

Club Sports Program – Visual Identity

The Columbia University Club Sports program, managed by the Department of Intercollegiate Athletics and Physical Education, is an important component of University student life. To ensure consistent and appropriate identification of our numerous Club Sports organizations in the University and external marketplaces, the following *Style Guide* has been established.

The first-ever *Columbia University Club Sports Style Guide* is a simple reference guide for the use of University-owned trademarks in association with Club Sports organizations. The wordmarks, logos and colors contained within the *Style Guide* have been chosen for use because they provide easy recognition of the Columbia University brand and strong association with sport, while maintaining a visual demarcation between the Club Sports program and the Intercollegiate Athletics program.

A Note on Trademarks

A trademark is any name, symbol, figure, letter, word, or logo adopted and used by a company or organization to designate goods and/or services manufactured, sold or provided and to distinguish them from those manufactured, sold or provided by other companies or organizations. For the purposes of this definition, the terms “mark” and “trademark” are used interchangeably. The legal protections for each are identical.

Columbia University Trademarks and Intellectual Property

All images, marks and logos contained within the *Style Guide* as well as the use of the phrases *Columbia*, *Columbia University*, *Columbia Club Sports* or variations thereof are the intellectual property of the Trustees of Columbia University in the City of New York. Application of University trademarks outside the purview of this *Style Guide* without the expressed written consent of Brian Jines, the Director of Intramurals and Club Sports in consultation with the University Office of Business Services, is strictly prohibited.

Use of Trademarks by Club Sports Organizations

Recognized clubs must use the Columbia University name in its title, publications, letterhead, field of play uniforms and equipment but may not use the name in a manner that in any way would imply Columbia University endorsement, approval or underwriting of any organization, product, activity, service, or contract.

Use of alcohol, tobacco or illegal substance graphics, marks, logos and/or descriptions in conjunction with Columbia University’s name or trademarks is strictly prohibited. Unauthorized use of a trademark is an offense punishable by law. Clubs found to be making unauthorized or prohibited use of any word marks or logos will be sanctioned.

Style Guide

The Club Sports program has entered into an agreement with Columbia University to use two of the University's trademarks:

UNIVERSITY CROWN

The color used for the University Crown and text is Pantone 280 (blue) and is set in the typeface Trajan.



PMS 280



UNIVERSITY CROWN

The color used for the University Crown and text is Pantone 291 (blue) and is set in the typeface Trajan. The color used for the background is Pantone 280 (blue).



PMS 291 PMS 280



COLUMBIA SPLIT C

The color used for the Columbia Split C and text is Pantone 291 (blue) and White and is set in the typeface Yearbook.



UNIVERSITY CROWN

The color used for the University Crown and text is Pantone 280 (blue) and is set in the typeface Yearbook.



PMS 280



UNIVERSITY CROWN

The color used for the University Crown and text is Pantone 291 (blue) and is set in the typeface Trajan. The color used for the background is Pantone 280 (blue).



PMS 291 PMS 280



COLUMBIA SPLIT C

The color used for the Columbia Split C and text is Pantone 291 (blue) and is set in the typeface Yearbook.



PMS 291



UNIVERSITY CROWN

The color used for the University Crown and text is Pantone 280 (blue) and is set in the typeface Trajan.



PMS 280

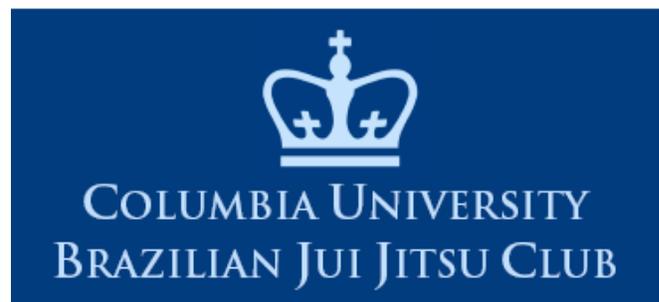


UNIVERSITY CROWN

The color used for the University Crown and text is Pantone 291 (blue) and is set in the typeface Trajan. The color used for the background is Pantone 280 (blue).



PMS 291 PMS 280

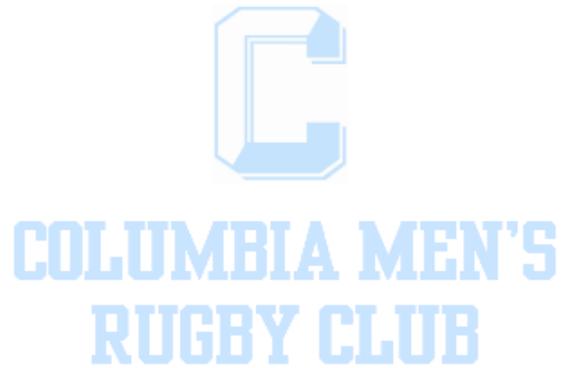


COLUMBIA SPLIT C

The color used for the Columbia Split C and text is Pantone 291 (blue) and is set in the typeface Yearbook.



PMS 291



COLUMBIA LIGHT BLUE

With proper design approval, recognized clubs may uniformly substitute Columbia Light Blue (Pantone 291) for Columbia Dark Blue (Pantone 280) for the University Crown and text of the above approved logos.

Such a substitution may be permitted when using Columbia Dark Blue (Pantone 280) or Columbia Black (PMS Pro Black 100%) as a background, such as on apparel or equipment. White may be substituted *only* when using Columbia Light Blue (Pantone 291) as a background. White is NOT permitted on any other background.

The only permitted background colors are

- Columbia Dark Blue (Pantone 280)
- Columbia Light Blue (Pantone 291)
- Columbia Black (PMS Pro Black 100%)
- Columbia Grey (PMS Pro Black 20%)
- White



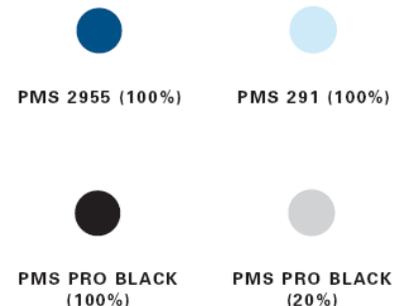
COLUMBIA PALLETTE

To ensure consistent and effective reproduction of the Columbia University Club Sports marks, use the Pantone PMS colors listed to the right.

Below are the custom process breakdowns for use when necessary. It is imperative to use ONLY these approved color specifications.

Columbia Dark Blue	PMS 2955 (100%)	C: 100 / M: 56 / Y: 0 / K: 34
Columbia Light Blue	PMS 291 (100%)	C: 27 / M: 0 / Y: 0 / K: 0
Columbia Black	Process Black (100%)	C: 0 / M: 0 / Y: 0 / K: 100
Columbia Grey	Process Black (20%)	C: 0 / M: 0 / Y: 0 / K: 20

The colors shown here are not intended to match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc.



The above trademarks are the only marks authorized for use by recognized clubs. No club may acquire, reproduce or use the Columbia Intercollegiate Athletics logos or trademarks or any other logos or trademarks of Columbia University and its affiliated schools. Clubs may not use a logo which does not include the elements of the Club Sports Visual Identity initiative. Compliments or treatments to the Columbia University marks are not permitted.

Design Approval / Product Approval

All clubs desiring to use a logo or identifying mark for their club must:

1. have all artwork & designs approved by the Director of Intramural and Club Sports;
2. have all proposed uses approved by the Director of Intramural and Club Sports;
3. have the quality of the product and the vendor approved by the Director or Intramural and Club Sports;
4. not include any reference to or representation of a lion;
5. not appropriate the logo or trademark, in part or in whole, of any other organization or commercial concern.

Recognized clubs must always include the full name of its organization at all times. The word "club" must appear in the organization's title or subtitle, and must be prominently displayed. Examples of names that would avoid confusion are "Columbia Men's Lacrosse Club" and "Columbia University Equestrian Club."

When submitting graphics for approval, e-mail as either a PDF or JPEG attachment to Brian Jines, Director of Intramurals & Club Sports, bj2149@columbia.edu. Include in the e-mail the following information for each product:

1. product
2. reason for developing / purchasing product
3. typeface used on product (not just in logo)
4. Pantone colors used on product (not just in logo)
5. proposed manufacturer (with contact information)
6. quantity to be produced
7. detailed financing plan
8. detailed distribution plan
9. required delivery date for finished product
10. estimated release date

Product Licensing

Recognized clubs will only be allowed to use the above adopted trademarks as part of its uniform, other apparel, equipment, or other objects (e.g. t-shirts, hats, water bottles, etc.), provided the item is not issued or made available for sale to anyone other than club members-in-good-standing.

A club using a registered Columbia University mark on an item to be distributed beyond the scope of club membership is making a commercial use of the mark. A license agreement is required for this kind of use.

For example, if the Columbia University Ballroom & Latin Dance Club wishes to use a logo on a t-shirt it will sell as a fund-raising item, the club cannot design, manufacture or distribute the t-shirt without the prior written approval of Columbia University. The item must be manufactured by an approved licensed vendor of Columbia University. All

Club Sports trademark licensing requests must be submitted to Brian Jines, Director of Intramurals and Club Sports.

The University will not license products that do not meet minimum quality standards, are not in good taste, or items considered dangerous or high risk.

Approved Vendors

Columbia University is affiliated with the Workers' Rights Consortium (WRC) and the Fair Labor Association (FLA). The WRC is a non-profit organization created by college and university administrations, students and labor-rights experts. The WRC's purpose is to assist in the enforcement of manufacturing codes of conduct adopted by colleges and universities; these codes are designed to ensure that factories producing clothing and other goods bearing college and university marks respect the basic rights of workers. There are more than 100 colleges and universities affiliated with the WRC. The FLA is a non-profit organization combining the efforts of industry, non-governmental organizations, colleges and universities to promote adherence to international labor standards and improve working conditions worldwide.

All vendors must adhere to ethical business practices, as well as standards related to quality, reliability and cost. In doing so, workers producing University-licensed goods are expected to work in humane and safe conditions and receive fair wages. Vendors are expected to provide a safe and healthy work environment for all employees as well as adhere to applicable limitations on child labor and prohibitions on the use of forced labor.

Approved licensed vendors meet several licensing requirements prior to producing University-related products including paying an annual licensing fee, providing comprehensive product liability insurance, and filing a disclosure statement that provides information about the vendor's manufacturing processes.

Contact the Club Sport Office for the more information about the licensing process.



Dodge Physical Fitness Center
Mail Code 1923
3030 Broadway
New York, NY 10027
Phone (212) 854-4002
Fax (212) 854-7397
www.gocolumbialions.com