Media Branding ▫ Avatars
- 19 Print Guidelines ▫ The Grid
- 22 Social Media ▫ The Grid
- 23 Contacts



Logo

Anatomy

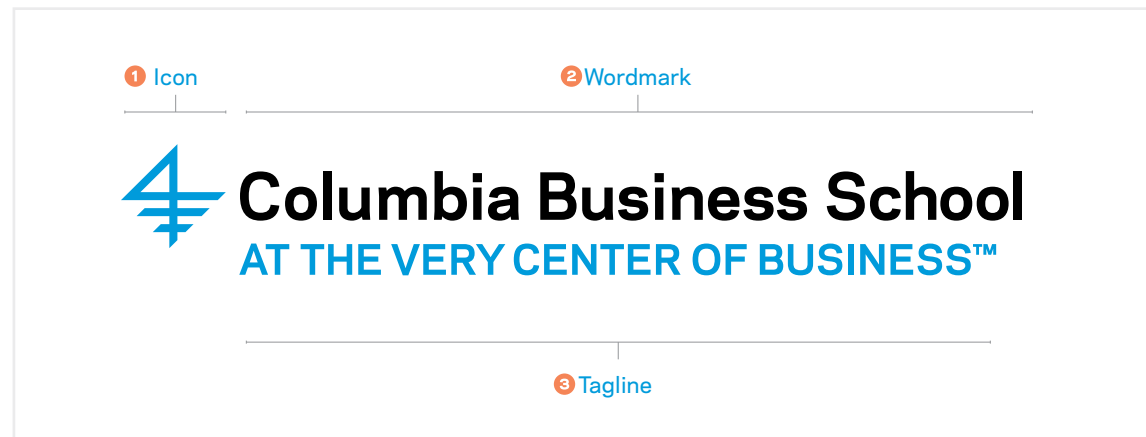
1 ICON

The **Hermes** mark—in various iterations—has been a visual symbol for the School for over five decades. The icon is an abstraction of the caduceus—the winged scepter borne by the Greek god Hermes—who is associated with trade and commerce, among other things.

2 WORDMARK

The words “Columbia Business School” are set in the font Polaris Bold. It is important to think of this mark as a singular piece of artwork; simply retyping it does not constitute reproducing it.

3 TAGLINE





Logo ■ Configurations

Configurations

The School logo comes in three configurations: **1** primary, secondary, and stacked.

The **2** centered logo should only be used when it is the only or one of few objects on the page or screen. The secondary should not be used as an opener or identifier such as in the top of an email, on the cover of a collateral piece, or in the header of a website.

The **3** stacked logo is reserved for use on merchandise or on the web when the available space is extremely constrained.

1
PRIMARY
PREFERRED



2 CENTERED



3 STACKED
BY PERMISSION ONLY



RECOMMENDED MINIMUM LOGO SIZES

Print/PDF	1.5 inches wide
Web/Email	220 pixels wide



Logo ■ Colors

Colorways

The logo can be used in these four colorways. For information on Columbia Business School Blue, see page 11.

If you require a color variant not shown here, please contact the Strategic Communications team.

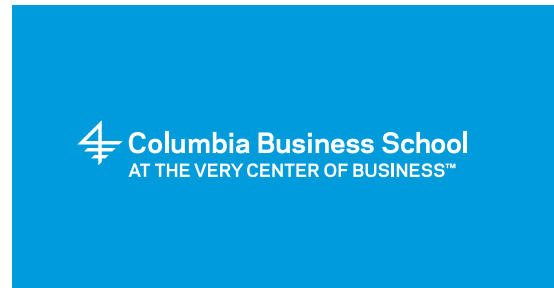
BLUE AND BLACK
PREFERRED



BLUE AND WHITE



WHITE



BLACK





Logo ■ Sub-brands

Sub-brands

The sub-brand is a customized mark that identifies an office or department within the organization. Many will simply refer to this mark as “their logo.”

PRIMARY
PREFERRED



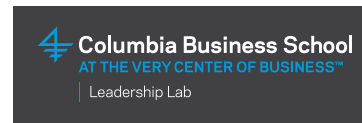
HORIZONTAL



BLUE AND BLACK



BLUE AND WHITE



WHITE



BLACK



What rules apply to using the sub-brands?

All best practices and usage guidelines in this document concerning the “Columbia Business School” logo apply to the sub-brands, as well. If you have questions about using your sub-brand, please see contact information “Contacts” on page 23.



Logo ■ Cobranding with Other Business School Entities

Placing multiple sub-brands together in the same setting is discouraged as it looks inelegant and repetitious. Instead, please use the Columbia Business School logo and acknowledge each internal partner/sponsor in running text.

PREFERRED



SPONSORS

**The Career Management Center
and the Center on Japanese
Economy and Business**

This is one example of many appropriate ways to signify a collaborative effort, initiative, or event. If you need help finding a way that works for your design or medium, see Contacts on page 23.

DISCOURAGED

SPONSORED BY:





Logo ▪ Space, Size, and Layout Considerations

Spacing

Keep a margin around the logo equal to the height of its letter “C” icon on all four sides ¹—note how, for consistent measurements, the “C” in this case is rotated 90° on the left/right sides.

¹ MINIMUM MARGIN AROUND THE LOGO



These margin rules apply to all configurations of the logo.

Cobranding

Aligning with Another Logo

Aim to align the bottom of the “Columbia Business School” wordmark to the partner’s/ sponsor’s ², as illustrated by the ■ orange line. In these circumstances, we recommend making the first text line of the partner/sponsor logo the same height as the “Columbia Business School” wordmark as illustrated by the ■ green line.

² PARTNER/SPONSOR LOGOS WITH A VISUALLY STRONG WORDMARK



If execution ² is not visually pleasing, use ³.

³ PARTNER/SPONSOR LOGOS WITH VARIED COMPOSITION



Spacing with Another Logo

Maintain a minimum distance equivalent to width of three “C”s in the “Columbia Business School” wordmark ⁴.



The Hermes Icon

“I, [Apollo], shall give you, for happiness and wealth, a very beautiful rod. It is adorned with gold and [fork-shaped] and pure.”

Homeric Hymn to Hermes 529-532. Translated by Sarah Veale.

The Business School’s enduring symbol, the Hermes may be used separate from the full Columbia Business School logo in the following circumstances:

- as part of an illustration, such as in a magazine spread or in an infographic
- as a decorative element
- as part of a pattern
- on merchandise, with permission





Logo ▪ Do Not's

Respect the Mark. Do Not Do the Following:



Recolor the logo. *If the medium you're working in requires a specific color not available to you, contact Strategic Communications for assistance.*



Make the logo difficult to read by placing it on a background with low contrast.



Stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect.



Disproportionately stretch or warp the logo.



Rearrange or edit the logo.



Recreate the logo. Use only the approved digital files provided. *See the note in the left corner.*



Use parts of the logo to create a new logo.



Don't be a hero: Use the files we give you.

Don't try to recreate the logo, "Frankenstein" it from different pieces, or make rough adjustments using a graphics editor like Microsoft Paint or Adobe Photoshop. The logos are available for all Business School community members to use—so use them!



Color - Primary and Secondary Palettes

A series of colors selected to harmonize with the Business School's signature blue.

Columbia Business School Blue for Print, PDF, and Merchandise

C:85 M:20 Y:0 K:0
PMS 2995 U / PMS 2925 C
#009BDB

80% Blue

70% Blue

60% Blue

50% Blue

Red Hook Orange

C:9 M:70 Y:76 K:0
R:233 G:108 B:74
#F58557 PMS 1645 U

Morrisania Mint

C:63 M:8 Y:48 K:0
R:94 G:180 B:154
#79B895 PMS 7465 U

Astoria Yellow

C:2 M:32 Y:84 K:0
R:247 G:180 B:69
#F6B344 PMS 122 U

Greenpoint Green

C:45 M:0 Y:100 K:0
R:153 G:202 B:60
#99CC33 PMS 382 U

Columbia Business School Blue for Web

R:0 G:129 B:204
#0081CC

Columbia Business School Blue On Black for Web

R:25 G:171 B:255
#19ABFF

40% Blue

30% Blue

20% Blue

10% Blue

Tribeca Rose

C:0 M:72 Y:32 K:0
R:242 G:108 B:129
#F16C80 PMS 1775 U

Gramercy Indigo

C:86 M:64 Y:34 K:15
R:53 G:87 B:119
#355777 PMS 2955 U

Oakwood Ochre

C:21 M:53 Y:70 K:3
R:197 G:131 B:89
#C48258 PMS 7414 U

Soho Plum

C:40 M:72 Y:50 K:19
R:139 G:83 B:93
#974D60 PMS 202 U



Color - Utility Palette

Tints of black for use in user interface elements, text, and nontext ornaments such as lines, bullets, et cetera.

Neutral Compliments

When selecting tints and shades of black, choose from the palettes to the right to harmonize with the Business School Blue.

For Print and PDF	90% Black	75% Black	50% Black	25% Black	12% Black	8% Black
	K 90%	K 75%	K 50%	K 25%	K 12%	K 8%
		Text Black	UI/ Secondary Black	UI/ Tertiary Black	Soft White	White
		#212121	#777572	#D8D8D8	#E8E8E8	#FFFFFF



Typography ■ Polaris

Using the same typeface within the School unifies the style and signifies both authorship and authenticity.

The Primary Typeface: Polaris

Polaris is the brand typeface of Columbia Business School.

MINIMUM LEGIBLE SIZE

7 points

Also known as “Galaxie Polaris,” the typeface was designed by Chester Jenkins. A neo-grotesque sans-serif, Polaris is extremely wide—relative to other fonts—and can comfortably be set at small sizes.

AVAILABLE WEIGHTS

Light, Book, Medium, Bold, and Heavy

RECOMMENDED WEIGHTS

FOR RUNNING TEXT

Book, Medium, Bold

RECOMMENDED WEIGHTS

FOR HEADLINES

Any



Where can I obtain Polaris?

The Department of External Relations and Development has a limited number of licenses available to School staff. Please see Contact information on page 23.

Investment Banki

LIGHT

Exchange-Traded

BOOK

Entrepreneurship

MEDIUM

Gesellschaft mit

BOLD

Standard & Poor

HEAVY

The Secondary Typeface: **Copernicus**

Copernicus is the School's supporting typeface.

Also known as “Galaxie Copernicus,” Copernicus was designed by Chester Jenkins as well and is part of the same type family as Polaris —making the two fonts siblings. Like Polaris, Copernicus is very wide and works well in small sizes.

MINIMUM LEGIBLE SIZE

7 points

AVAILABLE WEIGHTS

Book, Medium, Semibold (not shown), Bold, Extrabold, and Heavy

SUGGESTED USES

Running text on the web;
for special occasions such as
awards and announcements

RECOMMENDED WEIGHTS

FOR RUNNING TEXT

Book, Semibold

RECOMMENDED WEIGHTS

FOR HEADLINES

Book, Bold, Heavy

Mezzoeconomic

BOOK

Non-governmen

MEDIUM

Federal Deposit

BOLD

Gini Coefficient

EXTRABOLD

Gross Domestic

HEAVY



Typography ■ Final Words

Additional Considerations

If you are unable to use either Polaris or Copernicus for logistical, financial, or technical reasons, Strategic Communications recommends the following substitutes.

FREE ALTERNATIVES TO POLARIS

Roboto via [Google Fonts](#)
Cooper Hewitt via [Cooper Hewitt Museum](#)
Arial or Helvetica

FOR PRINTED & MAILED LETTERS

We recommend using Arial, Helvetica, Times News Roman, or Cambria for the body portion of the letter.

We do not recommend using the Microsoft Office font Calibri, since it was designed primarily for use on the screen.

FOR SIMPLE TEXT EMAILS

Arial or Helvetica

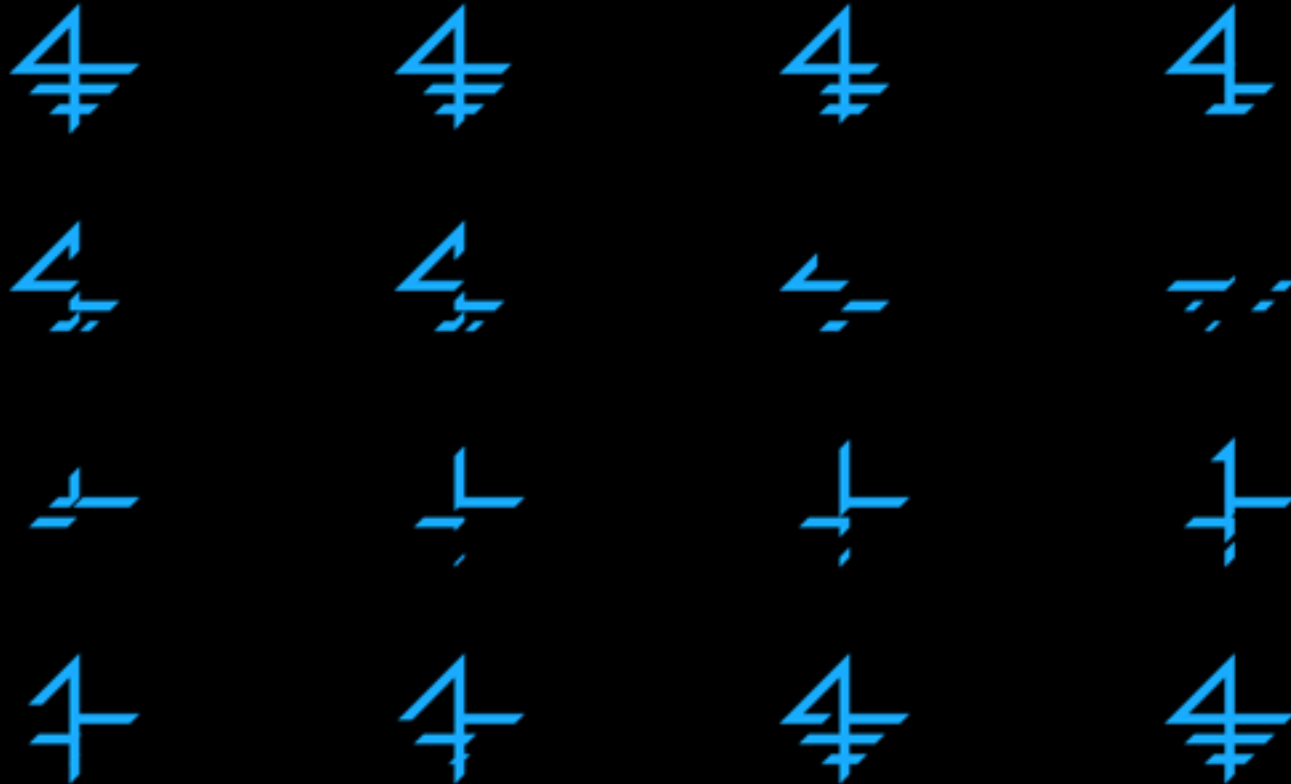


Video Branding

A series of animated openers, closers, and on-screen elements to tell a moving School story.

Available Video Assets

The School has produced a toolkit of sequences, opening elements, on-screen elements, transitions, logo animations, and ending elements for use in Columbia Business School videos. These can be previewed and downloaded at [the Video Brand Guidelines webpage](#). To speak to someone about producing a video, please visit page 23.





Video Branding

Examples of Video Assets

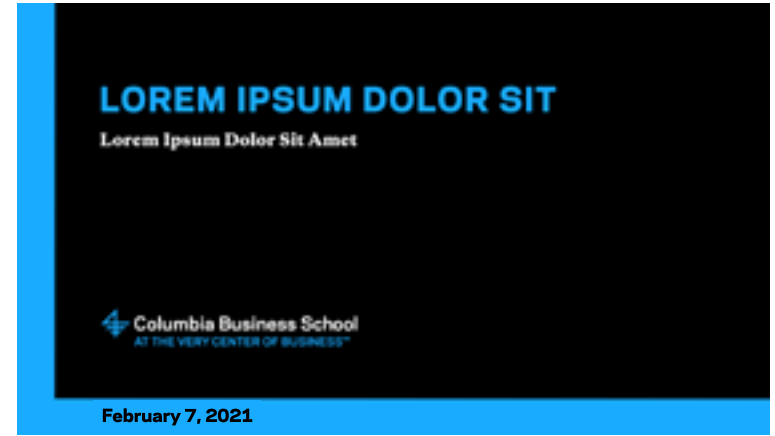
Here are four examples of the available video assets from our library.

More are available on the [Video Brand Guidelines webpage](#).

LOWER-THIRDS



OPEN CARD



SPLIT SCREEN



LOGO AND PARTNER LOGO CARD





Social Media Branding

▪ Avatars

Avatars

External Relations and Development recommends that each School entity use a Hermes with a colored background. Although some social media channels have generous space available for avatar artwork, the vast majority are constrained. We do not resize sub-brands for social media avatars or overlay text for use in that space.

- White on blue is reserved for the School's primary channels, its degree programs, and Executive Education.



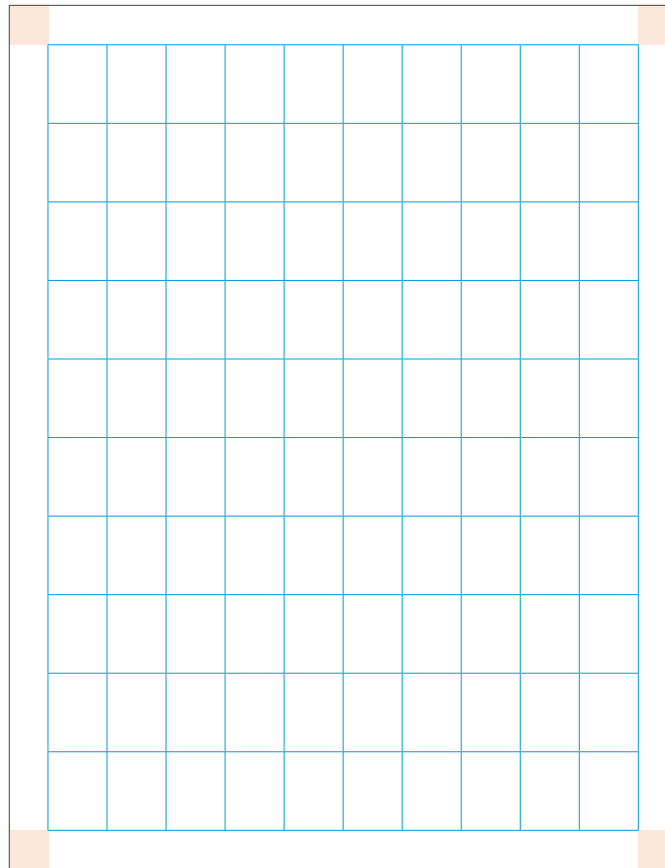


FOR 5½ X 8½ INCHES OR LARGER

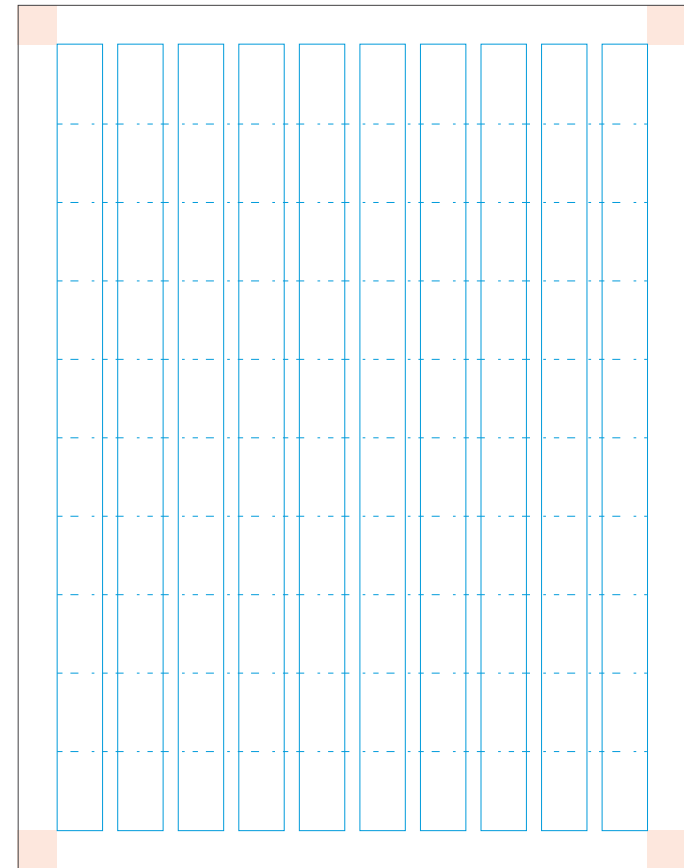
The Grid

In print and digital design, a grid is a series of repeating columns—sometimes with rows—that serves as a unifying guide for how to lay out a page.

The Business School uses a 10 X 10 grid in print. This simple device creates a unified look across print collateral.



Cover Grid
Margins set to 0.5 inches
10 rows X 10 columns
No column gutters

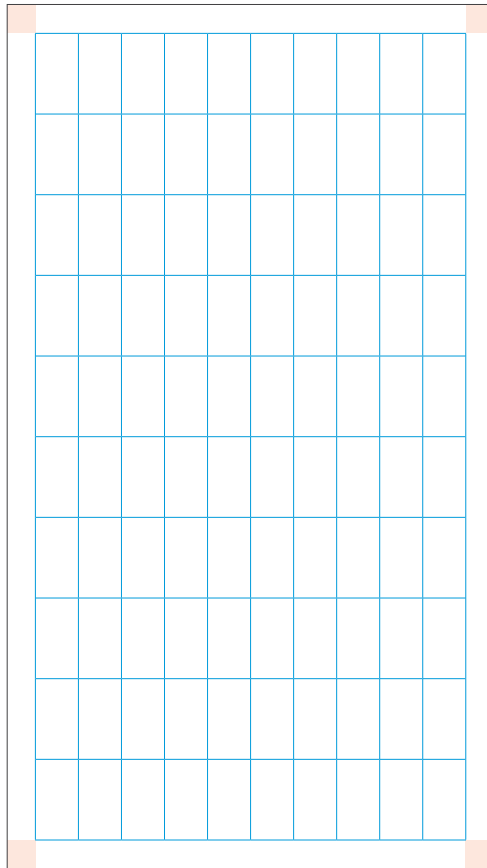


Interior Grid
Margins set to 0.5 inches
10 rows X 10 columns
Column gutters set to 0.1375 inches

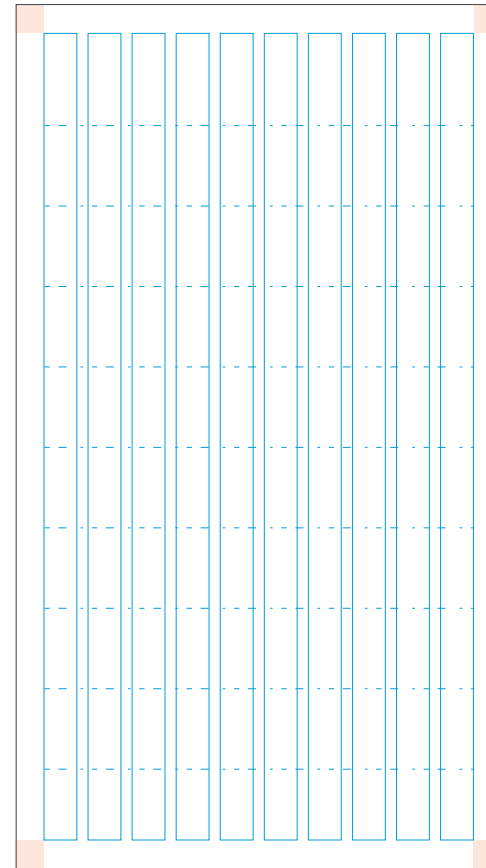


Print Guidelines ■ The Grid

SMALLER THAN 5½ × 8½ INCHES



Cover Grid
Margins set to 0.25 inches
10 rows × 10 columns
No column gutters



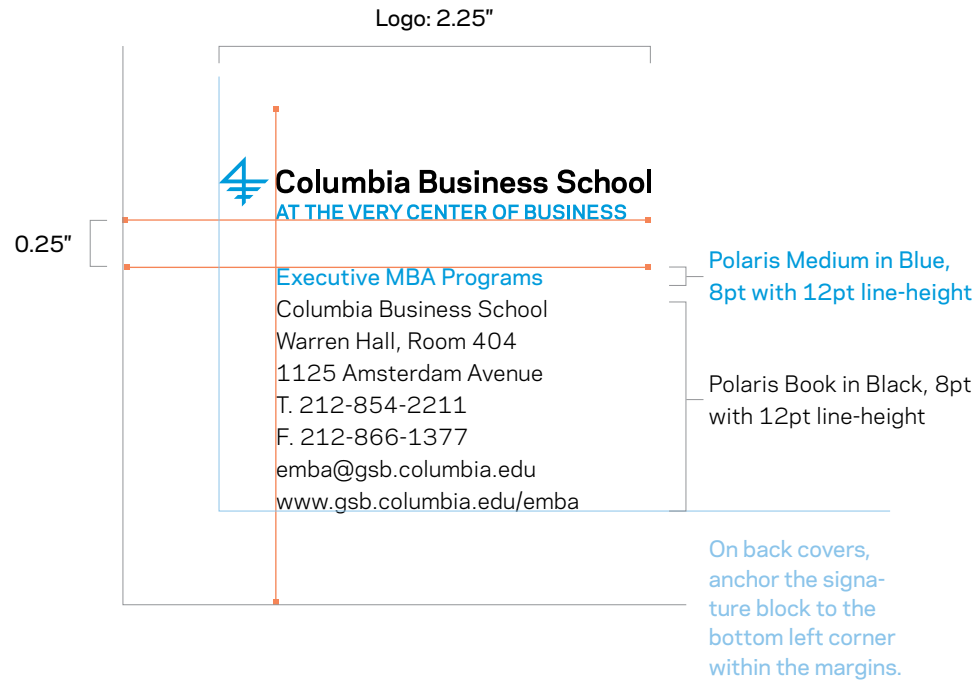
Interior Grid
Margins set to 0.25 inches
10 rows × 10 columns
Column gutters set to 0.125 inches



Print Guidelines ■ Signature Block

Standard Block

For use on brochure, pamphlet, and booklet back covers and on stationery envelopes.





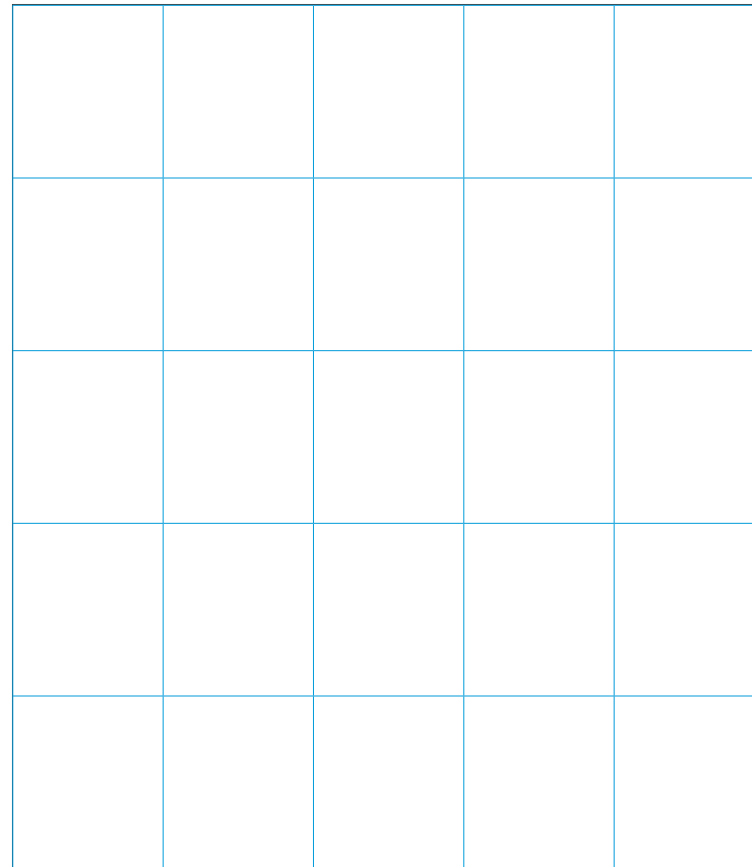
Social Media ■ The Grid

SOCIAL MEDIA GRID

A Grid for Social Media

A simple 5×5 grid acts as a basic guide to shape shareable content.

Note that while a square example is shown here, this grid can be applied to any rectangle for use in any social channel.





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