

BRAND IDENTITY GUIDELINES ▶ SPEC SHEET

The Teachers College, Columbia University brand identity guidelines provide specifications for the use of the TC logo, ligature mark, fonts and colors.

The Teachers College, Columbia University Wordmark Logo¹

The TC logo is a wordmark, comprised of equal height characters. Two styles are available, either in portrait (justified stacked) or as a landscape (singular plane), both with or without the tag line. *Available for TC community use.*

The Teachers College Ligature Mark²

This ligature mark is available as a stand alone image or contained within a square. It is used for the magazine masthead *TC Today*, and also where space is limited. *Available for TC community use.*

Teachers College, Columbia University fonts:

Marketing

Variety depending on use. Common:
Gotham, PF Regal Text Pro

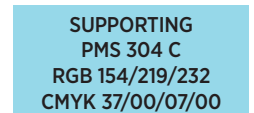
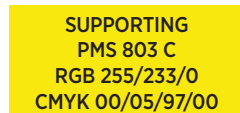
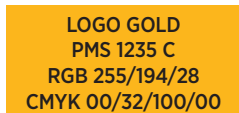
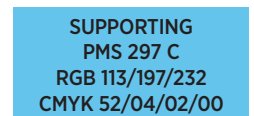
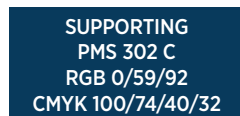
Web

Open Sans, Montserrat, Lora

Official Logo

Gills Sans Std {TEACHERS}
Garamond Premier Pro {COLUMBIA}

Teachers College, Columbia University print colors:



In consideration of space, all artwork is shown in traditional TC colors. Other iterations, including solid colors and black & white, are available upon request.

¹The Wordmark Logo | *Available for TC community use*

TEACHERS COLLEGE COLUMBIA UNIVERSITY

A Graduate School of Education, Health & Psychology

landscape (singular plane) with tag line, preferred use.

TEACHERS COLLEGE COLUMBIA UNIVERSITY

landscape (singular plane) without tag line, limited use.

**TEACHERS COLLEGE
COLUMBIA UNIVERSITY**

A Graduate School of Education, Health & Psychology

portrait (justified stacked) with tag line, preferred use.

**TEACHERS COLLEGE
COLUMBIA UNIVERSITY**

portrait (justified stacked) without tag line, limited use.

²The Ligature | *Available for TC community use*



To obtain artwork, please contact Heather Donohue, Manager, Business Operations and Marketing Initiatives
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