



BRAND IDENTITY GUIDELINES

JANUARY 2019



Refer to this guide to help you make the right choices when applying the logo, using colors and selecting typography. Following this guide will ensure consistency with the brand identity and will project a professional image.

Do not alter or attempt to recreate artwork or logos — always use the original art files (eps, jpg and png).



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Columbia, South Carolina 29201

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onecolumbiasc.com



COLOR LOGOS



Horizontal logo with and without descriptor (tag).

REVERSE LOGOS



Reverse logos on background colors.

LOGOTYPE



Logotype in gray, black and reverse. The logotype should not appear in color.

SYMBOL



Symbol in color (gradient), black and reverse. The symbol should not appear in a single color.



Vertical logo with and without descriptor (tag).

ALTERNATIVE LOGOS



Alternative logos include black logotype (when gray may be difficult to reproduce) and a reverse logotype for use on dark backgrounds.

APPLICATION



Example of how symbol and logotype may be used separately (tote bag).

APPLICATION



Conceptual design for shirts.

TYPOGRAPHY

Proxima Nova

PROXIMA NOVA LIGHT
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

PROXIMA NOVA LIGHT ITALIC
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

PROXIMA NOVA REGULAR
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

PROXIMA NOVA REGULAR ITALIC
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

PROXIMA NOVA MEDIUM
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

PROXIMA NOVA MEDIUM ITALIC
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

PROXIMA NOVA SEMIBOLD
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

PROXIMA NOVA SEMIBOLD ITALIC
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

PROXIMA NOVA BOLD
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

PROXIMA NOVA BOLD ITALIC
ABDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234657890

Proxima Nova is the primary brand typeface for One Columbia. The typeface is available through Adobe Fonts (Creative Cloud).

COLOR PALETTE

	C0 M87 Y79 K0 R240 G73 B63 #F0493F		C1 M13 Y93 K0 R255 G215 B38 #FFD726		C0 M0 Y0 K10 R230 G231 B232 #E6E7E8	The color palette is bright and bold and includes colors found in the gradient symbol. Any of these colors may be used as accent colors. Carefully consider the use of color and do not use all of them together in a single design. Subtle color gradients created from the palette may be employed to add visual interest.
	C51 M55 Y0 K0 R135 G122 B185 #877AB9		C0 M40 Y96 K0 R250 G166 B36 #FAA624		C0 M0 Y0 K50 R147 G149 B151 #939597	
	C59 M0 Y19 K0 R89 G198 B209 #59C6D1		C1 M87 Y23 K0 R236 G71 B127 #EC477F		C66 M57 Y52 K27 R83 G86 B90 #53565A	
	C57 M0 Y89 K0 R120 G193 B85 #78C155					