Contents

Introduction .............................................................. 3
Logos ........................................................................... 4
Logo Fonts and Colors .............................................. 5
Logo Spacing and Size .............................................. 6
Alternate Logo Formats ............................................. 7
Logo Color Variations ............................................... 8
Incorrect Usage ....................................................... 10
Color Palette .......................................................... 11
Graphical Elements .................................................. 13
Introduction

The COLUMBIA SCHOOL OF SOCIAL WORK brand draws upon the Columbia University-wide identity while asserting an identity compatible with the social work mission. The design gives the two identities equal weight. The School is situated within an Ivy-League research university, but in addition, the School projects its own identity under Columbia’s, as the pacesetter for 21st-century social work. Using the brand consistently strengthens the School’s messaging and reaps the advantages of best design practices. This guide provides instructions for using the School’s brand in print, electronic communications, and other applications.

Included as part of the CSSW branding is a versatile set of graphics. Waves, moving lines, and dots appear in the three signature colors of the color palette of blue, gold, and red, and visually underscore the “Make waves, move mountains, and change lives” tagline. These elements also suggest charts, tables, and data sets, emphasizing the School’s rigorous, research-based programs. Three sizes of dots reference data, for instance, population data, and suggest the micro, mezzo, and macro lenses that students at our School learn to apply as part of their social work training. Designers can employ these graphical elements in many ways, depending on message and media. Unlike the logo, these elements need not be shown in their entirety, and are an optional addition to any design. They can be used selectively to add structure, emphasis, texture, or interest. They can be used at 100% or as a screened background.

Please contact the Communications Office at swcommunications@columbia.edu for assistance with any questions regarding optimal use of these graphical elements.
Logos

The University’s blue logo with serif type invokes its long tradition of scholarly excellence. The School of Social Work draws on Columbia University’s identity while adding to it a dynamic and contemporary outlook. Thus, the CSSW logo contains three elements that always appear together:

1. The crown with “Columbia” to invoke our mother institution: We use the crown with the diamond shapes, not the cross shapes, to signal a contemporary and diverse outlook, and the Columbia name appears in black, not blue, to signal boldness.
2. Our name “School of Social Work” appears in red, conveying the urgency of the work we do.
3. Our tagline, “Make waves Move mountains Change lives” promotes the School’s mission to engage with the world and its challenges: social workers make waves for those who cannot advocate for themselves; they often have to move mountains to change systems that oppress; and their ultimate goal is to empower people to change their lives for the better.

Columbia University Brand

School of Social Work Brand
Logo Fonts and Colors

Two font families are used in the CSSW logo:

- **Gotham Bold**, Gotham Book
- **Bembo Italic**

Two colors are used with the CSSW logo:

- Black
- Red:
  - RGB 255-67-56
  - CMYK 0-88-80-0
  - Pantone Warm Red C
  - FF4338
Logo Spacing and Size

Our logos need appropriate spacing and sizing to make them more visible and distinguishable from surrounding elements. The height of the crown defines the minimum clear space that should be maintained around the logo as separation. The minimum width for the horizontal logo is 3.5 inches on a page, or 450 pixels on screen. Please contact the Communications Office for assistance with any questions regarding sizing/placement.
Alternate Logo Formats

The School of Social Work communicates in a wide range of formats ranging from print (stationery, posters, postcards, brochures) to electronic (web pages, banners, emails, social media) to collateral items (pens, water bottles, tote bags, and other swag). Three configurations of the logo are available to suit the variety of design needs. Choose the version that works best for the size and shape of the item being created and for the space available. Please contact the Communications Office for assistance with any questions regarding which logo to use in a particular format.

Horizontal Logo

COLUMBIA | SCHOOL OF SOCIAL WORK

Stacked 1 Logo

COLUMBIA
SCHOOL OF SOCIAL WORK

Stacked 2 Logo

COLUMBIA
SCHOOL OF SOCIAL WORK

Please note that all three of these logo configurations are known as “lockups,” which means that the design elements contained within—i.e., the position/relative sizing of the words, the fonts, line spacing, and proximity to the crown—must not vary.

Also please note:

• Columbia crown/text lockup: The crown must be the version with diamond shapes, not crosses.

• The “School of Social Work” is in red, and remaining elements are in black.

• The tagline, “Make waves. Move mountains. Change lives” appears on the bottom line. That said, the tagline may be dropped in certain instances—for example, if the logo is being placed on a pen/pencil/banner or another product with limited horizontal space, or if, as in the footer of this document, the tagline would be illegible at the scale. Please consult with the Communications Office for advice on this.
Logo Color Variations

The fonts and colors of the logo may not vary except in the instance of a darkened background. In this case, a white logo (knockout) may be used. The preferred usage is a knockout of white on a Pantone 7461 C background.

KNOCKOUT OF LOGOS

Horizontal Logo

COLUMBIA
SCHOOL OF SOCIAL WORK

Stacked 1 Logo

COLUMBIA
SCHOOL OF SOCIAL WORK

Stacked 2 Logo

COLUMBIA
SCHOOL OF SOCIAL WORK
An example of the white knockout is displayed on the CSSW home page: socialwork.columbia.edu.

The white logo may also be used on a photograph or other artwork as long as the logo is clearly legible on the background.
Incorrect Usage

LOGO

For the sake of presenting a unified image of the school, the relationships between the three elements of 1) Columbia/crown lockup, 2) “Columbia School of Social Work”, and 3) the tagline should not be altered in any way. The fonts, weights, colors, text size, or positioning/spacing should not be changed. Do not include the tagline if it is so small as to be illegible. Do not distort the length/width proportions when placing the logo. Do not use an old version of the CSSW logo.

CROWN

The crown should not be used as a standalone graphic. The crown should serve as an anchoring element in the overall logo; it is not in and of itself a decoration or symbol of the School of Social Work.

TAGLINE

The tagline, ‘Make waves. Move mountains. Change lives.’ is intended to underscore the mission of the Columbia School of Social Work. It can be ‘unlocked’ from the rest of the CSSW logo, but, as it is an integral part of the School brand rather than a slogan, it should not appear on its own.
The excerpt below shows how our design’s color palette links to the School of Social Work’s tagline and overall mission.

Because the blue also connects us to the Columbia University brand, it is a primary choice for a design color. It works best as a background with white text, as with the School of Social Work backdrop. Gold and red are best used in partnership with the blue.
These two shades of blue appear as part of the design elements noted on the following page. They can be used sparingly in font style variations, sidebar boxes, etc.

RGB 59-85-124
CMYK 84-67-30-11
3B557C
Pantone 541U

RGB 62-119-148
CMYK 79-45-29-4
3F7794
Pantone 7468U

These are the official Columbia University blues, provided as reference.

Pantone 286
CMYK 90-75-1-0
RGB 49-85-164
3154a4

Pantone 290
CMYK 32-5-2-0
RGB 168-212-237
a7d3ed
The use of the graphics mentioned on page 3 is optional, and below are several examples. Please contact the Communications Office for assistance with any questions regarding use of these design elements.

**Development Office grant proposal**

**Alumni Office event poster**

**Admissions brochure**