COLORS

Core Colors

- COLUMBIA LAW BLUE
- LIGHT BLUE
- WARM GOLD
- BRIGHT BLUE

Secondary Colors

- DARK BLUE
- LIGHT BLUE
- WARM ORANGE
- GREEN

Neutrals

- DARK GRAY
- LIGHT GRAY
- WARM GRAY
- MEDIUM GRAY

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.

TEMPLATES

Letterhead templates are available for download at law.columbia.edu/communications/visual-style/letterhead-template.
Poster templates are available for download at law.columbia.edu/communications/visual-style/poster-template.