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Our brand communicates who we are. It’s an impression, a promise, a feeling. It conveys our purpose and our values. At Columbia University Irving Medical Center (CUIMC), our brand is one of our most valuable assets.

This guide explains how to use our brand correctly in printed materials, online, and in social media. It outlines CUIMC’s visual identity, including graphics, colors, and fonts. Most importantly, it serves as a resource for all of us to speak with one voice about CUIMC and tell our vibrant story together. If you have questions about how to use our brand, please email CUIMC Office of Communications at brand@cumc.columbia.edu.
<table>
<thead>
<tr>
<th>UNIVERSITY BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Columbia University</strong>&lt;br&gt;IN THE CITY OF NEW YORK</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>CORE BRAND</th>
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<tbody>
<tr>
<td><strong>Columbia</strong></td>
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</table>

<table>
<thead>
<tr>
<th>MEDICAL CENTER</th>
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</thead>
<tbody>
<tr>
<td><strong>Columbia</strong>&lt;br&gt;Columbia University Irving Medical Center</td>
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<table>
<thead>
<tr>
<th>COLLEGES &amp; SCHOOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Columbia</strong>&lt;br&gt;College of Dental Medicine</td>
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<p>| |</p>
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<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Columbia</strong>&lt;br&gt;Mailman School of Public Health</td>
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<p>| |</p>
<table>
<thead>
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<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Columbia</strong>&lt;br&gt;School of Nursing</td>
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<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Columbia</strong>&lt;br&gt;Vagelos College of Physicians and Surgeons</td>
</tr>
</tbody>
</table>
Logos without a complete department or division name must be accompanied by a wordmark with “Columbia University”, as shown on page 8, 9 and 10.
Vertical Logos

MEDICAL CENTER

COLUMBIA
Columbia University
Irving Medical Center

COLLEGES & SCHOOLS

COLUMBIA
College of Dental Medicine

COLUMBIA
Mailman School
of Public Health

COLUMBIA
School of Nursing

COLUMBIA
Vagelos College of Physicians and Surgeons
Vertical Logos

DEPARTMENT

Columbia University
Department of Neurology

Columbia Neurology

DIVISION

Columbia University
Department of Medicine
Division of General Medicine

Columbia General Medicine

Logos without a complete department or division name must be accompanied by a wordmark with “Columbia University”, as shown on page 8, 9 and 10
Vertical Logos

CENTER OR INSTITUTE

Columbia University
Naomi Berrie Diabetes Center

DEPARTMENTAL CENTER

Columbia University
Center for Reconstructive Urology
In the Department of Urology

ADMINISTRATIVE UNIT

Columbia University
Irving Medical Center
Clinical Trials Office
Wordmarks with “Columbia University” are required to accompany single line lockups of departments and divisions, such as on page 3 and 6.

----

MEDICAL CENTER

----

COLUMBIA UNIVERSITY IRVING MEDICAL CENTER

----

COLLEGE OR SCHOOL

----

COLUMBIA UNIVERSITY
VAGELOS COLLEGE OF PHYSICIANS AND SURGEONS

----

DEPARTMENT OR DIVISION

----

COLUMBIA UNIVERSITY DEPARTMENT OF ORTHOPEDIC SURGERY
Wordmark

Examples of how to use the wordmarks on an outward-facing advertising.
Logo Colors

Our logos should be used consistently and without modification. Logos are only used with one of our two primary blues: PMS 7686 or PMS 3005. As seen below, the preferred usages are PMS 7686 on a white background or a white knockout logo on a PMS 3005 background. Do not apply knockouts of our logo on other colors. Please do not use the core brand logo along (with “Columbia” only) unless it is clear that you are referring to the medical center.
Space and Size Requirements

Our logos should be used with the appropriate spacing and sizing to make them more visible and distinguish them from surrounding elements. The o-height from the “o” in “Columbia” defines the minimum clear space that should be maintained around the logo to separate it from surrounding elements. The minimum width is 1.0 inch or 100 pixels on screen for the Columbia logo and 1.5 inches or 150 pixels on screen for the CUIMC logo.

**CLEAR SPACE**

**MINIMUM SIZE**

Minimum Width = 1.0”/100px

Minimum Width = 2.25”/225px

Columbia Minimum Width = 1.0”/100px
## Logo Restrictions

Use the logos provided by CUIMC Communications. Do not modify them. For usage questions, please contact CUIMC Communications.

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<table>
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<tr>
<th></th>
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<tbody>
<tr>
<td>X</td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>DO NOT</strong> add a bevel or emboss</td>
<td><strong>DO NOT</strong> reconfigure or change sizes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X</td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>DO NOT</strong> change the colors</td>
<td><strong>DO NOT</strong> distort proportions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X</td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td></td>
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</tr>
<tr>
<td></td>
<td><strong>DO NOT</strong> outline in any color</td>
<td><strong>DO NOT</strong> recreate elements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X</td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td></td>
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</tr>
<tr>
<td></td>
<td><strong>DO NOT</strong> add a drop shadow or glow</td>
<td><strong>DO NOT</strong> place on a busy background</td>
<td></td>
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</tr>
<tr>
<td>X</td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td></td>
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</tr>
<tr>
<td></td>
<td><strong>DO NOT</strong> change the orientation</td>
<td><strong>DO NOT</strong> place on a photo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X</td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td><img src="logo.png" alt="Columbia Logo" /></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>DO NOT</strong> crop in any way</td>
<td><strong>DO NOT</strong> place on a similar color</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
You can access and download medical center logos in the CUIMC logo library. The logo library is hosted on CUIMC’s Digital Asset Management system, ResourceSpace. For the best user experience, use Chrome, Firefox, or Internet Explorer to access the library.

The logo library is available to Columbia University faculty, students and staff, and requires signing in with a UNI. ResourceSpace creates an account for you the first time you sign in.

HOW TO USE THE LOGO LIBRARY

1. Sign into ResourceSpace with your Columbia UNI using Chrome, Firefox or Internet Explorer: https://cuimc.resourcespace.com
2. On the main page, find the search tool on the right of the screen
3. In the search tool, enter the word “logo” with the name of the department or unit
   For example, enter “logo department of surgery” or “logo division of cardiology” or “logo human resources”
4. Hit “return” or click “search”
5. If you would like to sort by type of logo, check off a logo category (for example, “Logo - EPS”) before searching

LOGO LIBRARY FORMATS

• Logo orientation: Horizontal and vertical
• Color scheme: Blue (PMS 7686) and white knockout
• File format: EPS, PDF (easiest format), and PNG
• Color format: RGB (for screens and web) and CMYK (for print only)

If you cannot find a logo, please email brand@cumc.columbia.edu. Do not try to create a logo.
Use of Name

Our name is Columbia University Irving Medical Center. The full name should be used in first reference. The acronym CUIMC may be used alone once the full name has been introduced as “Columbia University Irving Medical Center (CUIMC)”. Do not capitalize “medical center” when used without “Columbia University Irving”.

Former names and logos (Columbia-Presbyterian Medical Center until 1998 and Columbia University Medical Center until 2017) should not be used except in historical contexts.

COLLEGES & SCHOOLS

The first time one of the four CUIMC schools is mentioned, the full name should be used. After that, the acronym is acceptable. Their proper names are:

• Columbia University Vagelos College of Physicians and Surgeons (VP&S)
• Columbia University School of Nursing (CUSON)
  “Columbia Nursing” is also acceptable after first reference.
• Columbia University College of Dental Medicine (CDM)
• Columbia University Mailman School of Public Health
  “Columbia Mailman School” is acceptable after first reference.
  “Columbia Mailman” is acceptable after second reference.
  Please avoid using “Mailman School” or “Mailman”.

HOW TO IDENTIFY FACULTY AFFILIATIONS IN ACADEMIC JOURNALS

IN A JOURNAL PUBLICATION, IF THE FACULTY MEMBER HAS AN NYP AFFILIATION:

Allan Schwartz, MD, Division of Cardiology, Department of Medicine, Columbia University Vagelos College of Physicians and Surgeons and NewYork-Presbyterian

Sidney B. Eisig, DDS, Columbia University College of Dental Medicine and NewYork-Presbyterian

IN A JOURNAL PUBLICATION, IF THE FACULTY MEMBER DOES NOT HAVE AN NYP AFFILIATION:

Yiping W. Han, PhD, Columbia University College of Dental Medicine

Deborah Hasin, PhD, Department of Epidemiology, Columbia University Mailman School of Public Health

Elaine Larson, PhD, RN, FAAN, CIC, Columbia University School of Nursing

Sankar Ghosh, PhD, Department of Microbiology and Immunology, Columbia University Vagelos College of Physicians and Surgeons

HOW TO IDENTIFY FACULTY AFFILIATIONS IN CUIMC NEWS RELEASES & PUBLICATIONS

IN A NEWS RELEASE, IF THE FACULTY MEMBER HAS AN NYP AFFILIATION:

Allan Schwartz, MD, chief of cardiology at the Columbia University Vagelos College of Physicians and Surgeons and NewYork-Presbyterian/Columbia University Irving Medical Center

Sidney B. Eisig, DDS, chair of hospital dentistry at the Columbia University College of Dental Medicine and NewYork-Presbyterian/Columbia University Irving Medical Center
Identifying Faculty in Print and Online

IN A NEWS RELEASE, IF THE FACULTY MEMBER DOES NOT HAVE AN NYP AFFILIATION:

Yiping W. Han, PhD, professor of microbial sciences, Columbia University College of Dental Medicine

Deborah Hasin, PhD, professor of epidemiology, Columbia University Mailman School of Public Health

Elaine Larson, PhD, RN, FAAN, CIC, senior associate dean of scholarship and research, Columbia University School of Nursing

Sankar Ghosh, PhD, chair of microbiology and immunology, Columbia University Vagelos College of Physicians and Surgeons
Use of Color in Print and Online

Pantone 3005 and Pantone 7686 are our official colors. All other previously authorized blues or supporting colors should no longer be used by the medical center or its entities as a primary color. The primary blues are supported by secondary and accent colors, which can be used in design to express our visual system. The appropriate proportion of color usage is available on the next page. The CMYK values are for print only, while the HEX and RGB values apply to all other media, including websites.

<table>
<thead>
<tr>
<th>ACADEMIC PRIMARY</th>
<th>PROMOTIONAL PRIMARY</th>
<th>NEUTRAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="PMS 7686c" /></td>
<td><img src="image" alt="PMS 3005c" /></td>
<td><img src="image" alt="COOL GRAY 2c" /> <img src="image" alt="COOL GRAY 9c" /> <img src="image" alt="COOL GRAY 11c" /></td>
</tr>
<tr>
<td>PMS 7686c</td>
<td>PMS 3005c</td>
<td>COOL GRAY 2c CoOL GRAY 9c COOL GRAY 11c</td>
</tr>
<tr>
<td>RGB: 29.79.145</td>
<td>RGB: 0.119.200</td>
<td>RGB: 208.208.206 RGB: 117.120.123 RGB: 83.86.90</td>
</tr>
<tr>
<td>HEX: 1D4F91</td>
<td>HEX: 0077C8</td>
<td>HEX: D0D0CE HEX: 75787B HEX: 53565A</td>
</tr>
<tr>
<td>CMYK: 100.73.0.10</td>
<td>CMYK: 100.31.0.0</td>
<td>CMYK: 5.3.5.11 CMYK: 30.22.17.57 CMYK: 44.34.22.77</td>
</tr>
</tbody>
</table>

| SPECIAL EVENT (PRINT ONLY) | |
|----------------------------| |
| ![PMS Silver 10077c or PMS 877c](image) |
Use of Color in Print and Online

ACCENTS

PMS 7731c
RGB: 34.56.72
HEX: 228848
CMYK: 79.0.89.32

PMS 7484c
RGB: 0.87.63
HEX: 00573F
CMYK: 91 14 78 60

PMS 7597c
RGB: 209.65.36
HEX: D14124
CMYK: 0.85.100.4

PMS 17c
RGB: 107 53 41
HEX: 6B3529
CMYK: 18 79 78 22

PMS 7659c
RGB: 93.85.64
HEX: 5D3754
CMYK: 32.75.0.64

WARM GRAY 6c
RGB: 165 156 148
HEX: A59C94
CMYK: 14 19 21 39

PMS 675c
RGB: 174.37.115
HEX: AE2573
CMYK: 18.100.0.8

PMS 19c
RGB: 185.71.0
HEX: B94700
CMYK: 2.77.100.0

PMS 7639c
RGB: 147.109.115
HEX: 936D75
CMYK: 0 42 15 48

PMS 7705c
RGB: 112 150
HEX: 007096
CMYK: 100.13.5.41

PMS 7496c
RGB: 118.156.29
HEX: 76881D
CMYK: 46.6.100.42

PMS 7531c
RGB: 122 104 85
HEX: 7A6855
CMYK: 16.29.38.53

limited Columbia Mailman accent palette
Color Proportions

The proportion or balance of colors in our visual identity is important. PMS 7686 and 3005 are our primary colors and are core elements of our brand. With the exception of white and black, other secondary and accent colors should be used sparingly as depicted below. When used selectively, secondary and accent colors give designs variety. However, to provide a more focused and consistent design, we recommend omitting secondary or accent color if possible.
EXAMPLE OF USE OF ACCENT COLORS

POLICY AND PROCEDURES
Updated on March 2019

PATTERN OF USE OF ACCENT COLORS

STUDENT/TENANT INFORMATION
Issued on March 2019

STUDENT/TENANT INFORMATION

Welcome to CUIMC and the Office of Housing Services. Dui autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. At vero eos et accusam et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed dui nonummy nibh euismod tincidunt ut dolore alquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit aliquip ex ea commodo consequat.
Typography

The Columbia medical brand logos were designed using the official Columbia University typeface, Trajan Pro, which is based on ancient Roman letterforms found on Trajan’s Column.

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Columbia medical brand logos should only be used with logos supplied by CUIMC Communications. Creating a logo for a medical center entity is prohibited.

The Columbia medical brand logos must use the University’s official typeface to avoid confusion with “Columbia” brands in other industries.

To access Gotham, order a subscription from Hoeffler & Co.: https://www.typography.com/fonts/gotham/styles

To access ITC Giovanni, you can activate the font in Adobe Fonts if you have Adobe Creative Cloud: https://fonts.adobe.com/fonts/itc-giovanni

Email brand@cumc.columbia.edu if you are planning on using these fonts for advertising purposes.
Typography

SANS SERIF

Due to its distinctness and clarity, Gotham should be used as a body text font in designs for external audiences and a display font for headings and titles with larger text (in print and online).

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERIF

ITC Giovanni is restricted to use as body text on websites and in official documents.

ITC GIOVANNI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC GIOVANNI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Using Gotham and ITC Giovanni fonts at varying weights is allowed while keeping in mind legibility. Find alternative fonts when Gotham or ITC Giovanni fonts are unavailable. See the next page for more details.
**Typography**

**ALTERNATIVE TYPOGRAPHY**

When Gotham or ITC Giovanni fonts are unavailable, please use the following replacement fonts for Microsoft documents or as part of website font stacks.

**MICROSOFT APPLICATIONS**

For Microsoft Word, Microsoft PowerPoint, and Microsoft Excel, use the following fonts (in order of preference):

**Display**
- Gotham
- Avenir
- Helvetica
- Arial

**Body Text**
- ITC Giovanni Std
- Times New Roman
- Times

**WEB FONT STACKS**

**Display**

**Body Text**
- “ITC Giovanni W01”, “ITC Giovanni Std”, “Georgia”, “Times New Roman”, “Times”, serif
Imagery makes a difference in how people perceive the medical center and its purpose. Use high-quality original imagery whenever possible. Stock photography cannot be used to portray our people or our services. If you have limited options for photography or video, contact CUIMC Communications.

CUIMC Communications has relationships with skilled photographers and videographers to help produce original photos or videos.

CUIMC Communications runs the CUIMC Video Studio, a full-service video studio with a full-time video producer. Please contact us for additional guidance.

**DIGITAL ASSET MANAGEMENT SYSTEM**

Photos and logos can be downloaded from our digital asset management system.
Imagery

PHOTOGRAPHIC EXPRESSIONS
Consistent and appealing design form the building blocks for brand awareness, engaging content and effectively telling our story. The design elements displayed below serve as the foundation for the medical center’s design framework. Observing these design guidelines as best possible, whether through templates or original design is a major consideration in brand review. Email brand@cumc.columbia.edu if you have any questions.
The designs for print advertising are both flexible and visually appealing. Find several examples employing a blue gradient. For specifications of the gradient, email brand@cumc.columbia.edu. If you are not a graphic designer, you are advised to use the PMS color system on page 29.
Our design system encourages the use of PMS 3005 as a solid background color, as seen below. This counterpart system requires less design experience, while emphasizing our characteristic blue tones.

Notice that in these designs the logos used are single line lockups. As required, each logo lockup is accompanied by a wordmark as described on page 8.
Our design system adapts to use cases without compelling photos. See the examples below.
Design System

STANDARD INVITATION

We have standardized invitations to bring them into harmony with our brand design system. Email brand@cumc.columbia.edu for information about templates.
Design System

DIRECT MAILING

Our design system extends to direct mailing, as shown below. Email brand@cumc.columbia.edu for information about templates.
Design System

POCKET FOLDER
Design System

INFORMATIONAL BROCHURE

STUDENT/TENANT INFORMATION
Issued on March 2019

Welcome to CUIMC and the Office of Housing Services. Duis autem vel eum iure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. At vero eras et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Welcome to Columbia University Irving Medical Center
Summer 2019

Living on campus is an excellent way to connect with your peers and access key resources. Duis autem vel eum iure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat. Nulla facilisi. At vero eras et accumsan et justo odio dignissim qui blandit praesent luptatum.
Our design system should be incorporated into any marketing materials, including digital advertising. See below a digital banner to be displayed on a website.
Our design system should be used on social media, whether on our social media account pages or to brand the content we publish on social media. Email brand@cumc.columbia.edu for information about templates.
Columbia University Irving Medical Center has a uniform system for stationery, encompassing letterhead, business cards, and envelopes. The core Columbia trademark is the signature feature of our stationery. Ordering stationery can be done through the Columbia Print’s portal. You can access the portal by visiting their website: https://print.columbia.edu/

BUSINESS CARDS

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Stationery

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BUSINESS CARDS
The letterhead format features the academic title on the left side and, if applicable, clinical or executive titles on the right.
Social Media

Social media is an integral part of online communications. CUIMC Communications can provide guidance and support in setting up and managing social media accounts for your program. All CUIMC social media accounts must be registered with CUIMC Communications.

BRAND CONSISTENCY ON SOCIAL MEDIA

We encourage brand consistency on social media. The Columbia University Irving Medical Center crown is the recommended avatar.
Signage

We are updating our signage on the Columbia University Irving Medical Center campus to reflect our brand’s logo. We will first change the primary exterior signage on the campus, with further updates in the future.

EXAMPLES
Resources & Contacts

BRAND, DESIGN, AND COMMUNICATIONS

CUIMC Office of Communications
Brand Requests/Questions: brand@cumc.columbia.edu
All Other Communications Inquiries: cumcnews@columbia.edu
https://www.communications.cumc.columbia.edu/
212.305.3900

WEBSITES

CUIMC Web Services
https://www.ws.cumc.columbia.edu/

PRINTING/STATIONERY

Columbia Print Services
https://print.columbia.edu/
212.854.3233