BRAND GUIDELINES

CITY OF
Columbia

INTRODUCTION

Columbia is a dynamic city poised to lead South Carolina into the future.

We are a uniquely hospitable place that unites beneath the banner "Together, We Are Columbia." Our mission is clear: to instill pride in every resident by actively embracing diversity, caring for our neighbors, and sharing a common purpose. This unity positions Columbia for a bright, inclusive, and promising future. As the heart and capital of South Carolina, Columbia epitomizes a vibrant university town and a thriving economic hub. Our brand aims to encapsulate this essence.

The City of Columbia has worked diligently to establish a robust and unified brand for consistent application across all City communications. A robust brand possesses the ability to evoke emotions that influence decisions and actions. A brand is more than a logo; it becomes intertwined in our daily lives, shaping perceptions, guiding our communal identity, and building pride. It embodies feelings, perceptions, and expectations, reflecting the very personality we project to the world.

To sustain this strong brand identity, comprehensive guidelines are crucial. These guidelines encapsulate more than tangible elements like colors and language; they encompass the spirit and emotions our brand should evoke, mirroring the kindness, determination, and dynamism that defines Columbia, South Carolina.

Adhering to these guidelines and embracing the spirit they embody will enable the City of Columbia to consistently communicate a powerful and unified message to our constituents and the wider community. Remember, together, we are Columbia—a vibrant, diverse, and unified city that's poised to shape a future of meaningful connections and prosperity for all citizens, businesses, and visitors.

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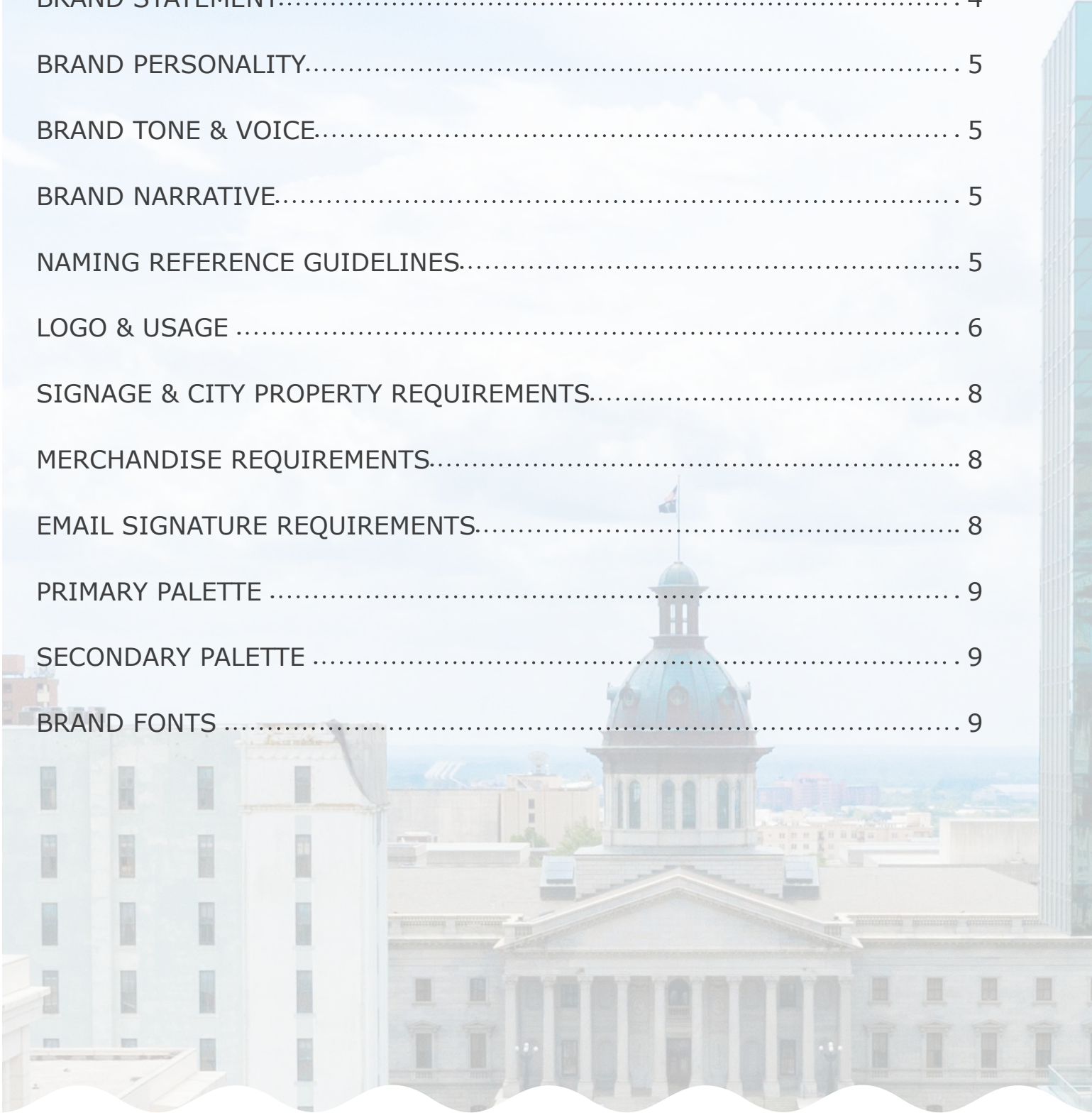
BRAND STATEMENT

We are Columbia, South Carolina, a stronghold of community spirit that's committed to civic and personal progress. The heart of South Carolina, we're the state's capital, a flagship university town, and an economic engine of the South. We are a sought-after destination poised to shape the future by creating meaningful connections and delivering economic growth.

Here, kindness is our calling, and determination fuels our drive. These qualities bind us together as a community that cares deeply for our neighbors and aspires to achieve what's best for all.

We are the South's best kept secret,
and we're eager to share that secret with the world.

Our dynamic economy is sustained by an educated and diverse workforce, and our town is fertile ground for businesses to flourish. This economic vitality is animated by our diverse communities, recreational options, vibrant culinary culture, energetic arts scene, and Southern hospitality. In sum, Columbia is a place where people thrive personally and professionally.

BRAND DIRECTION
Together, We Are Columbia.

PROMISE
We are creating a Columbia in which everyone can be proud.

BELIEF
We are becoming a sought-after destination.

PRIDE	COMMUNITY	WELCOMING	OPPORTUNITY
Uniquely hospitable. The future is bright. Let us show you how amazing we are.	Embracing diversity. Caring for neighbors. Shared purpose.	Business-friendly. Accepting & respectful. Inclusive & caring.	Growth-minded. Live your best life. Create meaningful connections.

FOUNDATION
We are a dynamic city capable of leading South Carolina into the future.

BRAND DIRECTION

Use of the brand direction *Together, We Are Columbia.* is encouraged when the nature of the communication piece allows. If used as a headline, it must be formatted as *Together, We Are Columbia.* with all four words capitalized, comma after *Together,* and a period at the end. If used as a sentence or portion of a sentence within the body copy, the capitalization and punctuation will be determined by proper grammar rules. For social media, utilize both #TogetherWeAreColumbia and #WeAreColumbia to gain more awareness while building off historic success.

BRAND PERSONALITY

The face of Columbia wears an inviting smile—a smile that exudes the emotional warmth of its people and acceptance of others. We express this warmth to one another and to those who visit. We're proud of our roots, and we're proud of our residents. Because of our welcoming spirit you will find that you're easily introduced to new friends, exciting experiences, golden opportunities, and caring communities.

BRAND TONE & VOICE

Columbia's voice is one of gracious, welcoming, and humble pride that echoes quietly throughout our streets and neighborhoods. Our resonant tone rises in unison to declare: Life in Columbia is better with you, and you can live your best life in Columbia.

BRAND NARRATIVE

From the very birth of our nation, Columbia has stood as a beacon of progress, creativity, and leadership, shaping not only our own destiny but also the history of our region and country. As the state capital, it has served as a crucible for democracy and the home to many historical events. Yet, our city is more than a center of government; it's where the tapestry of history seamlessly weaves into the fabric of innovation.

Join us in Columbia, a vibrant college town, a political nexus, and a thriving environment for business innovation that radiates an irresistible charm, a sophisticated vibrancy, and the genuine warmth of the South. Through the years, Columbia has been, and will forever remain, a fertile ground for people and businesses to flourish, in a beautiful blend of tradition and future focus.

Columbia is a city that wholeheartedly embraces our diverse community, a city teeming with pride in its rich history, and a city that eagerly extends its hand to share the treasures it holds. Columbia invites you to take part in our enduring narrative, to write your own chapter here in our story of growth, innovation, and harmony.

NAMING REFERENCE GUIDELINES

To ensure clarity and consistency in referencing the City of Columbia in copy, it's important to use the full name, *City of Columbia*, in the first mention. In the text that follows, continue using the full name or opt for *the City* when referring to the government entity. When referencing the physical location or municipality use *Columbia* or *the city*.

LOGO & USAGE

The following examples serve as general guidelines to follow when using the City of Columbia primary logo. The purpose of these guidelines is to help avoid situations that may diminish or dilute the effectiveness and integrity of the City of Columbia brand.

Full Logo

The Full Logo, containing the Logo Mark and the full name of the "City of Columbia" is the primary and preferred logo that should be used in most instances where the logo is to be used. The full color option shown first is the preferred variation, barring any production limitations, in which case the single-color options are available to be used.

Condensed Logo

The Condensed Logo, containing the Logo Mark and the shorted abbreviation, "COLA," may be used in place of the Full Logo for sizing and/or creative reasons where a communication piece is more casual. The full color option shown first is the preferred variation, barring any production limitations, in which case the single-color options are available to be used.

Word Mark

The Word Mark may be used on its own, apart from the Logo Mark, in rare occasions for creative reasons. The navy option shown first is the preferred variation, barring any production limitations, in which case both white and black options are available to be used.

Logo Mark

The Logo Mark may be used on its own, apart from the Word Mark, in rare occasions for creative reasons. The full color option shown first is the preferred variation, barring any production limitations, in which case the single-color options are available to be used.

Department-Specific Logos

The City of Columbia Full Logo is to be utilized whenever possible and on most materials the public will see (ex: signage, City property, etc.). Each department is permitted to use their Department-Specific Logo provided by the Public Relations, Media & Marketing department for internal uses such as letterheads, department-specific merchandise, etc.

The full color option shown is the preferred variation, barring any production limitations, in which case the single-color options are available to be used and will be provided to you.

The Seal

The City of Columbia Seal is to be used in rare occasions where a communication piece is more formal. Most materials the public will see should include the Full Logo, Condensed Logo, Word Mark, or Logo Mark instead of the Seal. Only the Seal should be used, not any variations that say "We Are Columbia" underneath.

SIGNAGE & CITY PROPERTY REQUIREMENTS

In the City of Columbia, business districts have the autonomy to incorporate their individual branding, but it must be consistent throughout all branding efforts to maintain brand, logo, font, and color uniformity throughout the district. However, the City of Columbia reserves the right to deny district branding on properties owned by the City.

Additionally, any directional, welcome, or gateway signs leading to Columbia must adhere to the specified fonts and color guidelines outlined in this document and be approved by the City Manager.

MERCHANDISE REQUIREMENTS

City of Columbia merchandise is required to include the Full Logo, Condensed Logo, Word Mark, or Logo Mark in full color or single-color options provided (navy, white, and black). The primary palette should be the primary colors used in merchandise design; the secondary palette colors are also permitted to be used sparingly. Selection of which logo to use should be based off production requirements and sizing. Department-specific merchandise is also permitted. Departments may use their Department-Specific Logo provided by the Public Relations, Media & Marketing department.

EMAIL SIGNTURE REQUIREMENTS

Email Signatures will need to utilize the Full Logo in the full color option. The body copy on top of the logo will need to be formatted with first and last name, title, department, and contact information.

First name Last name
Job Title
Department
Office Address (if applicable)
Office Phone Number (if applicable)
Cell Phone Number (if applicable)
Fax Number (if applicable)

PRIMARY PALETTE

The primary colors should be the common thread throughout any designed pieces related to the brand. Unless there is reason to avoid it, at least one element of the design should utilize the primary colors.

NAVY

PMS: 2758 C
RGB: 0, 55, 108
CMYK: 100, 80, 6, 32
HEX: #00376c

BLUEBIRD

PMS: 285 C
RGB: 0, 113, 205
CMYK: 90, 48, 0, 0
HEX: #0071cd

UN BLUE

PMS: 292 C
RGB: 101, 177, 232
CMYK: 59, 11, 0, 0
HEX: #65b1e8

SECONDARY PALETTE

Secondary colors are used to support the primary colors and to allow for variety throughout designed pieces.

FOREST

PMS: 7741 C
RGB: 0, 128, 51
CMYK: 76, 4 100, 21
HEX: #008033

GRASS

PMS: 367 C
RGB: 125, 190, 88
CMYK: 55, 0, 90, 0
HEX: #7dbe58

SLATE

PMS: 425 C
RGB: 83, 85, 87
CMYK: 48, 29, 26, 76
HEX: #535557

STONE

PMS: 423 C
RGB: 157, 159, 161
CMYK: 22, 14, 18, 45
HEX: #9d9fa1

FOG

PMS: 420 C
RGB: 228, 229, 230
CMYK: 6, 4, 7, 10
HEX: #e4e5e6

BRAND FONTS

When utilizing the City of Columbia brand guidelines, be sure to use the approved brand fonts. While every design execution comes with its own set of visual demands, the categories defined for each font should be followed as closely and consistently as possible.

Verdana Pro - Headlines

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

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

0 1 2 3 4 5 6 7 8 9

Verdana Pro Condensed - Body Text

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

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

0 1 2 3 4 5 6 7 8 9

CITY OF Columbia

For questions or more information, please contact
The City of Columbia Public Relations, Media & Marketing department.