

 COLUMBIA | SCHOOL OF SOCIAL WORK

COLUMBIA SCHOOL OF SOCIAL WORK
BRAND STYLE GUIDES 2022

BRAND STORY

The mission of the Columbia School of Social Work is to interrogate racism and other systems of oppression standing in the way of social equity and justice, and to foster social work education, practice, and research that strengthen and expand the opportunities, resources, and capabilities of all persons to achieve their full potential and well-being.

GOALS:

- 1) Create an inclusive learning and work environment that promotes diversity and excellence in research, teaching, and the training of social work professionals.
- 2) Partner with community service providers, advocates, and professionals across all disciplines to promote effective practices, programs, and policies that center and protect the dignity of individuals and their human rights.
- 3) Uphold ethical standards of competence, service, and integrity as applied locally, nationally, and globally.

BRAND VOICE:

Educational and informative. We are dedicated to social justice, social-wellness, human rights, diversity and dismantling oppressive systems.

LOGO GUIDELINES

There are two versions of the CSSW logo, a Gotham version and a Trajan version. The Gotham logo was developed as part of an effort to modernized the social work profession in the 21st century. The Trajan logo was originally created to acknowledge the school's shared identity as part of Columbia University. Both logos are valid but we are using the Gotham version as our main logo.

MAIN LOGO

GOTHAM VERSION



TRAJAN VERSION



LOGO GUIDELINES

PROXIMITY

The height of the 'O' in COLUMBIA is the minimum white space needed to separate the logo from its surroundings.



WHAT YOU CAN DO

Acceptable Logo Colors: blue, black and white



WHAT YOU CAN'T DO

Do not distort the logo.



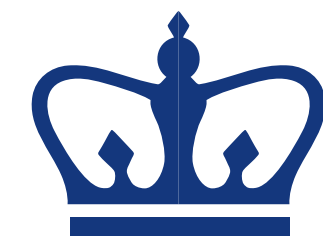
Do not 'unlock' or separate/rearrange sections of the logo.



Do not replace any part of the logo.



Never use the crown as a standalone icon.



COLOR PALETTE

CSSW uses this color palette for our materials. Black and white are used when needed.

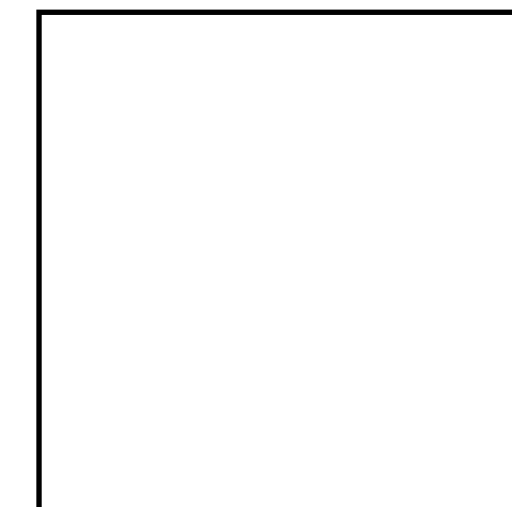
#00D74		
RGB: 0, 13, 116		
CMYK: 100, 97, 20, 21		
#EAB13B	#B9D9EB	
RGB: 234, 177, 59	RGB: 185, 217, 235	
CMYK: 8, 31, 89, 0	CMYK: 23, 0, 1, 0	
#D56200	RGB: 213, 98, 0	CMYK: 13, 73, 100, 2
#EEEEEE	RGB: 238, 238, 238	CMYK: 0, 0, 0, 7

PRIMARY COLOR

SECONDARY COLORS

HIGHLIGHT COLORS

BLACK & WHITE



#000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

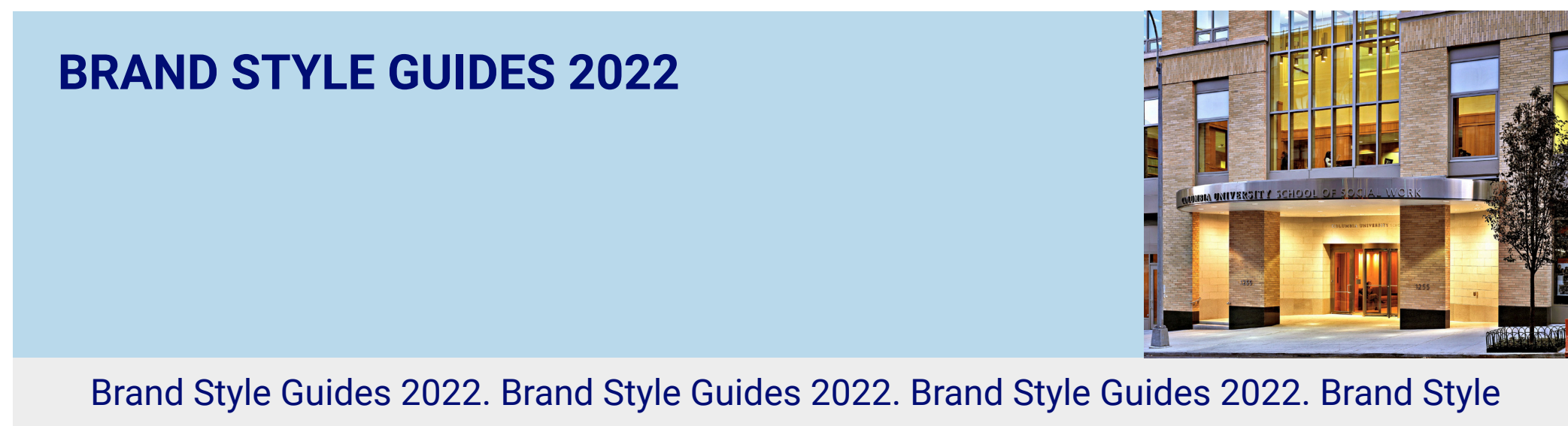
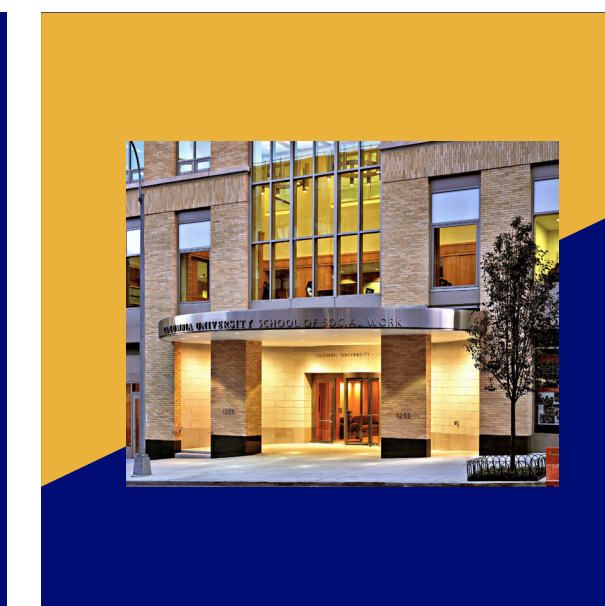
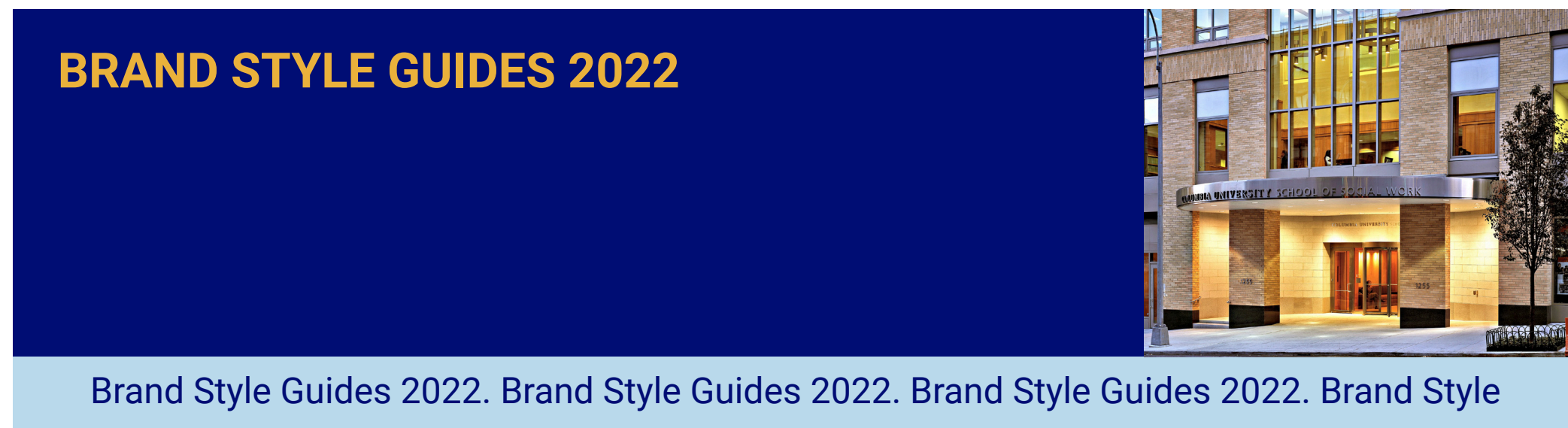
#FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

COLOR PALETTE

Examples of how to use the color palette.



TYPOGRAPHY

PRIMARY TYPEFACE

Heavy weights for headings and display type. Light weights can be use for paragraph and body.

PROXIMA NOVA

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SECONDARY TYPEFACES

Best for sub-headers, paragraph and body copy.

ROBOTO

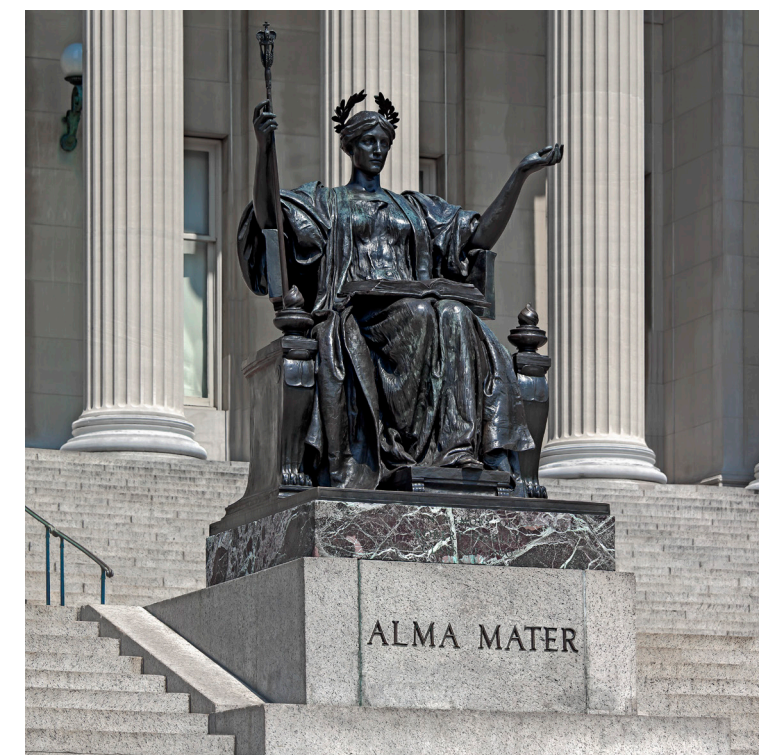
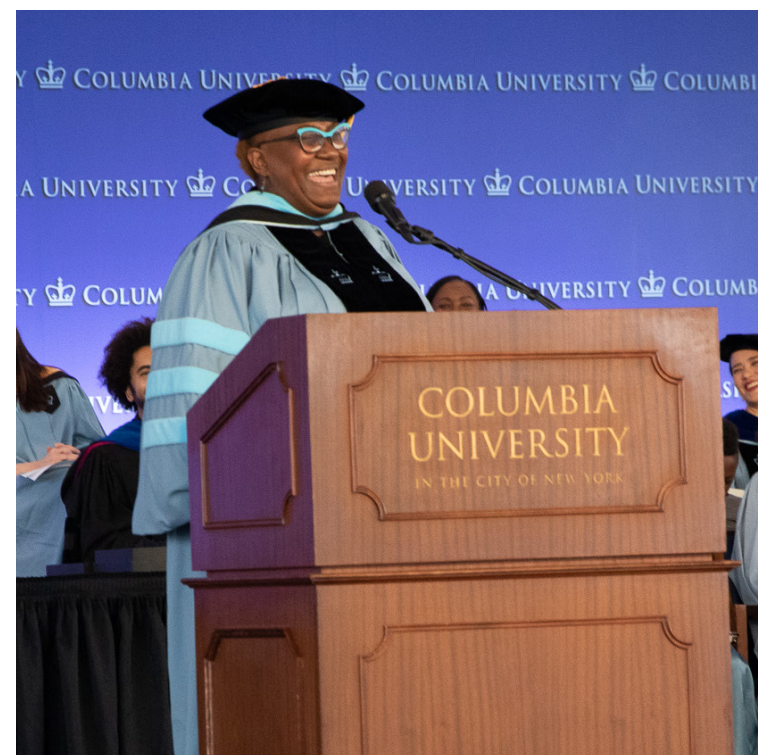
GARAMOND PRO

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IMAGE GUIDELINES

Use high resolution images that reflects the brand voice.



BRAND COLLATERAL EXAMPLES

COLUMBIA | SCHOOL OF SOCIAL WORK

IF YOU WISH TO TAKE ACTION TO PROTECT A WOMAN'S RIGHT TO CHOOSE
HERE'S HOW YOU CAN GET INVOLVED

- 

Join Planned Parenthood's Bans Off Our Bodies campaign.
- 

Know (and share) the facts.
- 

Support organizations in need.
- 

Share AbortionFinder and INeedanA across your networks.
- 

Elect pro-choice candidates to office.



122D 09H 50M 47S

GIVING DAY 10-26-22

GET INVOLVED FIND YOUR CAUSE LEADERBOARDS FAQ SAVE THE DATE

COLUMBIA SCHOOL OF SOCIAL WORK

LEARN MORE

LEADING THE WAY TO CHANGE



LOREM IPSUM DOLOR

On Giving Day only, your gift of any size helps unlock \$20,000 in matching funds for financial aid! Your generosity supports caretakers, policymakers, and activists. They come to the Columbia School of Social Work because they believe that a better world is possible. You can help them turn that belief into action.



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