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 replace any part of the logo.

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

Never use the crown as a standalone icon.
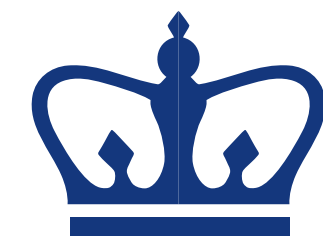
COLOR PALETTE

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

BLACK & WHITE

#000D74

RGB: 0, 13, 116

CMYK: 100, 97, 20, 21

PRIMARY COLOR

#EAB13B

RGB: 234, 177, 59

CMYK: 8, 31, 89, 0

#B9D9EB

RGB: 185, 217, 235

CMYK: 23, 0, 1, 0

SECONDARY COLORS

#D56200   **RGB: 213, 98, 0**   **CMYK: 13, 73, 100, 2**   **HIGHLIGHT COLORS**

#EEEEEE   **RGB: 238, 238, 238**   **CMYK: 0, 0, 0, 7**
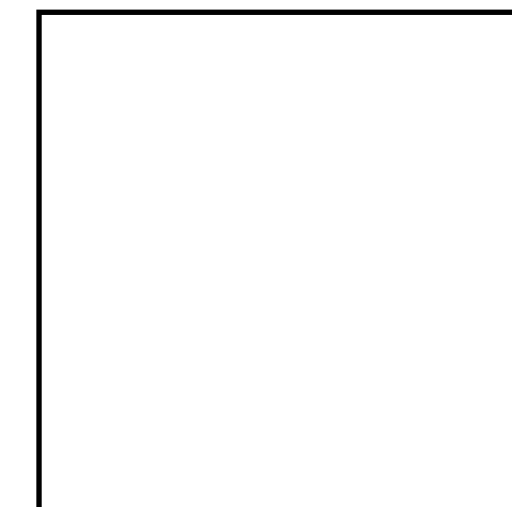
#000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

#FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

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COLOR PALETTE

Examples of how to use the color palette.
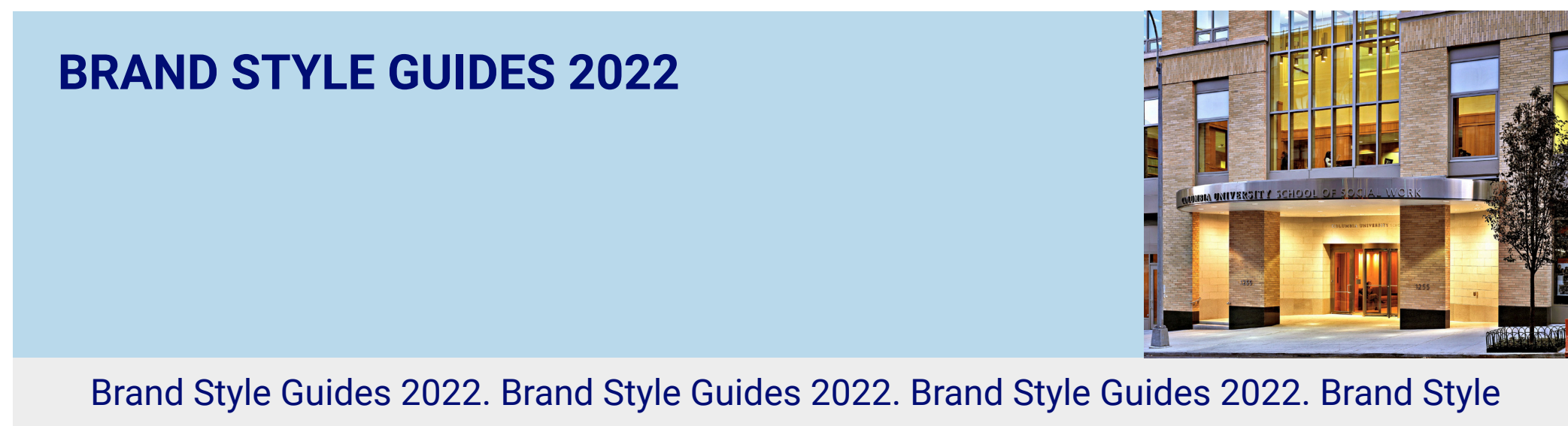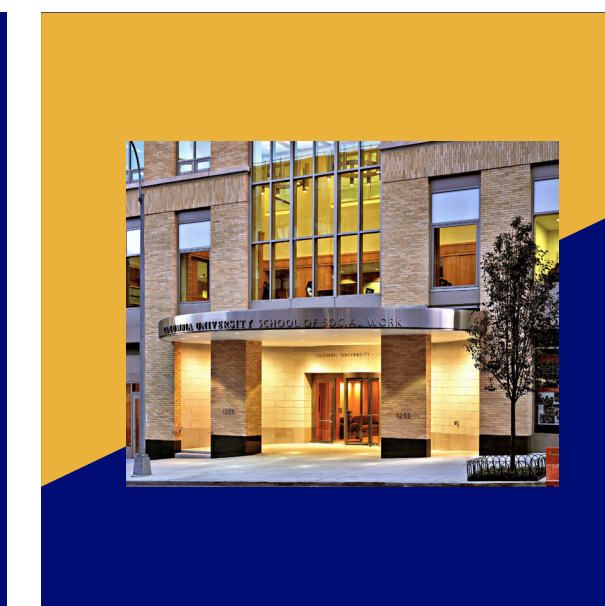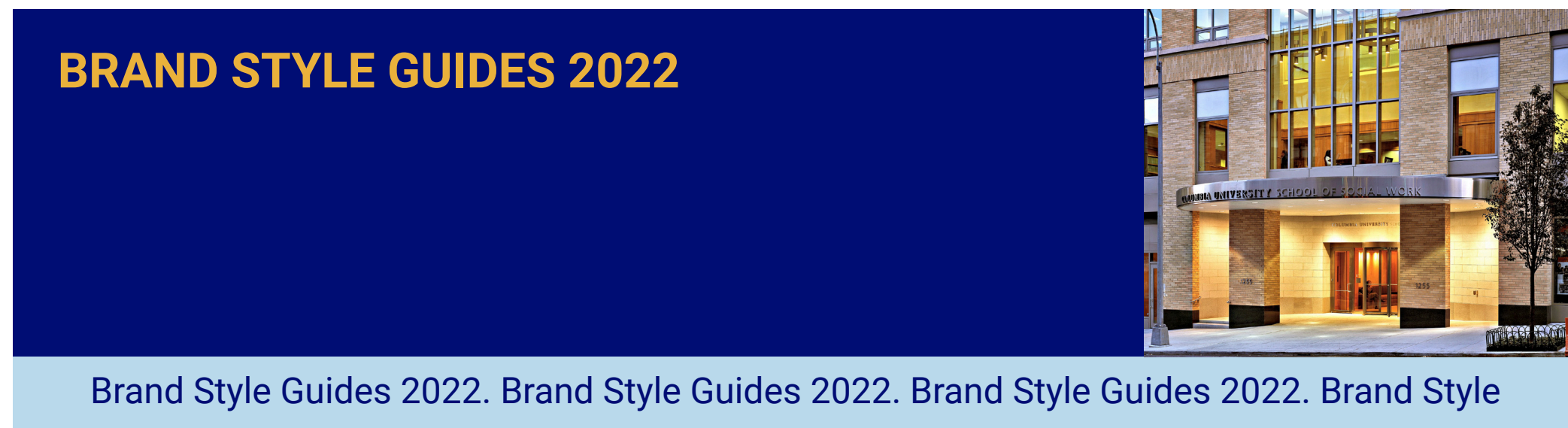
TYPOGRAPHY

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
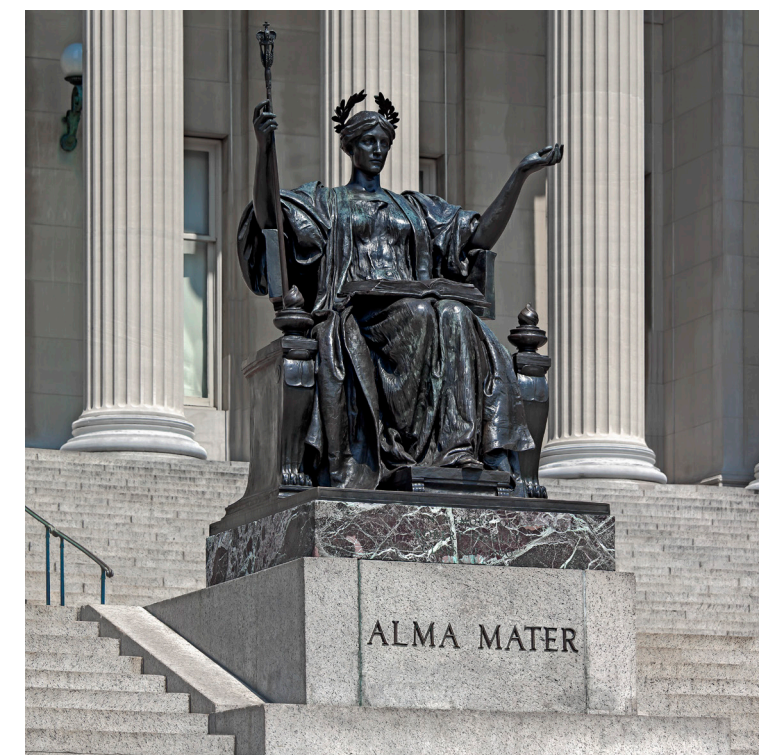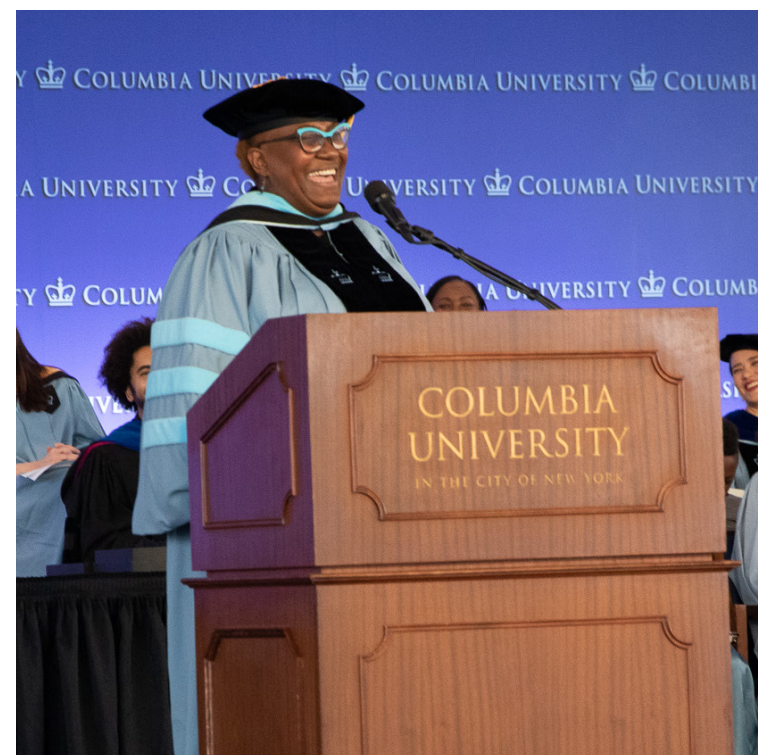
Best for sub-headers, paragraph and body copy.

ROBOTO

GARAMOND PRO

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IMAGE GUIDELINES

Use high resolution images that reflects the brand voice.

BRAND COLLATERAL EXAMPLES