



COLORS

Core Colors



COLUMBIA  
LAW BLUE

PMS 2945 U  
CMYK 93•69•20•5  
RGB 36•88•141  
HEX 23578c



WARM GOLD

PMS 7549 U  
CMYK 0•32•87•0  
RGB 255•184•55  
HEX ffb837



BRIGHT BLUE

PMS 2995 U  
CMYK 100•0•0•0  
RGB 0•174•239  
HEX 00adef

Secondary Colors



DARK BLUE

PMS 295 U  
CMYK 86•69•34•17  
RGB 54•80•114  
HEX 365072



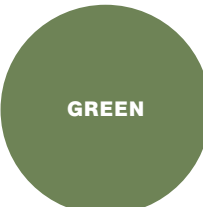
LIGHT BLUE

PMS 290 U  
CMYK 33•5•2•0  
RGB 165•211•237  
HEX a5d3ed



WARM ORANGE

PMS 7579 U  
CMYK 4•73•77•0  
RGB 232•104•72  
HEX e76848



GREEN

PMS 575 U  
CMYK 158•33•76•13  
RGB 111•131•86  
HEX 6e8355

Neutrals



DARK GRAY

PMS 426 U  
CMYK 59•51•50•19  
RGB 103•103•103  
HEX 676767



LIGHT GRAY

PMS 427 U  
CMYK 24•17•16•0  
RGB 194•198•201  
HEX c2c6c9



WARM GRAY

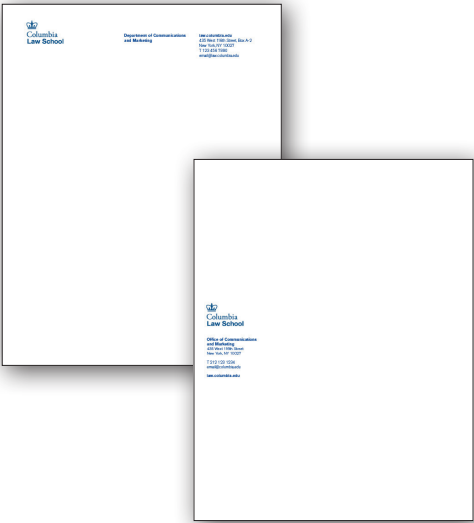
PMS Warm Gray 6 U  
CMYK 39•35•38•1  
RGB 161•154•148  
HEX a19a94



MEDIUM GRAY

PMS Cool Gray 9 U  
CMYK 49•40•38•4  
RGB 137•138•141  
HEX 898a8d

TEMPLATES



Letterhead templates are available for download at [law.columbia.edu/communications/visual-style/letterhead-template](http://law.columbia.edu/communications/visual-style/letterhead-template).

Poster templates are available for download at [law.columbia.edu/communications/visual-style/poster-template](http://law.columbia.edu/communications/visual-style/poster-template).

EDITORIAL

Our editorial style rules are based largely on The Associated Press Stylebook. We encourage you to consult our guide for details: [law.columbia.edu/communications/editorial/style-guide](http://law.columbia.edu/communications/editorial/style-guide).

Abbreviations and Acronyms

- As a general rule, uppercase abbreviations have no periods. However, use J.D., LL.M., and J.S.D. Leave periods out of MBA.
- Avoid abbreviations such as CAA for Clean Air Act. Well-known abbreviations like EPA and ACLU may be used on second reference if they will be repeated at least two times in a single article or web page. Enclose the abbreviation in parentheses after spelling it out the first time.

Capitalization

- In headlines, capitalize all of the principal words including It and Is. Only capitalize prepositions of four letters or more (With, Over, Through, Above).
- Semesters are lowercase.

Class Years and Degrees

- Specify the degree only if the graduate received a degree other than a J.D.
- On first reference of alumni, use a backward apostrophe and two-digit graduation year one space after name: Michael Porter '68 and Stacey Ericsson '99 LL.M.
- Be sure to use a curly rather than straight vertical quotation mark.

Dean Lester

On first mention, refer to the Dean by her complete title: Gillian Lester, Dean and the Lucy G. Moses Professor of Law. For subsequent mentions, refer to her as Dean Lester.

Centers and Programs

With few exceptions, Law School centers and programs do not begin with the word "The." On subsequent references, do not capitalize center or program.

Columbia Law School

The Law School and Columbia Law are the preferred shortened versions of Columbia Law School. CLS is acceptable in limited cases in informal, brief communications such as social media posts.

Courses, Externships, and Clinics

Capitalize courses, clinics, and externships only when used as proper nouns. Do not use quotes.

Professors

- Endowed titles are capitalized after the individual's name.
- On subsequent references, refer to professors by last name only.
- The abbreviation Prof. is used in headlines and social media posts where space is at a premium.
- Lecturer in Law is not hyphenated.

Says, Not Said

When quoting an individual, use says for a brochure and similar communications where the date of speech isn't relevant. This construction contributes to a fresh, timeless feeling. Use said for announcements, events coverage, and other quotes where the date is relevant.

Tech/Web Terms

- Do not use www or http before a web address.
- Do not write click or click here before a link. Simply embed the link.
- Lowercase internet, web, and website.
- Homepage and website are one word, lowercase.

Use the Serial Comma

PHOTOGRAPHY



DO...

Use real people from our community.

Only use stock photography when completely necessary, to illustrate a concept.

Be natural, casual, and spontaneous.

Images that are natural will resonate with our audience. Keep nighttime imagery to a minimum.

**Keep clutter out.** If the space you are shooting seems complex, choose to focus on particular details of that space.

**Pay attention to the details.** Keep an eye on what subjects are wearing or holding. Avoid shirts with logos and branded packaging (food or beverage containers).

**Stay current.** Regularly refresh your unit's photo collection to ensure your images are relevant and up-to-date.

AVOID...

Images that are busy, too complicated, out of focus, low resolution, or too dark.

Posed or unnatural images and stock photos.

Heavy flash.

Images that look or feel dated.