

# Branding Guidelines

The Business School, its centers, offices, and programs can commission the production of a wide range of promotional products including apparel, accessories, and various items.

Marketing and Communications, in collaboration with Campus Services's Trademarks and Licensing office, provide guidance and approvals for any items produced.

## Procuring Merchandise

1. Write the Explanation: Draft a brief justification explaining why you are ordering merchandise.
2. Source and Research: Visit [Exemplar Associate's Columbia University](#) page to see the full list of approved merchandise and promotional product vendors. If you do not know exactly what you want, you can write to vendors asking for their recommendations, based on your needs.
  - a. For further guidance, contact [communications@gsb.columbia.edu](mailto:communications@gsb.columbia.edu) for product recommendations based on past experiences.
3. Paperwork required: Once you have made your selections:
  - a. Ask the vendor for:
    - i. A W9 (for domestic vendors) or a W8 (for non-U.S. vendors), and
    - ii. an estimate/quote on PDF letterhead
  - b. Fill out a [Sole \(Single\) Source Justification \(SSJ\)](#) from Columbia Finance
  - c. Special note: Speak with the individual(s) who manage budgets and finances for your respective team. They may have already secured a Purchase Order for merchandise, in which case, you may be able to skip this step.
4. Submit the above paperwork to your representative at either the Business School or Columbia Finance (Central).
5. **Never have your vendor begin work before a Purchase Order is complete and approved by Columbia Finance!**
6. Once the PO has been approved, the vendor can begin production.
  - a. Please note that bulk orders should be delivered to the Manhattanville central receiving office (which is the loading dock underneath David Geffen Hall). That address is: [Recipient's Name], [Recipients Building plus Office Number], 625 West 130th St., New York, NY 10027

The Sole (Single) Source Justification (SSJ), related forms, and more information, [can be found on the Purchasing page, on Columbia Finance's website.](#)

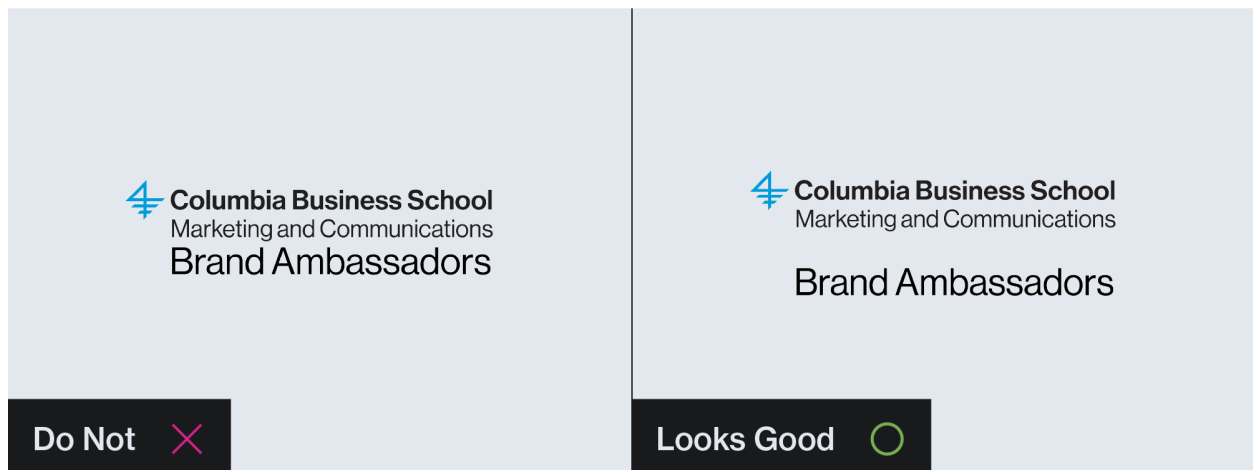
## Oversight

While the Business School oversees its own marks, the School policies are ultimately in deference to Campus Services's Trademarks and Licensing Policies. The School community should familiarize themselves with the [Guidelines for Use of Columbia Marks](#).

**Individuals should only order merchandise that represents their respective unit.** For community events or academic programs with a wide audience in mind, it is not uncommon for university offices and centers to order general "Columbia Business School" merchandise. However, please note approval will be needed from MarComms.

## General Design Guidelines

### Adding Text



- If you add additional text to the primary or a sub-brand logo, be sure that there is ample space between the additional text and the logo.
- Additional text should never give the appearance that it is part of any School or University logo.

## Sizing the Logo



Do not oversize the logo when it is printed over the center of the chest.

For your convenience, we have written below a general rule-of-thumb for sizing School logos on shirts:

- Over the chest: 5–6 inches wide for the stacked logo, and 6–7 inches for the 1-line logo and sub-brands. Place between 4–6 inches below the neckline.
- Over the left chest: up to 2.5 inches wide for the stacked logo, and 3.5 inches for the 1-line logo and sub-brands. For placement, please consult with your vendor on best practice relative to the garment.
- Over the back: 6–7 inches for the stacked logo, and 7–8 inches for the 1-line logo. Aim for the logo to begin 5 inches below the collar.

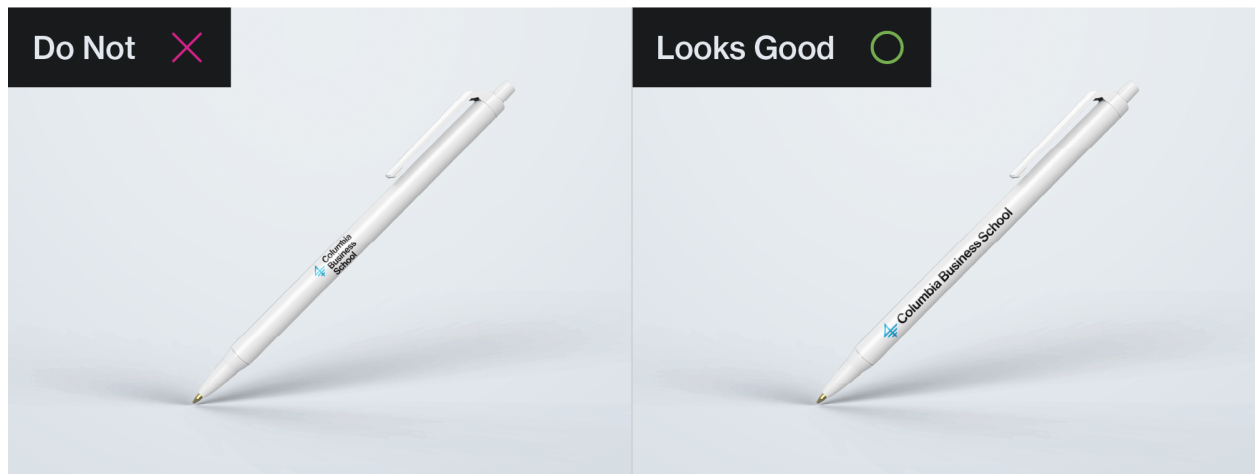
There may be scenarios to which the above do not apply. When in doubt, consult the MarComms team for guidance.

## Choosing Colors



- Left image: Do not choose a fabric or material that fails to create enough contrast between itself and its artwork.
- Right image: Select only neutral colors, navy blues, very light blues, or dark indigos for the product's base color. When you have the option to select a product with a blue base color, please do not select anything that is approximate to Columbia Business School blue or Columbia University's blue. If the blue in question is "close" but not exact, then it's not a match.

## Choosing the Correct Orientation



When working with the primary logos, choose an orientation that compliments the available space.

On very narrow objects, such as pens and pencils, use the 1-line logo.