

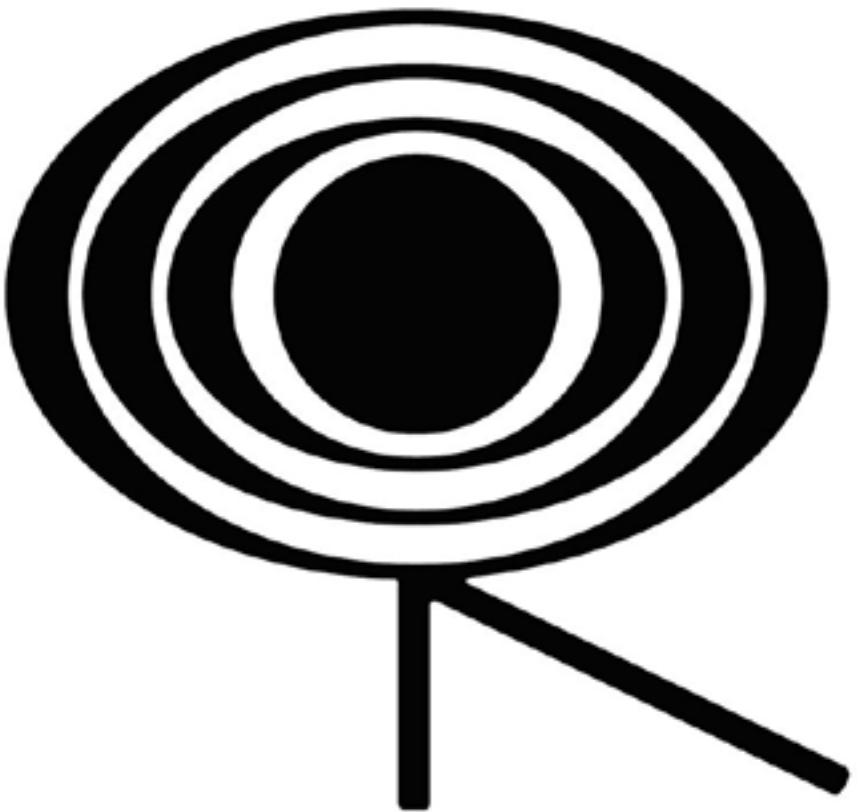
# COLUMBIA OT

**COLUMBIA OT IS AN INSTAGRAM TV SHOW,  
WHERE A HOST TALKS ABOUT UP AND COMING  
ARTISTS, NEW RELEASES AND INTERESTING  
NEWS HAPPENING WITH THE RECORD LABEL.**

Present news about Columbia's  
signings in a *fun* and *stimulating*  
way that will keep the user  
engrossed in the content.

# SYSTEM

# COLUMBIA



# CIRCLES

**CIRCLES** → **DISTORTION**

# CIRCLES



# DISTORTION

- Fun
- Contemporary
- Visually Appealing
- Wide variety of use cases while keeping strong identity

**IMAGE  
DISTORTION**

**SHAPE  
DISTORTION**

**MASKS**



# IMAGE DISTORTION

SYSTEM



# SHAPE DISTORTION



# MASKS

COLUMBIA OT // VISUAL IDENTITY // 9



COLUMBIA OT // VISUAL IDENTITY // 10

Large transitions from one story  
to another.  
Transitioning between various  
artist imagery.

## IMAGE DISTORTION

SYSTEM

Indicating audio or video playing.  
Small transitions that happen  
within the same story.

## SHAPE DISTORTION

## MASKS

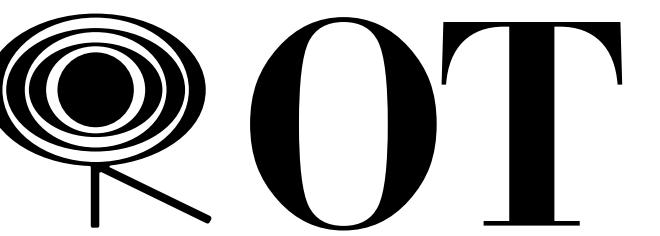
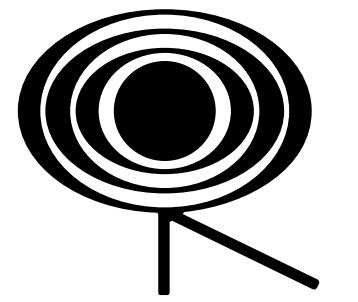
Small reveals.

# LOGO

Standard columbia logo  
locked up within a circle.

Columbia OT logo has a  
variety of colour ways but is  
***not*** locked in a circle.

COLUMBIA



COLUMBIA

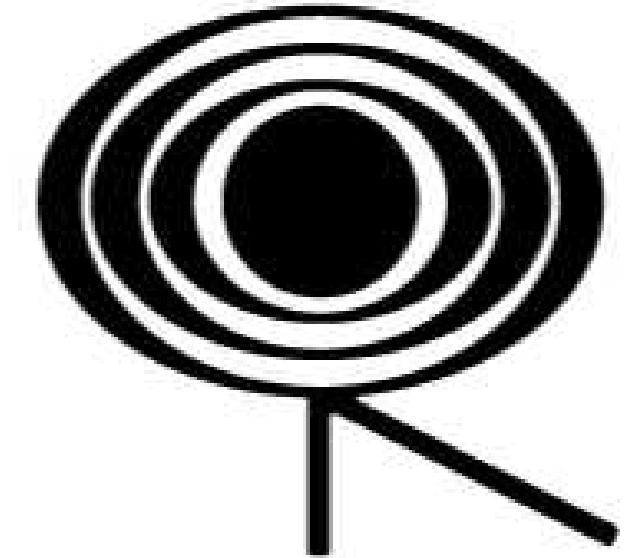


COLUMBIA



Logo animations use the  
“mask” technique as to not  
overshadow the content.

COLUMBIA



# TYPOGRAPHY

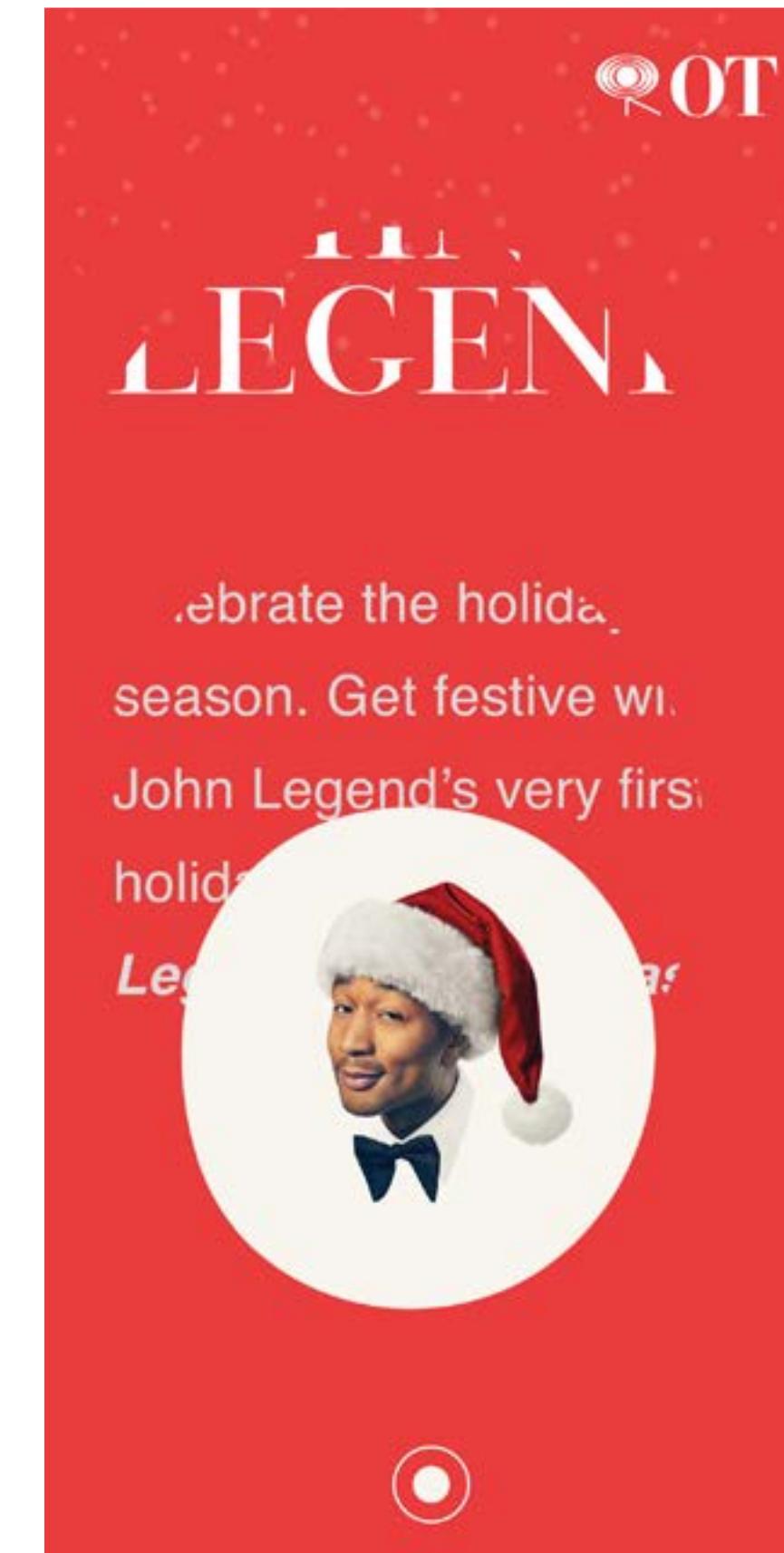
# Bauer Bodoni Black

**Helvetica Neue** | Nam que aut receste  
nestionet accuptatur?  
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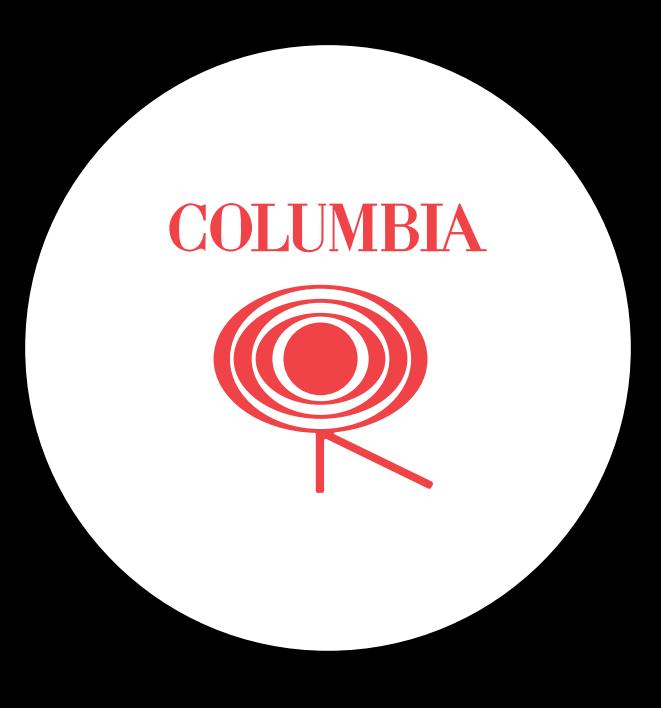
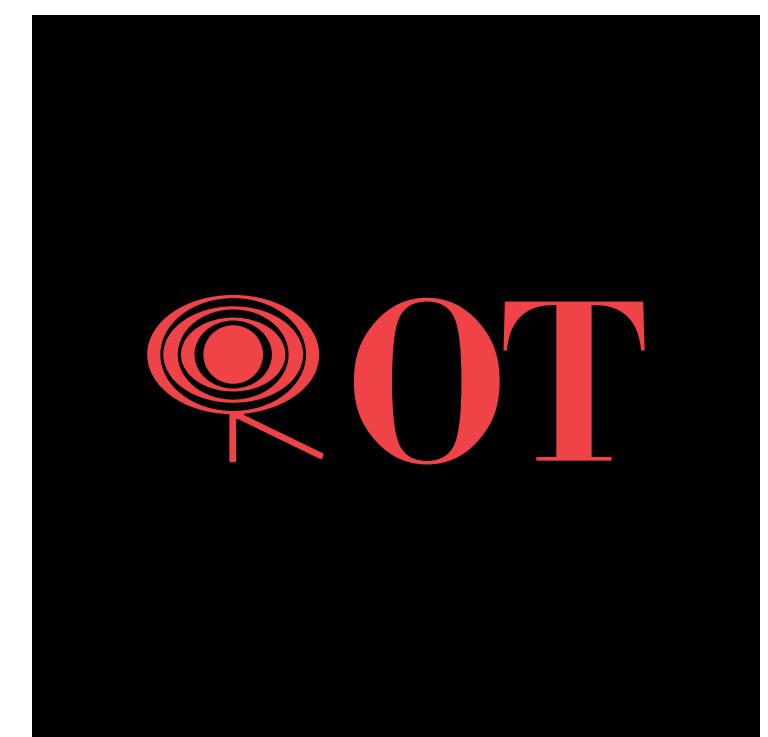
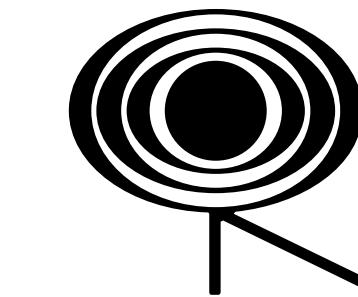
**Bodoni Black is used for headline and callout typography.**

Helvetica Neue is used for all other body copy and non-primary type. It is used at any of its various weights as needed.

# OVERVIEW



COLUMBIA



**Helvetica Neue** | Nam que aut receste  
nestionet accuptatur?  
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quo quodi totatib usapeleni ium unt quiduci  
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