# Columbia University Graduate School of Architecture, Planning and Preservation
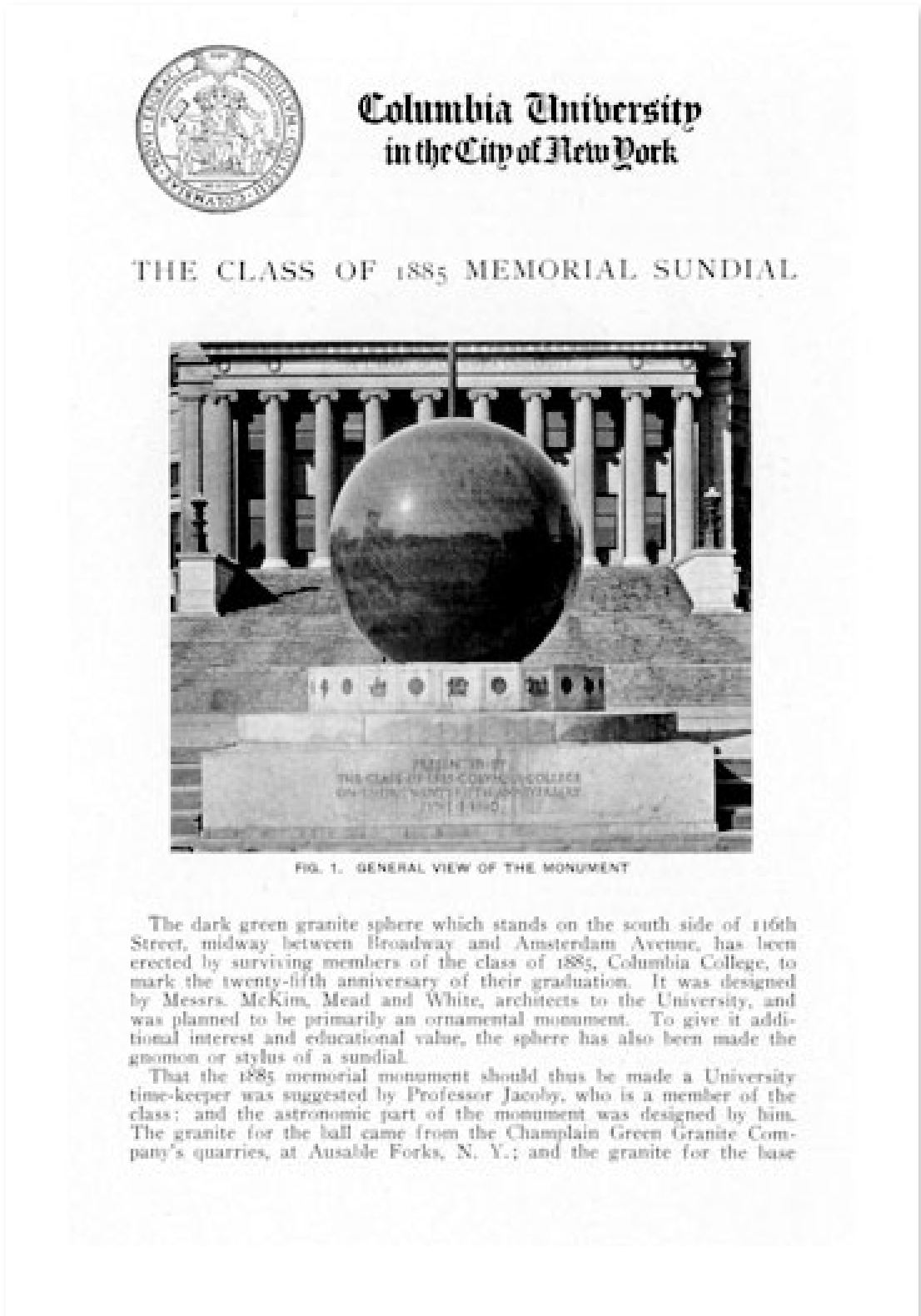
# Identity Guidelines

# 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 professoinal 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.





Columbia University
in the City of New York

THE CLASS OF 1885 MEMORIAL SUNDIAL

FIG. 1.  GENERAL VIEW OF THE MONUMENT

The dark green granite sphere which stands on the south side of 116th Street, midway between Broadway and Amsterdam Avenue, has been erected by surviving members of the class of 1885, Columbia College, to mark the twenty-fifth anniversary of their graduation. It was designed by Messrs. McKim, Mead and White, architects to the University, and was planned to be primarily an ornamental monument. To give it additional interest and educational value, the sphere has also been made the gnomon or stylus of a sundial.

That the 1885 memorial monument should thus be made a University time-keeper was suggested by Professor Jacoby, who is a member of the class; and the astronomic part of the monument was designed by him. The granite for the ball came from the Champlain Green Granite Company's quarries, at Ausable Forks, N. Y.; and the granite for the base

Morning           Noon           Dusk           Night

# Columbia GSAPP
# Lockups

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.

COLUMBIA GSAPP

Morning
6AM–11AM

COLUMBIA GSAPP

Noon
11AM–4PM

COLUMBIA GSAPP

Eclipse

COLUMBIA GSAPP

Dusk
4PM–9PM

COLUMBIA GSAPP

Night
9PM–6AM

## Lockups for Programs, Research Centers, Labs, and Intiatives

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.

COLUMBIA
GSAPP
MASTER OF
ARCHITECTURE

Morning
6am–11am

COLUMBIA
GSAPP
HISTORIC
PRESERVATION

COLUMBIA
GSAPP
MASTER OF
ARCHITECTURE

Noon
11am–4pm

COLUMBIA
GSAPP
HISTORIC
PRESERVATION

COLUMBIA
GSAPP
MASTER OF
ARCHITECTURE

Dusk
4pm–9pm

COLUMBIA
GSAPP
HISTORIC
PRESERVATION

COLUMBIA
GSAPP
MASTER OF
ARCHITECTURE

Night
9pm–6am

COLUMBIA
GSAPP
HISTORIC
PRESERVATION

# 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 the GSAPP Communications office if you have questions.

COLUMBIA
**GSAPP**

Do not stretch or condense

COLUMBIA
**GSAPP**

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

**GSAPP**

Do not separate logo elements. Never show GSAPP without Columbia.

COLUMBIA
**GSAPP**

Do not typeset parts of the logo in other typefaces.

DISSERTATION
BUELL COLLOQUIUM COLUMBIA **GSAPP**

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

COLUMBIA
**GSAPP**
Columbia University
Office of Alumni and Development

Do not combine multiple logos or visual marks.

GSAPP

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

COLUMBIA
**GSAPP**
SUPPORTS YOUR BOOKSHOP
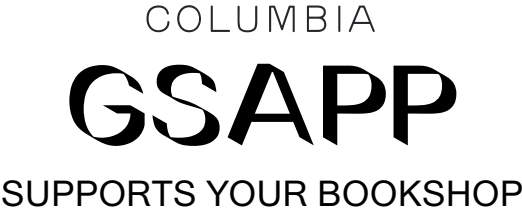
Do not use the GSAPP identity to advertise or promote the activities of outside organizations or causes.

# Print Applications

When implementing the identity in print, you should select the logo 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 logos are:
  Morning (6am–11am)
  Noon (11am–4pm)
  Dusk (4pm–9pm)
  Night (9pm–6am)
  Eclipse



DISCUSSION

**9/6**
BUILDING CULTURES: MAKING IN NAIROBI, LAGOS, ACCRA, AND JOHANNESBURG

1:00pm – Wood Auditorium
   Nifemi Marcus-Bello, Naeem Biviji, Thabisa Mjo, and DK Osseo-Asare, in conversation with Mpho Matsipa.
   Organized by Columbia GSAPP in collaboration with Mpho Matsipa, School of Architecture and Planning, University of the Witwatersrand, South Africa.

COLUMBIA
GSAPP

FALL 2019 LECTURES, EVENTS & EXHIBITIONS

**9/9**
SHOHEI SHIGEMATSU

LECTURE

6:30pm – Wood Auditorium
*OMA NY*
Response by Amale Andraos

**9/16**
JESSE LECAVALIER

LECTURE

6:30pm – Wood Auditorium
Response by Kate Orff

**9/18**
AND OTHER SUCH STORIES

DISCUSSION

2:00pm – Claudia Cassidy Theater, Chicago Cultural Center
   Chicago Architecture Biennial's curatorial team and select participants in conversation with Columbia Books on Architecture and the City on architectural discourse. Immediately followed by a toast to the five year anniversary of The Avery Review.

**9/19**
SPACE SETTLEMENTS

BOOK LAUNCH

6:30pm – 114 Avery
   Fred Scharmen in conversation with James Graham and Felicity Scott.

**9/23**
MARINA TABASSUM

LECTURE

6:30pm – Wood Auditorium
   The Kenneth Frampton Endowed Lecture
   Response by Kenneth Frampton

**10/3**
PAOLA ANTONELLI

LECTURE

6:30pm – Katharina Otto-Bernstein Screening Room, Lenfest Center for the Arts
*Broken Nature: Design Takes on Human Survival*
   Response by Amale Andraos
   Co-Presented by Barnard + Columbia Colleges Architecture Department, Columbia GSAPP, Columbia University School of the Arts, and the MA in Modern and Contemporary Art: Critical and Curatorial Studies (MODA)
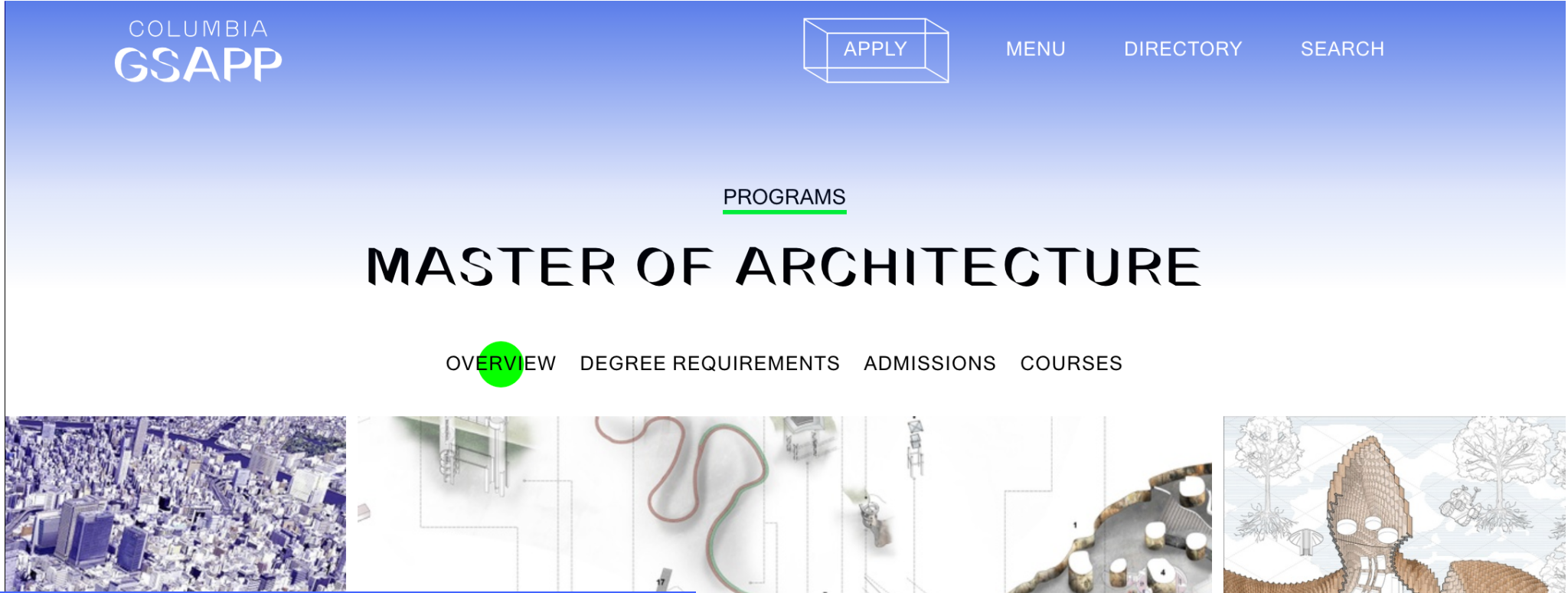
**9/27**
THE GREEN NEW DEAL

Over the course of the semester, the Temple Hoyne Buell Center for the Study of American Architecture is organizing a series of research, curricular, and programming initiatives to consider the social, technical, and political contours of the ambitious proposal known as the Green New Deal. Events include a GSAPP-hosted simulcast of *Designing a Green New Deal* on September 13th; *Public Works for a Green New Deal* in Wood Auditorium on September 27th; and *The Green New Deal: A Public Assembly* at the Queens Museum on November 17th. For more information, visit power.buellcenter.columbia.edu

**9/27**
1919: BLACK WATER

EXHIBITION OPENING

6:00pm – Buell Hall
   The Arthur Ross Architecture Gallery presents a solo exhibition by artist Torkwase Dyson, featuring new site-specific paintings and sculpture that explore the contested geography of water, and the relationships between race, climate change, and the architectural imagination. Dyson will present a public lecture, followed by a discussion with invited guests and an opening reception.

LECTURE

6:30pm – Wood Auditorium
   Response by David Benjamin

**10/7**
ALEXANDRA DAISY GINSBERG

**10/4**
NARRATIVE PRACTICE

DISCUSSION

1:00pm – Wood Auditorium
   The 5th Annual Urban Design Storytelling Symposium
   As media and design increasingly converge, this symposium asks how narrative strategies — of novelists, journalists, filmmakers, and activists — reflect design methodologies, from performing site analysis to evaluating success.

## Digital applications

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 addition, the 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.

COLUMBIA
GSAPP

APPLY  MENU  DIRECTORY  SEARCH

PROGRAMS

# MASTER OF ARCHITECTURE

OVERVIEW  DEGREE REQUIREMENTS  ADMISSIONS  COURSES

COLUMBIA
GSAPP

OCTOBER HIGHLIGHTS

feminist city
leslie kern

KIT CHEN LESS CITY

THE FEMINIST CITY

October 2, 1pm

Conversation among **Leslie Kern** and **Anna Puigjaner**, Associate Professor of Professional Practice at GSAPP, on their research towards an intersectional feminist urban future. Moderated by **Jack Halberstam**, Professor of Gender Studies and English at Columbia University.

Co-presented by Columbia's Institute for Research on Women, Gender, and Sexuality.

BLACK RECONSTRUCTION COLLECTIVE

October 5, 6pm

Response by **Charlette Caldwell**, **Caitlyn Campbell**, **Brian Turner**, and **Ife Vanable**, The Black Student Alliance at Columbia GSAPP

Founded by a group of Black architects, artists, designers, and scholars, the Black Reconstruction Collective (BRC) provides funding, design, and intellectual support to the ongoing and incomplete project of emancipation for the African Diaspora.
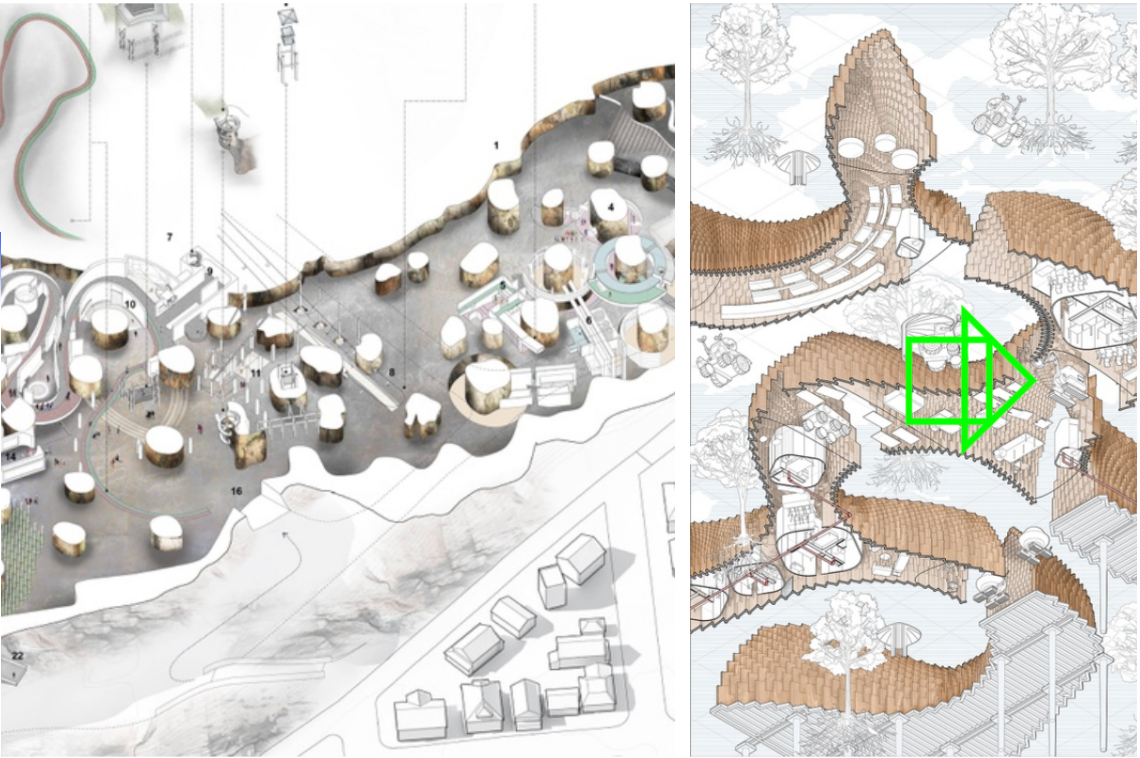
a three-year accredited
ne of the top architecture graduate
derstood as a form of knowledge
al and global action—one that is
what it could be. Today, the Master
architectural experimentation and
g together critical discourse with
d modes of practices, and design

cing architecture alongside more
ter of Architecture program has
ractices, and discursive potentials.
ulty and their approaches to
ly structured and constantly re-
coming the openness,
and foster new avenues for
e field.

PEOPLE

Amale Andraos, Dean and Program Director

Hilary Sample, Sequence Director, Core Architecture Studios

David Benjamin, Sequence Director, Advanced Architecture Studios

Laura Kurgan, Sequence Director, Visual Studies

Reinhold Martin, Sequence Director, History and Theory

Juan Herreros, Interim Sequence Director, Building Science and Technology

## 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.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

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

Morning

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

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

Noon

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

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

Dusk

ABCDEFGHIJKLM
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.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

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

## 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

Eclipse

COLUMBIA
GSAPP