



Brand Identity at a Glance

University Logo Suite

THE PRIMARY LOGO SHOULD BE USED FOR ALL COMMUNITY-FACING DOCUMENTS. SECONDARY LOGO ONLY USED IF SPACE DOES NOT PERMIT PRIMARY LOGO

Navy Logo Family

Black Logo Family

White Logo Family

Spirit Logo Suite

Without Outline T1

Approved surface colors are: white, gray (all shades), and Columbia blue

With Outline T2

Approved surface colors are: navy blue

With Outline T3

SHOULD ONLY BE USED ON FABRICS

Approved surface colors are: black

Color Breakdowns

Primary

NAVY (PMS 648 C)
CMYK - 100/89/34/29
RGB - 0/46/95
HEX - 002B5E

COLUMBIA BLUE (PMS 278 C)
CCMYK - 43/17/0/0
RGB - 139/184/232
HEX - 8BB8E8

WHITE
CMYK - 0/0/0/0
RGB - 255/255/255
HEX - FFFFFFFF

BLACK
CMYK - 0/0/0/100
RGB - 0/0/0
HEX - 000000

Neutral

LIGHT GRAY
CMYK - 5/0/0/20
RGB - 196/206/212
HEX - C4CED4

MED. GRAY
CMYK - 12/0/0/64
RGB - 103/115/122
HEX - 67737A

Secondary

PMS 2707 C
CMYK - 21/77/0/0
HEX - C3D7EE
RGB - 195/215/238

PMS 3935 C
CMYK - 2/0/72/0
HEX - F3EA5D
RGB - 243/234/93

PMS 7549 C
CMYK - 0/30/100/0
RGB - 255/182/0
HEX - FFB600

PMS WARM RED C
CMYK - 0/83/81/0
RGB - 249/66/58
HEX - F9423A

PMS 338 C
CMYK - 55/0/39/0
RGB - 112/99/75
HEX - 70C7AF

University Typography

Primary

Neutraface 2 Text

Secondary

Clavo

PLEASE CHANGE THE OPENTYPE SETTING TO TABULAR LINING SO NUMBERS ARE EVEN WITH TEXT.