

# Mailman School of Public Health

## Brand Guidelines

### The Mailman Brand

A strong brand is the clear, consistent, and substantive promise an organization makes to its stakeholders and audiences. As Mailman School for Public Health communicators, we must become better at defining and distinguishing the School. By strengthening the brand, we elevate our ability to compete for students, faculty, staff, media attention, and funding. Our collective strength rests on each member of our community successfully implementing and maintaining our brand identity.

The Mailman brand is our mission, our personality, and our institutional beliefs in action, represented by the look and feel of our print and digital publications—color, typography, white space, carefully selected images, compelling infographics, and correct use of our logo.

Please use this guide as a reference when creating content that represents the School. If you have questions or projects that require special consideration, please contact Diana Gazzia in the Office of Communications at dg2857@columbia.edu.

### Mission of the Mailman School

- To address the most important issues that challenge the health of populations
- To identify effective approaches to the prevention of disease and disability
- To create health equity in a diverse world
- To educate the next generation of public health leaders.

We aim to achieve our mission locally and globally through innovative science, education, and leadership.

We are guided by the fundamental principle that health is a human right.

### Communication Goals:

- build brand awareness and affinity
- deliver clear information to target audiences
- guide target audiences to action, (to attend an event, donate, share information, etc.)

### Logo

The Columbia University typeface is Trajan Pro. It is derived from Roman inscription and speaks to the qualities of tradition, authority, and timelessness—attributes we share with our master brand—but it is not very contemporary. To bridge the divide between tradition and innovation, we set the school name in Avenir. It contrasts with the formal, serif Trajan Pro, and has a warm texture despite being geometric.



### Clear Space

A distance equal to the width of the Columbia crown must border the logo on all four sides. The space isolates the artwork from competing visuals such as graphics and type to ensure its legibility.



### Minimum size

Keep the logo legible by using it at widths greater than 1.5 in. for print and 200 px for digital.



### Departments, Centers, and Programs

Like family members with a strong resemblance, each entity within the institution is immediately recognizable by common features that convey the shared brand. Included with the new visual identity is a comprehensive system for representing the school at all levels without fracturing the brand. Choose from stacked or horizontal versions to best suit the space.



### Required Branding Elements

In addition to the logo, an appropriate url must also be featured prominently on all promotional pieces. We want to direct people to the Web for the most detailed and up-to-date content. This also allows you to reduce clutter in your communication.

[mailman.columbia.edu/  
faculty-staff/administrative-offices/communications](mailto:mailman.columbia.edu/faculty-staff/administrative-offices/communications)

## Logo Usage



Don't rearrange the elements of the logo



Don't rotate the logo



Don't omit the crown icon



Do use the white or reversed version of the logo when placing it over solid colors.



Don't change the artwork, typography, or colors of the logo



Don't add any effects to the logo



Don't distort the logo



Don't place the logo on a background color or photo that impedes legibility

## Typography

Our typography reinforces our identity as solid yet approachable. Our primary typeface, Avenir, is versatile, contemporary, and enduring. Our secondary typeface, Caecilia, is a textural complement to Avenir while still being a modern contrast to the serif Trajan Pro used in the logo.

Avenir LT Light

*Avenir LT Light Oblique*

Avenir LT Roman *Avenir LT Roman Oblique*

**Avenir LT Heavy**

***Avenir LT Heavy Oblique***

**Avenir LT Black**

***Avenir LT Black Oblique***

Caecilia LT Light

*Caecilia LT Light*

Caecilia LT Roman

*Caecilia LT Roman*

**Caecilia LT Bold**

***Caecilia LT Bold***

**Caecilia LT Heavy**

***Caecilia LT Heavy Italic***

## Color Palette

Our brilliant, saturated colors convey optimism and energy; they communicate the global nature of public health and express the field's relationship to modern technologies. Our dominant color, Mailman blue, should always be present on publications.

Mailman Blue

Extended Palette

PMS 660 C85 M55 Y0 K0 #4068b7	PMS 7687 C100 M90 Y10 K0 #25408f	PMS 438 C31 M47 Y37 K55 #634c4e
	PMS 631 C68 M8 Y19 K0 #3cb3c8	PMS 172 C0 M85 Y100 K 0 #f04d25
	PMS 2602 C55 M100 Y0 K0 #892890	PMS 583 C30 M10 Y100 K0 #bfc631

## Photography

The highest priority of our photography is to convey the work done at the School. We must get away from being too literal, with headshots and photos of campus buildings, and emphasize collaboration, teamwork, and interaction among colleagues, students, and the public. Think:

**Fresh + positive**

Contemporary, modern, bright and inspirational themes

**Honest + natural**

Real, unposed situations shot with available light when possible

**Simple + bold**

Powerful, confident compositions that get to the point

Acceptable types of photography:



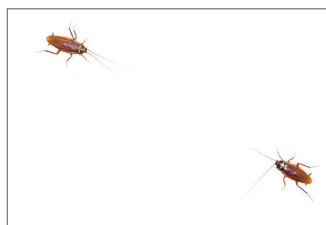
Documentary

Photos of people in their element. These shots are best for editorial coverage and information-based communications, especially critical in portraying the global nature of the school's involvements.



Essence

Photos that may fit somewhere between documentary and portrait, but function primarily to evoke a mood or feeling.



Concept

Images within this category are constructs intended to communicate a particular idea. These images may be set up and photographed, or photo-shopped in post.



Portrait

Straightforward photographs of people, both looking in-camera and off. Our attitude is to go in close on expressions, and to go wide on context—particularly relating to global health.