

Columbia GSAPP

Mark usage

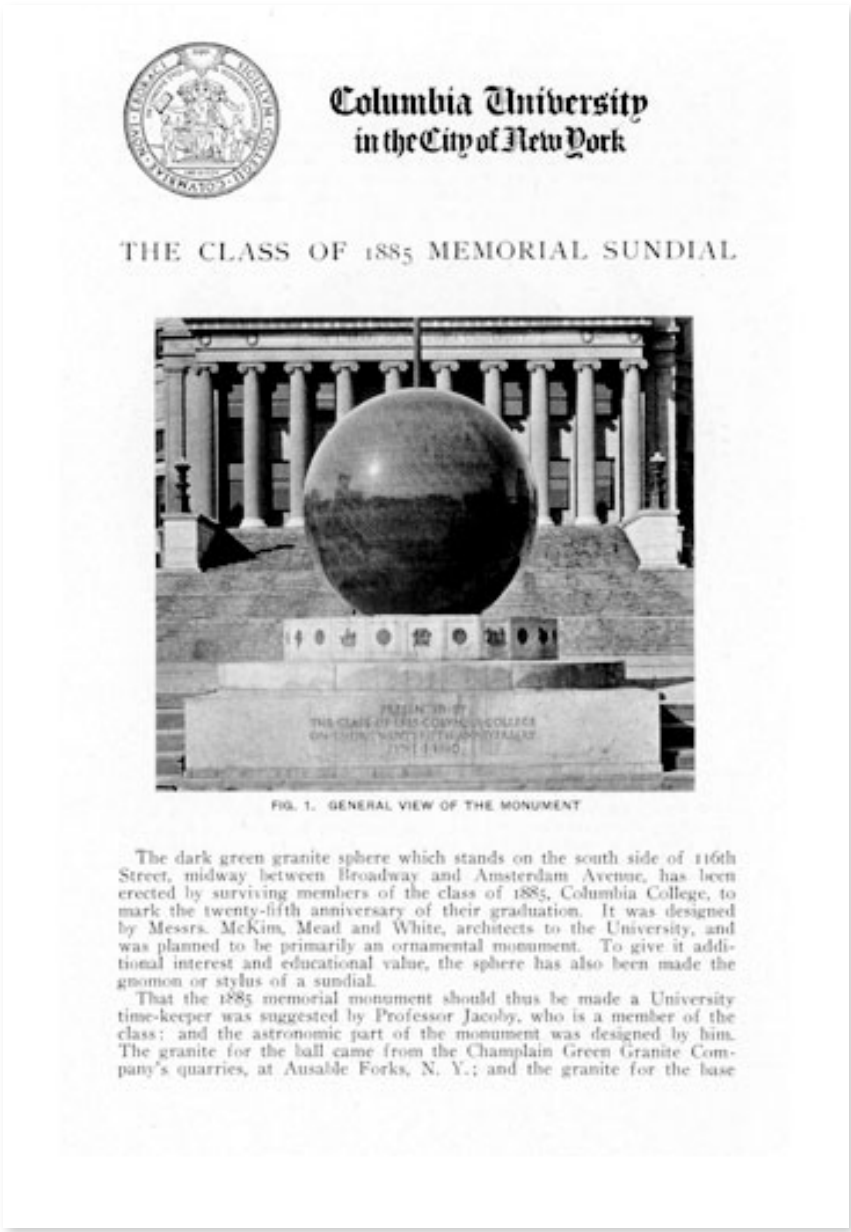
Draft document

Introduction

The wordmark for Columbia University’s Graduate School of Architecture, Planning and Preservation (Columbia GSAPP) takes its initial inspiration from a 1914 gift to the school: a sixteen-ton dark-green granite sphere, placed at the center of campus. The sphere, now removed, served as both a meeting place and as a large sundial displaying the local time.

Columbia GSAPP’s wordmark takes the place of this missing sphere. Existing across four different typographic weights (Morning, Noon, Dusk, Night), the mark itself changes dynamically throughout the day, in four steps. It is a logo that doubles as a clock, mimicking the movement of the sun across its letters, and suggesting the movement of students across the campus and across the duration of their academic and professional careers. Academic and creative practice are each activities rooted in both time and place.

While centered on Columbia University in New York City, Columbia GSAPP has many platforms of engagement across the globe. The mark also takes up the question of position within a network, and establishes Columbia GSAPP as a concrete presence across the world, the precondition for a cloud of relationships. The mark’s movement also hints at Columbia GSAPP’s interest in the world itself, as a question of ecology.



A large, white, serif capital letter 'G' with a thick, solid stroke. The letter is positioned on the left side of the image.

Morning

A large, white, serif capital letter 'G' with a thin, hollow stroke. The letter is positioned in the second column from the left.

Noon

A large, white, serif capital letter 'G' with a thick, hollow stroke. The letter is positioned in the third column from the left.

Dusk

A large, white, serif capital letter 'G' with a thin, solid stroke. The letter is positioned on the right side of the image.

Night

Columbia GSAPP lockup

To reinforce the relationship with Columbia University, the acronym GSAPP should never be used on its own. It is always “Columbia GSAPP,” both in the logo lockup and in text.

The typeset lockup of Columbia GSAPP is dynamic and intended to change with the position of the sun throughout the course of a day. In the morning the letters “GSAPP” cast a long shadow, at noon they become thin and delicate, at dusk they are heavy and sharp, and at night they are muted, like the shadow cast by the moon.

Within the mark, the word “COLUMBIA” is always typeset in a specially drawn monoline font, which does not change with the time of day.

The mark should change according to a standard schedule. For example, an evening lecture series will always use the dusk weight.

The mark has only four weights, each for use within the designated timespan.



Program lockups

Each program within the school has been given a full set of logos for use at different times of the day. The university and program

names are typeset in a custom monoline font derived from the basic forms of the shadow font. This monoline font doesn't change with the time of day.



Inappropriate logo uses

Below are some possible misuses of the Columbia GSAPP logo lockup. This list is not exhaustive but stresses many common pitfalls. Please use common sense when approaching the mark’s application, and consult with Steffen Boddeker or Linked by Air if you have questions.



Do not stretch or condense.



Do not typeset the logo; always request an EPS or JPEG file.



Never_show GSAPP without Columbia, nor separate these two components.



Do not typeset parts of the logo in other typefaces.



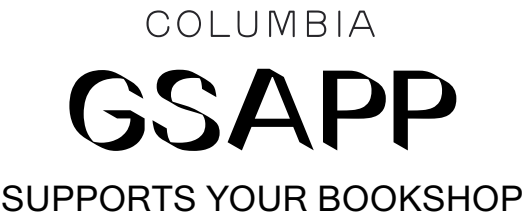
Do not place design elements in close proximity to the logo, making the two appear to be one unit.



Do not combine multiple logos or visual marks.



Do not use the university seal or shield as a stand-in for the logo.



Do not use the Columbia GSAPP identity to advertise or promote the activities of outside organizations or causes. In general, the bottom line of the lockup should only be used for program names, unless the lockup has been specially approved and prepared by Linked by Air.

Usage in print

When implementing the mark in print, you should select the weight based on the time you are submitting the document to print. For example, if sending the files at dusk, use the dusk weight. This has the net affect of putting a variety of versions of the logo into circulation throughout the university and across its different printed materials.

Note that the program name can be moved around in the design but “Columbia” should always remain above “GSAPP.”

The available weights are:

- Morning (6am–11am)
- Noon (11am–4pm)
- Dusk (4pm–9pm)
- Night (9pm–6am)



Usage online and the main website

Digital applications of the logo center around implementations on the main school website, social media icons, PDFs, word documents and e-mail signatures. On the web, the mark will programmatically change throughout the day (in four steps). In addition, matching time-based typefaces are used across all headline text on the main website giving it a different appearance depending on the time of day a user visits.



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Other usage online

Similar to how the mark is chosen for print, for digital applications that can’t be switched programmatically (such as a social media avatar or a PDF), choose the mark based on the time you are creating the document. Again this has the net affect of spreading a variety of logos around digitally.

The available weights are:

- Morning (6am–11am)
- Noon (11am–4pm)
- Dusk (4pm–9pm)
- Night (9pm–6am)

COLUMBIA
GSAPP

Donec sed odio dui. Donec ullamcorper nulla non metus auctor fringilla. Nulla vitae elit libero, a pharetra augue. Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam quis risus eget urna mollis ornare vel eu leo.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec id elit non mi porta gravida at eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit. Sed posuere consectetur est at lobortis. Donec ullamcorper nulla non metus auctor fringilla. Nulla vitae elit libero, a pharetra augue.

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1172 AMSTERDAM AVENUE,
NEW YORK, NY 10027
212.851.5895

vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. quis risus eget urna mollis ornare vel eu leo.

Donec id elit non mi porta gravida at eget metus. Nulla vitae elit libero, a pharetra augue. euismod semper. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Jesse Seegers



Reply



Columbia GSAPP @GSAPPonline

#Repost @jvidich

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Shadow character sets

A custom typeface called “Columbia GSAPP Shadows” was designed for the identity. The font comes in four weights that correspond to various times of day.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

1234567890
&?<>!#.,/ ;:][

Morning

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

1234567890
&?<>!#.,/’;:][

Noon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

1234567890
&?<>!#.,/’;:][

Dusk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

1234567890
&?<>!#.,/’;:][

Night

Monoline character set

A monoline version of the font, “Columbia GSAPP Monoline” has also been drawn for any additional typesetting needs that may arise. This font is intended to be used as a headline font only, and should not be used to set large bodies of type or for type at very small sizes. It does not include a lowercase.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

& ? < > ! # . , / ' ; :] [

Special occasions

The mark can take a second form for special print and digital occasions. This format uses multiple weights of the custom font to highlight the breadth of the Columbia GSAPP network. In this configuration, the mark reflects the time at various research centers and environments that are part of the larger Columbia GSAPP network. For example, the configuration on the right shows the time on campus at Columbia University, and at Studio X locations in Rio de Janeiro, Amman, Istanbul and the Tokyo Lab.



Columbia Campus (Afternoon)
Studio X Rio (Afternoon)
Studio X Amman (Night)
Studio X Istanbul (Night)
Tokyo Lab (Morning)

Special lockup

Similarly there is an additional lockup with Columbia GSAPP programs that can be used with this “special” version of the mark.



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Special applications

This additional lockup can be used on a variety of applications at the discretion of the school. Some examples might include, a tote bag for the school, a press release for a popup gallery show, a special set of stickers, etc.



Choosing a weight

Follow these steps to choose the appropriate Columbia GSAPP mark in any circumstance.

1. If it is possible to do so, let the mark switch in real time according to the time of day. If not:

2. If it is a public event, reception or lecture use the mark that corresponds to the time of the event. If not:

3. If the mark is destined for a print or digital application that is not time-based, such as piece of stationary or social media icon, use the mark that corresponds to the time you are releasing the piece to print.

Thank you for your attention to these details, and enjoy using the Columbia GSAPP mark!

Morning
6am-11am

COLUMBIA
GSAPP

Noon
11am-4pm

COLUMBIA
GSAPP

Dusk
4pm-9pm

COLUMBIA
GSAPP

Night
9pm-6am

COLUMBIA
GSAPP