

HEALTHIER COLUMBIA
STYLE GUIDE
AND IDENTITY
STANDARDS MANUAL



HEALTHIER COLUMBIA

Healthier Columbia is a wellness initiative administered by The Office of Work/Life. The Healthier Columbia Style Guide and Identity Standards Manual provides guidelines on how to use the Healthier Columbia–approved seal in a clear and consistent way on various communications. Please follow the Style Guide and Identity Standards Manual when designing your communication materials, and direct any questions to The Office of Work/Life at worklife@columbia.edu or 212-854-8019.

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SEALS

COLOR



BLACK & WHITE



NOTE: Please use the crown associated with your school, college, or office.

COLOR KNOCKOUT

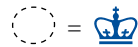
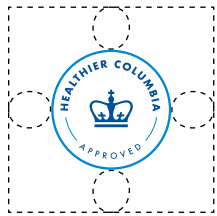


BLACK & WHITE KNOCKOUT



RESTRICTIONS

CLEAR SPACE



The Healthier Columbia crown width defines the minimum clear space, which should be maintained around the trademark to separate it from surrounding elements.

MINIMUM SIZE



Recommended Width \geq 5/8 inch



Minimum Width = 1/2 inch

TREATMENTS

DO NOT

- X 01 Add bevel or emboss
- X 02 Change the colors
- X 03 Outline in any color
- X 04 Add drop shadow or glow effects
- X 05 Change the orientation
- X 06 Crop in any way
- X 07 Reconfigure or change the size
- X 08 Distort proportions
- X 09 Recreate elements
- X 10 Place on a busy background
- X 11 Change background color
- X 12 Place on a similar color

X 01



X 07



X 02



X 08



X 03



X 09



X 04



X 10



X 05



X 11



X 06



X 12



COLOR

PRIMARY



RGB	HEX	CMYK	PMS
29 79 145	1d4f91	100 73 0 10	7686c

SECONDARY



RGB	HEX	CMYK	PMS
0 119 200	0077C8	100 31 0 0	3005c

ACCENT



RGB	RGB
34 136 72	255 163 0
HEX	HEX
228848	FFA300
CMYK	CMYK
79 0 89 22	0 41 100 0
PMS	PMS
7731c	137c

TYPOGRAPHY

COLUMBIA UNIVERSITY

TRAJAN
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

TRAJAN BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

GARAMOND
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

GARAMOND Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

GARAMOND Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

GARAMOND Bold Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

HEALTHIER COLUMBIA

FUTURA Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
nopqrstuvwxyz
1234567890

FUTURA Medium Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
nopqrstuvwxyz
1234567890

FUTURA Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA Condensed XBold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

EXAMPLES

MENU

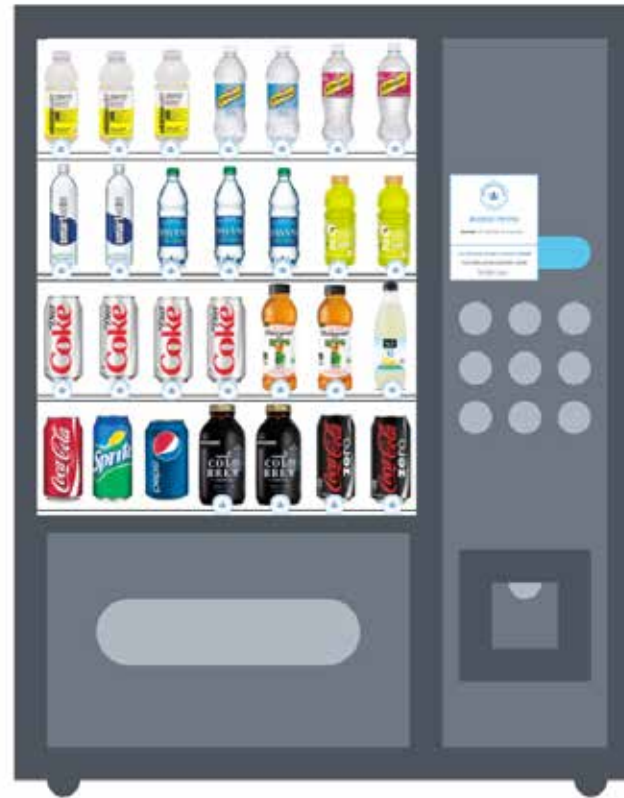


HEALTHIER COLUMBIA APPROVED

Lunch Menu

VEGGIE BURGER	KALE SALAD WITH TAHINI
CURRY EGGPLANT WRAP	MUSHROOM FRITTATA
JERK CHICKEN SANDWICH	BROWN RICE BOWL
BAKED SWEET POTATO WEDGES	ORGANIC MIXED GREEN SALAD

VENDING MACHINES



HEALTHIER COLUMBIA APPROVED

BEVERAGE CRITERIA

Calories: 425 calories per 8 ounces

THE HEALTHIER COLUMBIA VENDING PROGRAM

www.worklife.columbia.edu/healthier-columbia

WORK | LIFE

CONTACT

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