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:

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Web</th>
<th>Official Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety depending on use. Common: Gotham, PF Regal Text Pro</td>
<td>Open Sans, Montserrat, Lora</td>
<td>Gills Sans Std (TEACHERS) Garamond Premier Pro (COLUMBIA)</td>
</tr>
</tbody>
</table>

Teachers College, Columbia University print colors:

- **LOGO BLUE**
  - PMS 301 C
  - RGB 0/75/135
  - CMYK 100/72/27/12

- **SUPPORTING**
  - PMS 302 C
  - RGB 0/59/92
  - CMYK 100/74/40/32

- **SUPPORTING**
  - PMS 300 C
  - RGB 0/4/184
  - CMYK 100/62/07/00

- **SUPPORTING**
  - PMS 299 C
  - RGB 0/163/224
  - CMYK 80/18/00/00

- **SUPPORTING**
  - PMS 297 C
  - RGB 113/197/232
  - CMYK 52/04/02/00

- **LOGO GOLD**
  - PMS 1235 C
  - RGB 255/194/28
  - CMYK 00/32/100/00

- **SUPPORTING**
  - PMS 803 C
  - RGB 255/233/0
  - CMYK 00/05/97/00

- **SUPPORTING**
  - PMS 7712 C
  - RGB 0/133/155
  - CMYK 100/30/34/02

- **SUPPORTING**
  - PMS 312 C
  - RGB 0/169/206
  - CMYK 96/05/15/00

- **SUPPORTING**
  - PMS 304 C
  - RGB 154/219/232
  - CMYK 37/00/07/00

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
²The Ligature | Available for TC community use

To obtain artwork, please contact Heather Donohue, Manager, Business Operations and Marketing Initiatives at heather.donohue@tc.edu | 212-678-8256

No seal, wordmark, ligature or logo may be reproduced without written permission.