

University of the Philippines Brand Book



The UP System Brand Book is intended to:

- ♦ serve as a guide to all UP units in using the UP logo in their corporate communications and presentation materials;
- ♦ set a visual standard for UP communication; and
- ♦ visually express a unified UP identity. Although each constituent university has a distinct identity, there are many aspects of the UP identity that all constituent universities share.

The brand book will also be used as a guide for institutions and companies that sign MOAs with UP to use our logos and icons for various purposes.

Note:

- 1) The colors as they appear on different computer screens may vary. The actual color values are provided under "Color Specifications" and will ensure uniformity.
- 2) These guidelines do not apply to the UP diploma.

University of the Philippines Brand Elements



The University of the Philippines is represented by the University seal. On February 25, 1913, the BOR ruled that the University seal shall be of the following design:

“It shall be 2-1/2 inches in diameter (1-3/4 inches within the circle) and shall have the inscription ‘University of the Philippines’ at the top; ‘1908’ at the bottom.”

The University of the Philippines seal has the following elements in its design, all of which are in a circle 2 inches in diameter:

- A. the eagle (with outstretched wings);
- B. the shield with the icons representing the different fields and specializations in the University (consisting of 3 icons);
- C. the whole name of the University and the year it was founded.

University of the Philippines Seal

Seal Construction

Master artwork files should always be used. Redrawing the seal is not allowed.



7X

1X

University of the Philippines



7X
















1X

University of the Philippines

University of the Philippines Brand Elements

Seal No No's

The UP Seal should be applied with care. The following examples demonstrate misuse of the seal.

<p>Don't redraw.</p>  <p><i>University of the Philippines</i></p>	<p>Don't distort.</p>  <p><i>University of the Philippines</i></p>	<p>Don't add elements.</p>  <p><u>University of the Philippines</u></p>	<p>Don't create 3D versions.</p>  <p>University of the Philippines</p>
<p>Don't use other colors.</p>  <p>University of the Philippines</p>	<p>Don't use wordmarks in isolation.</p> <p>University of the Philippines</p>	<p>Don't create new lockups.</p>  <p>University of the Phil.</p>	<p>Don't scale elements.</p>  <p>University of the Philippines</p>
<p>Don't use outlines.</p>  <p>University of the Philippines</p>	<p>Don't use drop shadow.</p>  <p>University of the Philippines</p>	<p>Don't cut the seal.</p>  <p>UNIVERSITY OF THE PHILIPPINES</p>	<p>Don't use at an angle.</p>  <p>University of the Philippines</p>
<p>Don't use below minimum size.</p>  <p>University of the Philippines</p>	<p>Don't use as spreading pattern.</p>  <p>University of the Philippines</p>	<p>Don't use distracting backgrounds.</p>  <p>University of the Philippines</p>	<p>Don't combine with other graphics.</p>  <p>University of the Philippines*</p>

University of the Philippines Brand Elements

Seal Color Variations

To allow flexible application of the seal, various color combinations are permitted. The full color version is the preferred version and should be used wherever possible.

full color version



University of the Philippines

full color version



University of the Philippines

black and white version



University of the Philippines

black and white version



University of the Philippines

reversed white version



University of the Philippines

reversed white version

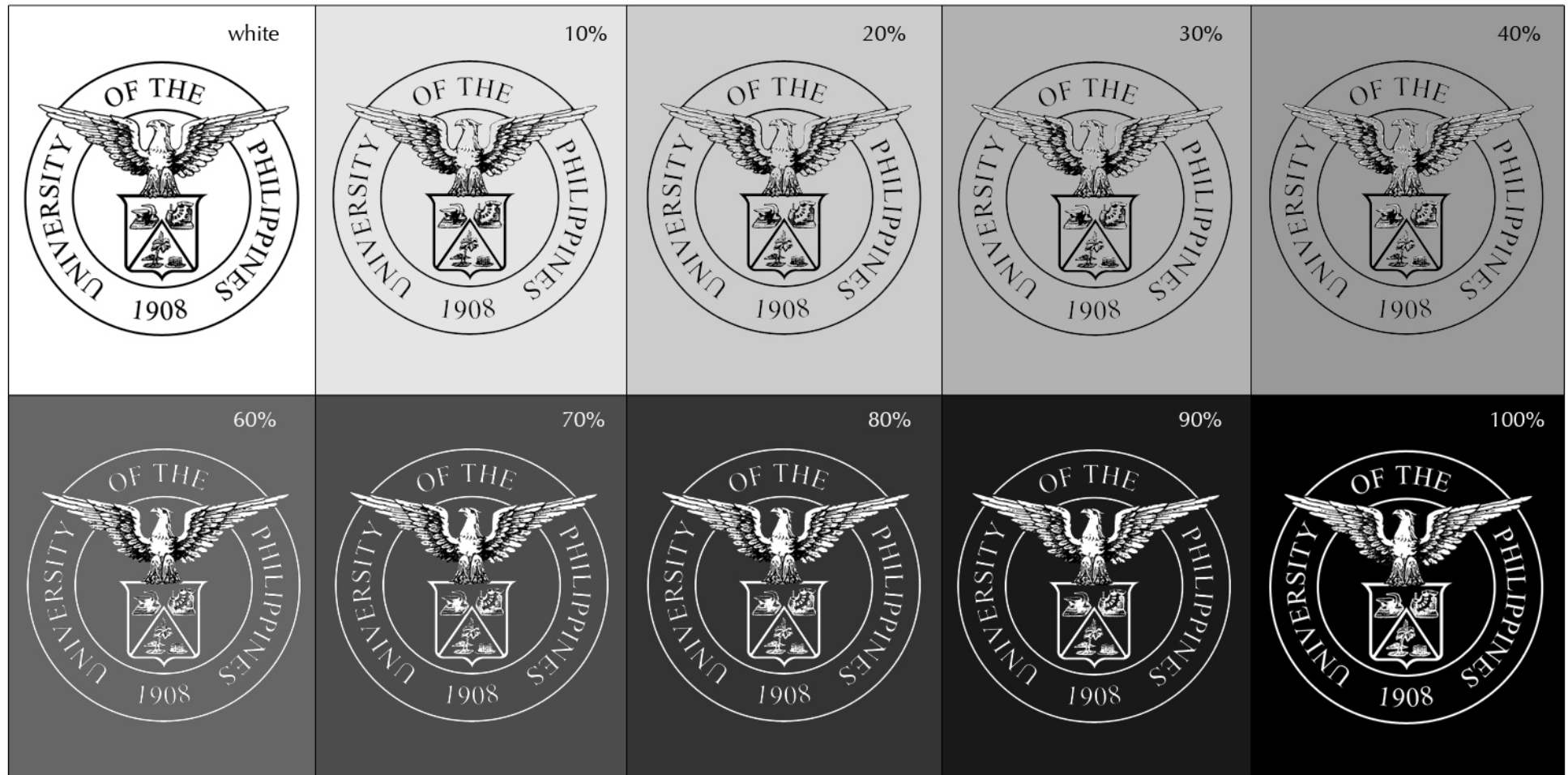


University of the Philippines

University of the Philippines Brand Elements

Seal Applications on Colors

When the seal is applied to colored backgrounds, care must be taken to ensure legibility. The examples below demonstrate when the reversed seal should be used.



University of the Philippines Brand Elements

Color Palette

A range of supporting colors has been selected for use in the University's communication materials. This palette of supporting colors, like the UP colors maroon, green, yellow, and grey, build recognition for our institution. For examples on how these supporting colors can add richness to the overall look of our communication materials, please see the UP Brand Applications section.

University Colors



Supporting Colors



University of the Philippines Brand Elements

Color Specifications

To ensure consistent color applications, always use the approved color specifications shown below.



UP Maroon

CMYK C29 M100 Y100 K40
RGB R123 G17 B19
Hex no. 7B1113



UP Green

CMYK C89 M44 Y97 K52
RGB R1 G68 B33
Hex no. 014421



UP Yellow

CMYK C3 M37 Y94 K0
RGB R243 G170 B44
Hex no. F3AA2C



UP Black

CMYK C75 M68 Y67 K90
RGB R0 G0 B0
Hex no. 000000

Supporting Colors



Olive Green

CMYK C58 M49 Y100
K39
RGB R86 G84 B34
Hex no. 565422



Yellow Green

CMYK C58 M49 Y100
K39
RGB R86 G84 B34
Hex no. 335628



Blue

CMYK C100 M85 Y39
K34
RGB R19 G46 B84
Hex no. 132E54



Red

CMYK C27 M100 Y100
K30
RGB R142 G23 B26
Hex no. 8E171A



Terracotta

CMYK C21 M89 Y100
K12
RGB R180 G60 B37
Hex no. B43C25



White

CMYK C0 M0 Y0 K0
RGB R255 G255 B255
Hex no. FFFFFFFF

University of the Philippines Brand Elements

Color Usage

UP Maroon is our dominant color while UP Forest Green is used to add contrast. White space should be liberally used to increase the visual impact of the two University colors. Body text may appear in dark grey or 100% black. Additional visual elements, charts, and diagrams may use supporting colors provided in the palette below.

University Colors

Supporting Colors



University of the Philippines Brand Elements

Typefaces for Communication Materials

The Times New Roman typeface has been selected for use in all communication materials. Times New Roman is a serif font with a range of weights and is suitable for use for body text, headlines, and even signage. Times New Roman should be given slightly more line space than a sans serif typeface to increase readability.

Times New Roman Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Times New Roman Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Times New Roman Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

University of the Philippines Brand Elements

Use of Font

UP typography should be clean and understated. Always use the minimum typeface weights and sizes to clearly communicate the intended message.

Times New Roman Regular

This can be used for body text or headlines.

Times New Roman Bold

This weight should be infrequently used as it lacks the elegance of the other weights especially its italic style.

Times New Roman Italic

Italics should be used sparingly and only to add emphasis in body copy.

University of the Philippines Brand Elements

Typefaces for Business Correspondence

A consistent typeface should be used for all correspondence. The Arial typeface has been selected to complement the Times New Roman Typeface used on communication materials and give a consistent appearance to correspondence. The Arial typeface is a standard typeface on most PCs.

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial Italics

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz**

University of the Philippines Brand Elements

Use of Arial Typeface

UP typography should be clean and understated. Use italic and bold style sparingly and try to keep body text in documents to one size. Use different sizes for captions or headings if required.

Arial Regular

This is the main typeface used in the body of letters and as text on presentation slides that are created on a PC.

Arial Italics

Italics can be used to highlight key words or phrases, but should not be used for body text as it is hard to read.

Arial Black

This can be used for titles and headings or to add extra emphasis in text where italics are not strong enough.

University of the Philippines Brand Elements

The Oblation

To help visually express and reinforce our institutional identity, the Oblation has been developed for use in communication materials and presentations.



University of the Philippines Brand Elements

The Oblation

To allow flexible application the Oblation may be used in a variety of renditions. Further examples are shown in the Brand Applications section of this toolkit.

Permitted UP colors



Apply using a single supporting color per item. Use tints of the selected color or reverse-out white on a solid background of the supporting color.

University of the Philippines Brand Elements

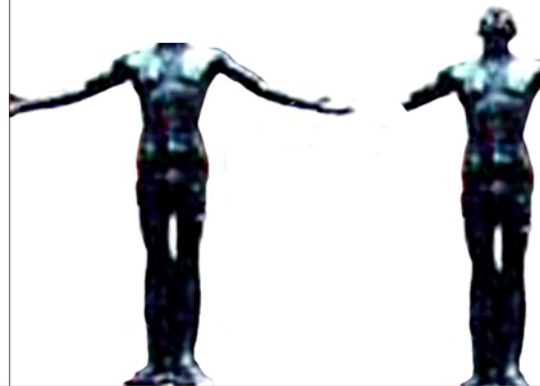
Oblation No No's

The Oblation should be applied with care. The following examples demonstrate misuse of the Oblation.

Don't use unapproved colors.



Don't cut the graphic in an inappropriate manner.



Don't use the backside of the Oblation as graphic.



Don't use below minimum size.



Don't use repeating pattern as a background.



Don't use on distracting backgrounds.



University of the Philippines Brand Elements

Oblation No No's

The Oblation should be applied with care. The following examples demonstrate misuse of the Oblation.

Don't use with a fill and stroke together.



Don't add other elements.



Don't create 3d version.



Don't distort.



Don't join inappropriate graphics together.



Don't rotate.

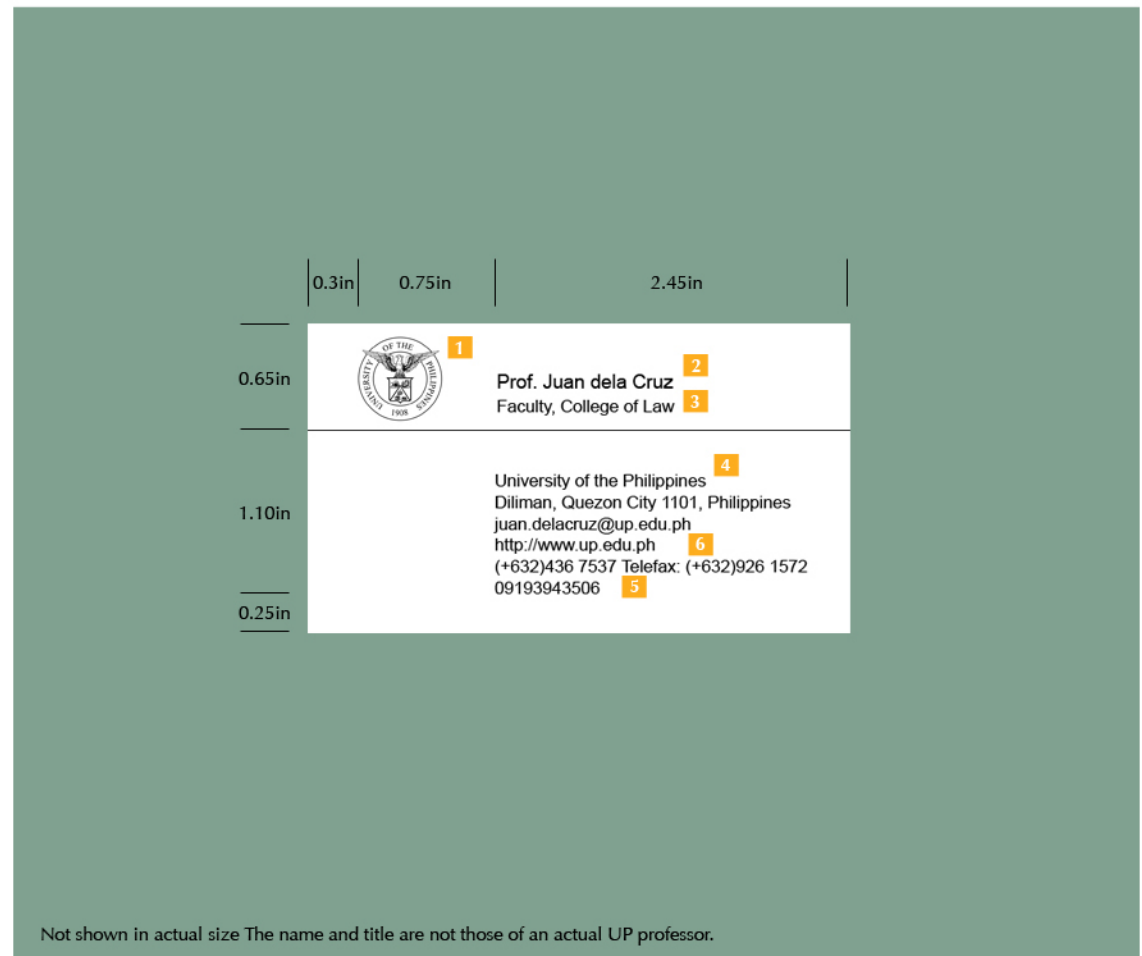


University of the Philippines Brand Applications

UP Name Card - Black and White

- Size** 2in x 3.5in (H x W)
- Paper** Conqueror Smooth Wove Ultra White
220 gsm (approx 147lb) or same quality
- Colors** UP Maroon, UP Green, UP Yellow, Black

- 1 Seal** 0.65in UP seal height
- 2 Individual's Name** 8/9pt FONT Bold
- 3 Title/ Position/ Department** 6/8pt FONT Light
- 4 Legal entity name** 8/10.5pt FONT Bold
- 5 Contact Details** 7/10.5pt FONT Light
- 6 Website Address** 7pt FONT Bold



University of the Philippines Brand Applications

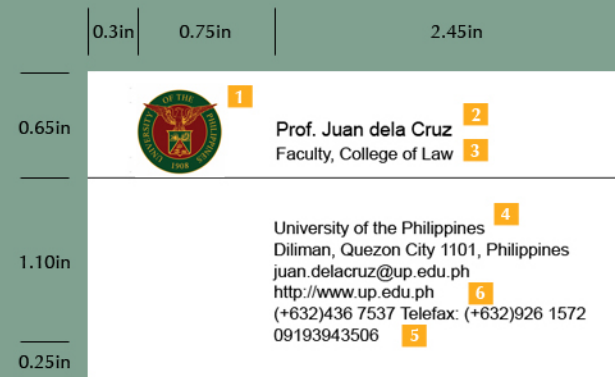
UP Name Card - Colored

Size 2in x 3.5in (H x W)

Paper Conqueror Smooth Wove Ultra White
220 gsm (approx 147lb) or same quality

Colors UP Maroon, UP Green, UP Yellow, Black

- 1 Seal** 0.65in UP seal height
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- 5 Contact Details** 7/10.5pt FONT Light
- 6 Website Address** 7pt FONT Bold



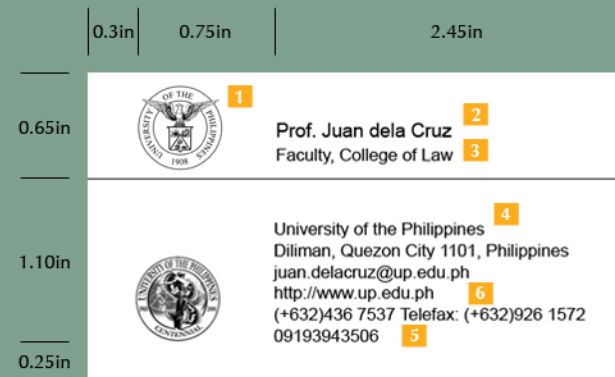
Not shown in actual size The name and title are not those of an actual UP professor.

University of the Philippines Brand Applications

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University of the Philippines Brand Applications

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Not shown in actual size The name and title are not those of an actual UP professor.

University of the Philippines Brand Applications

UP Letterhead

Size 11.69in x 8.27in (H x W)

Paper Conqueror Smooth Wove Ultra White
100 gsm or same quality

Colors UP Maroon, UP Green, UP Yellow, Black

- 1 Seal** 1in UP seal height
- 2 Legal entity name** 16/18pt Arial Bold
- 3 Contact Details** 7/11pt Arial Regular
- 4 Fold line** 0.35pt keyline 0.3in long, prints Black
- 5 Body text** Arial Regular 11pt type with 14pt line spacing and margins of 2.2in top, 1in left, 0.75 right, 0.5in bottom, 6.75in wide column. Overprints 100% Black.



University of the Philippines Brand Applications

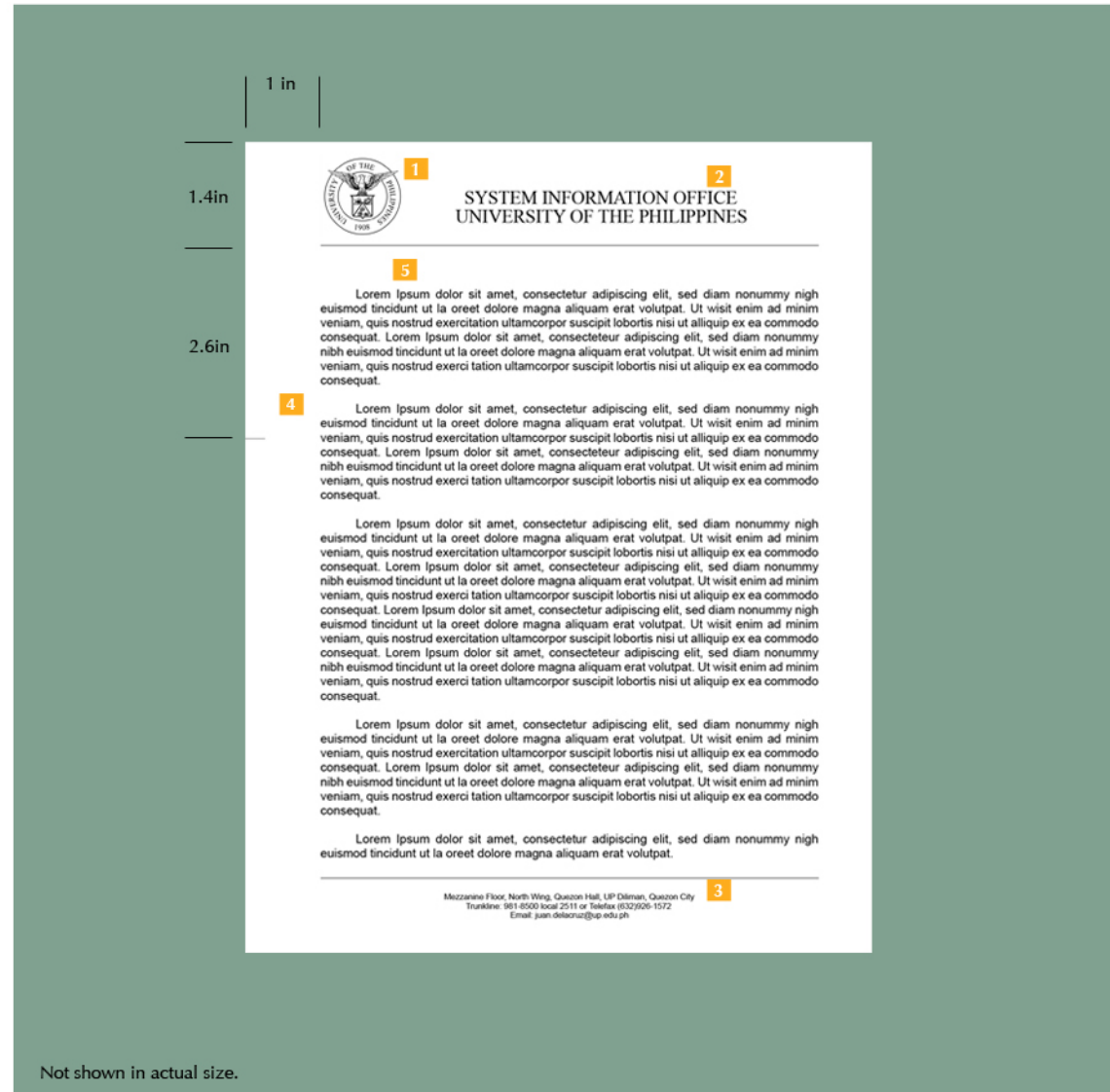
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University of the Philippines Brand Applications

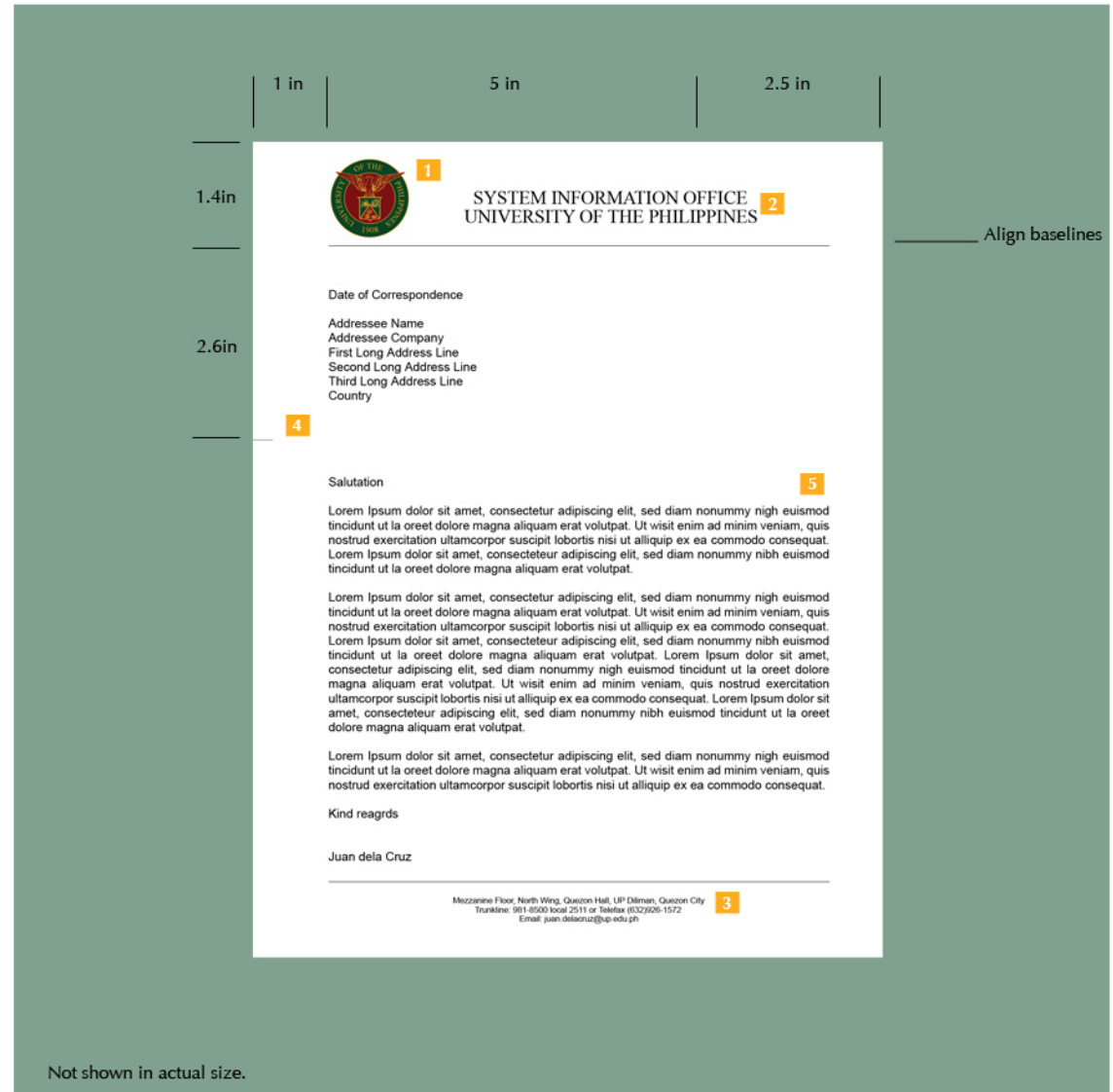
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University of the Philippines Brand Applications

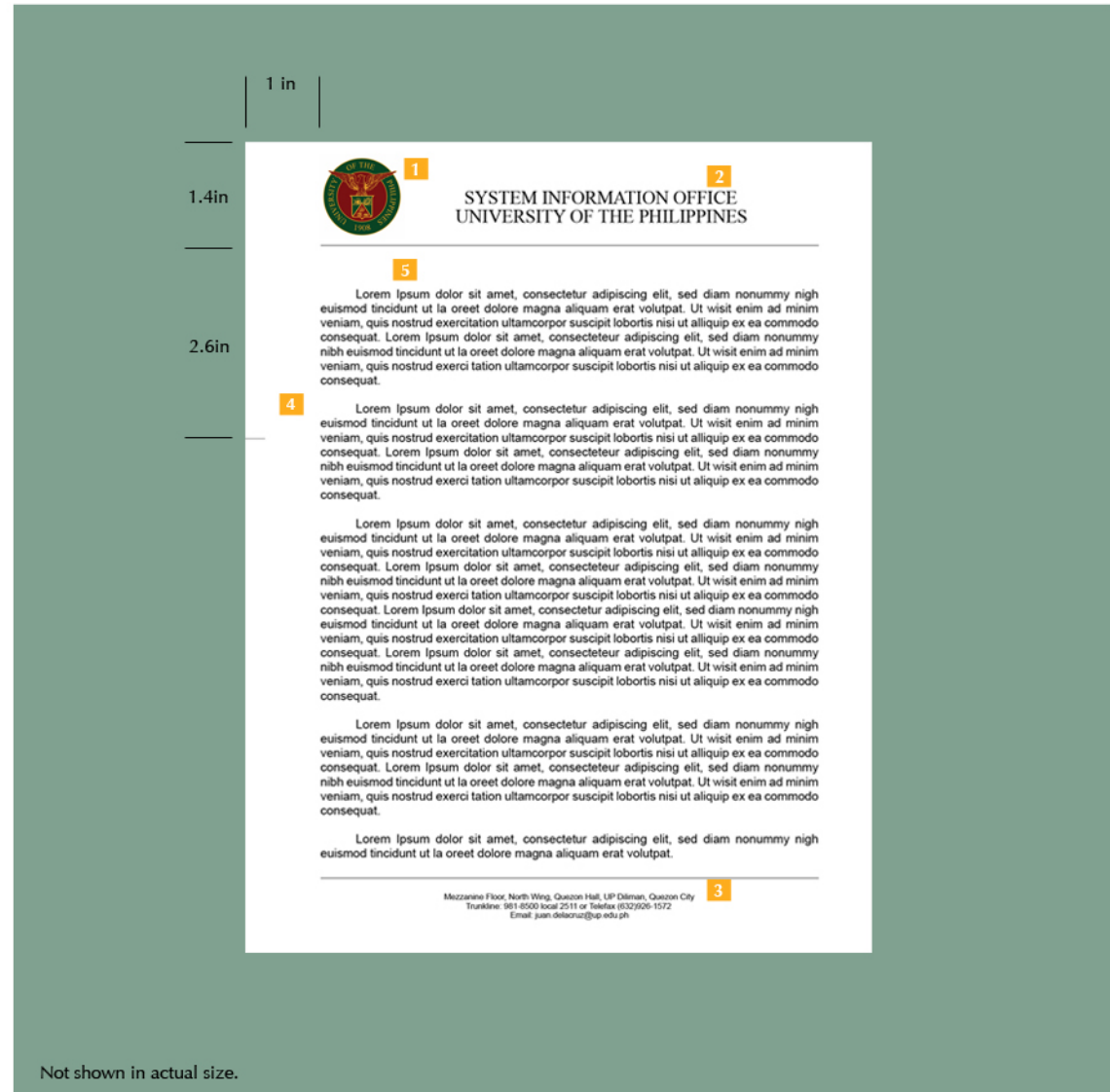
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University of the Philippines Brand Applications

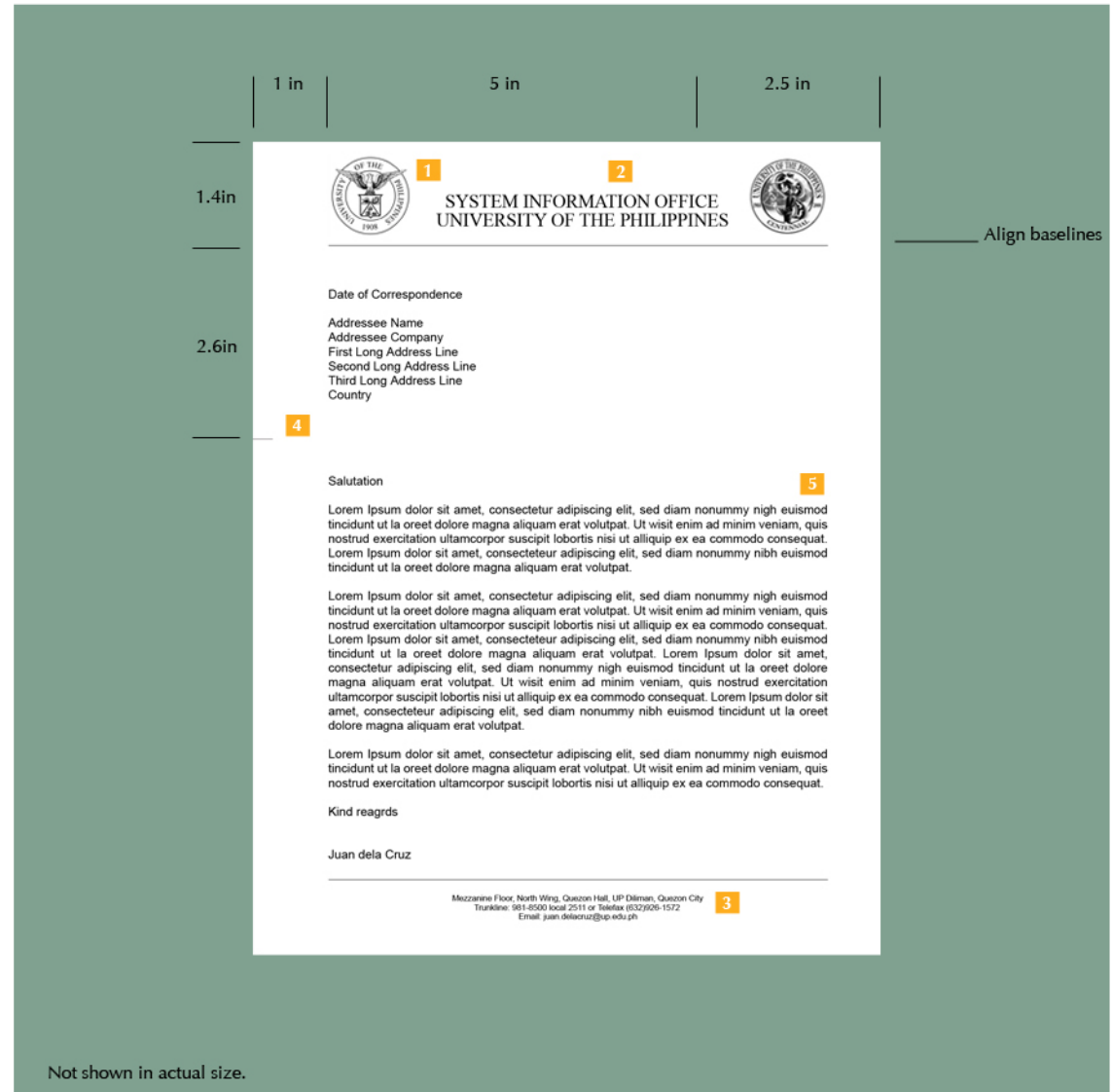
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University of the Philippines Brand Applications

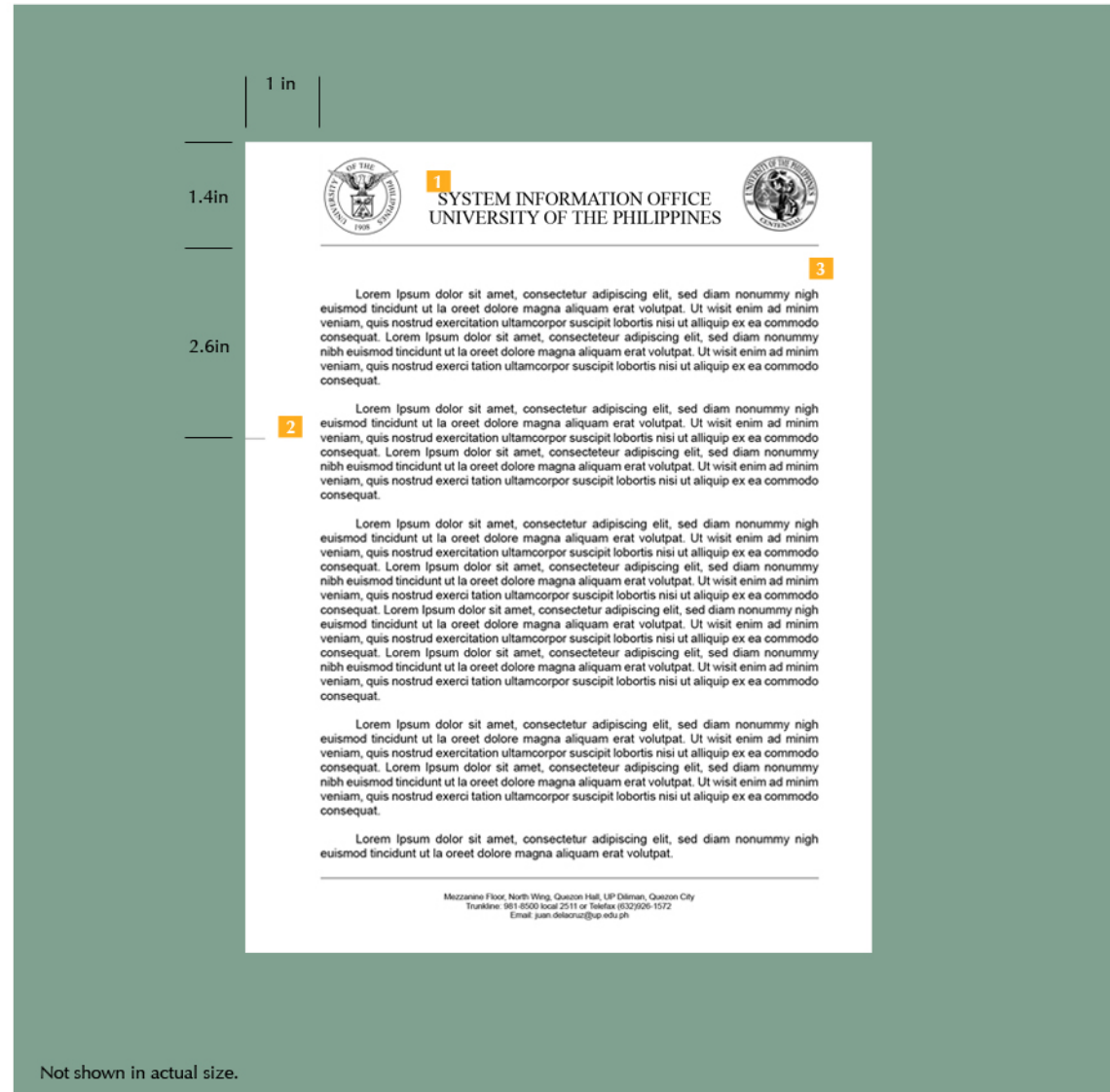
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University of the Philippines Brand Applications

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1 in 5 in 2.5 in

1.4in

2.6in

4

5

Align baselines

1 Seal 1in UP seal height

2 Legal entity name 16/18pt Arial Bold

3 Contact Details 7/11pt Arial Regular

4 Fold line 0.35pt keyline 0.3in long, prints Black

5 Body text Arial Regular 11pt type with 14pt line spacing and margins of 2.2in top, 1in left, 0.75 right, 0.5in bottom, 6.75in wide column. Overprints 100% Black.

Mezzanine Floor, North Wing, Quezon Hall, UP Diliman, Quezon City
Trunkline: 561-8500 local 2511 or Telefax (02)906-1572
Email: juan.delacruz@up.edu.ph

3

Not shown in actual size.

University of the Philippines Brand Applications

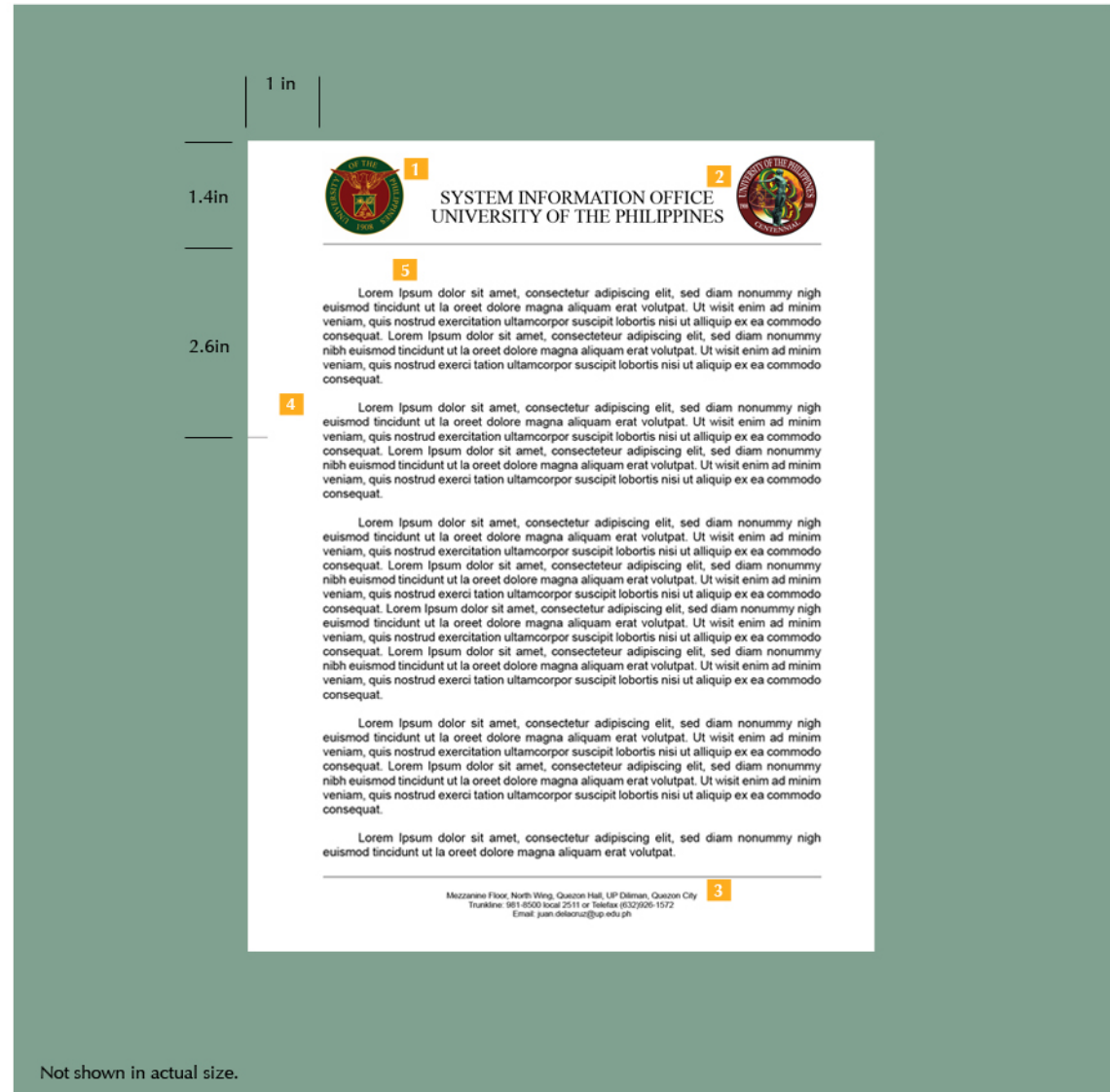
UP Letterhead

Size 11.69in x 8.27in (H x W)

Paper Conqueror Smooth Wove Ultra White
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University of the Philippines Brand Applications

UP Letter Envelope

Size 4.12in x 9.5in (HxW) #10

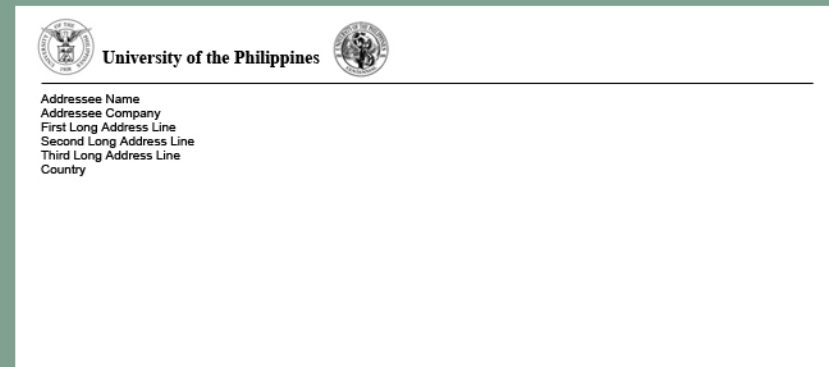
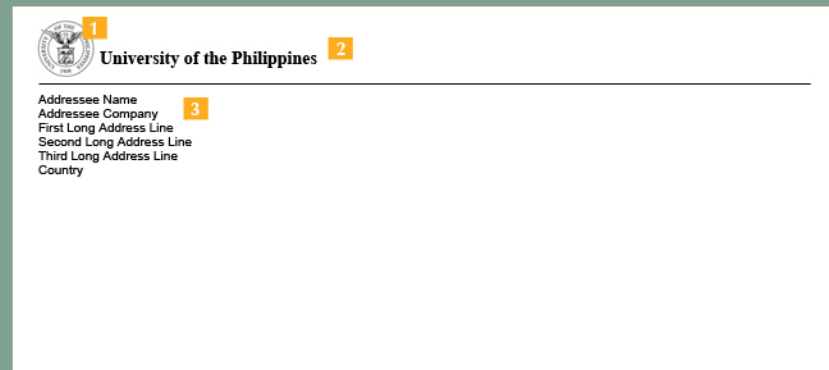
Paper Conqueror Smooth Wove Ultra White
100 gsm or same quality

Colors UP Maroon, UP Green, UP Yellow, Black

1 Seal 0.4in UP seal height

2 Legal Identity Name 8/11pt Times New Roman Bold

3 Address Details Arial Roman 11 pt type with 14pt line spacing. Overprints 100% Black



Not shown in actual size.

University of the Philippines Brand Applications

UP Letter Envelope

Size 4.12in x 9.5in (HxW) #10

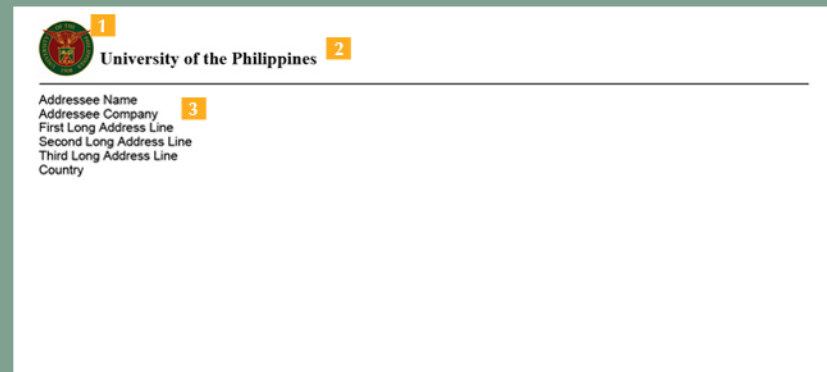
Paper Conqueror Smooth Wove Ultra White
100 gsm or same quality

Colors UP Maroon, UP Green, UP Yellow, Black

1 Seal 0.4in UP seal height

2 Legal Identity Name 8/11pt Times New Roman Bold

3 Address Details Arial Roman 11 pt type with 14pt line spacing. Overprints 100% Black



Not shown in actual size.

University of the Philippines Brand Applications

UP Memo Pad

Size 8.5in x 5.5in (H x W)

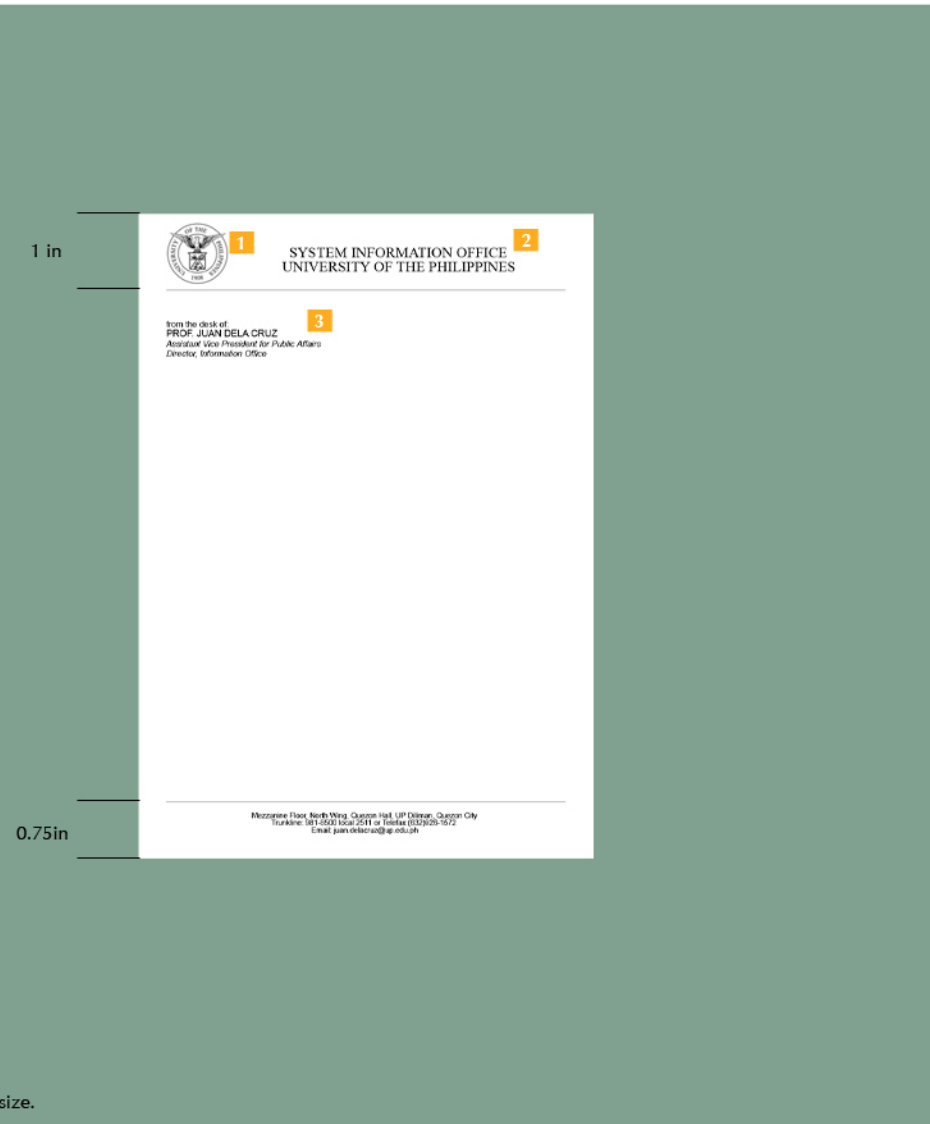
Paper Conqueror Smooth Wove Ultra White
100 gsm or same quality

Colors UP Maroon, UP Green, UP Yellow, Black

1 Seal 0.9in UP seal height

2 Unit 14pt, prints Black

3 Contact Name Arial Regular 10pt type with 11pt line spacing. Overprints 100% Black.



Not shown in actual size.

University of the Philippines Brand Applications

UP Memo Pad

Size 8.5in x 5.5in (H x W)

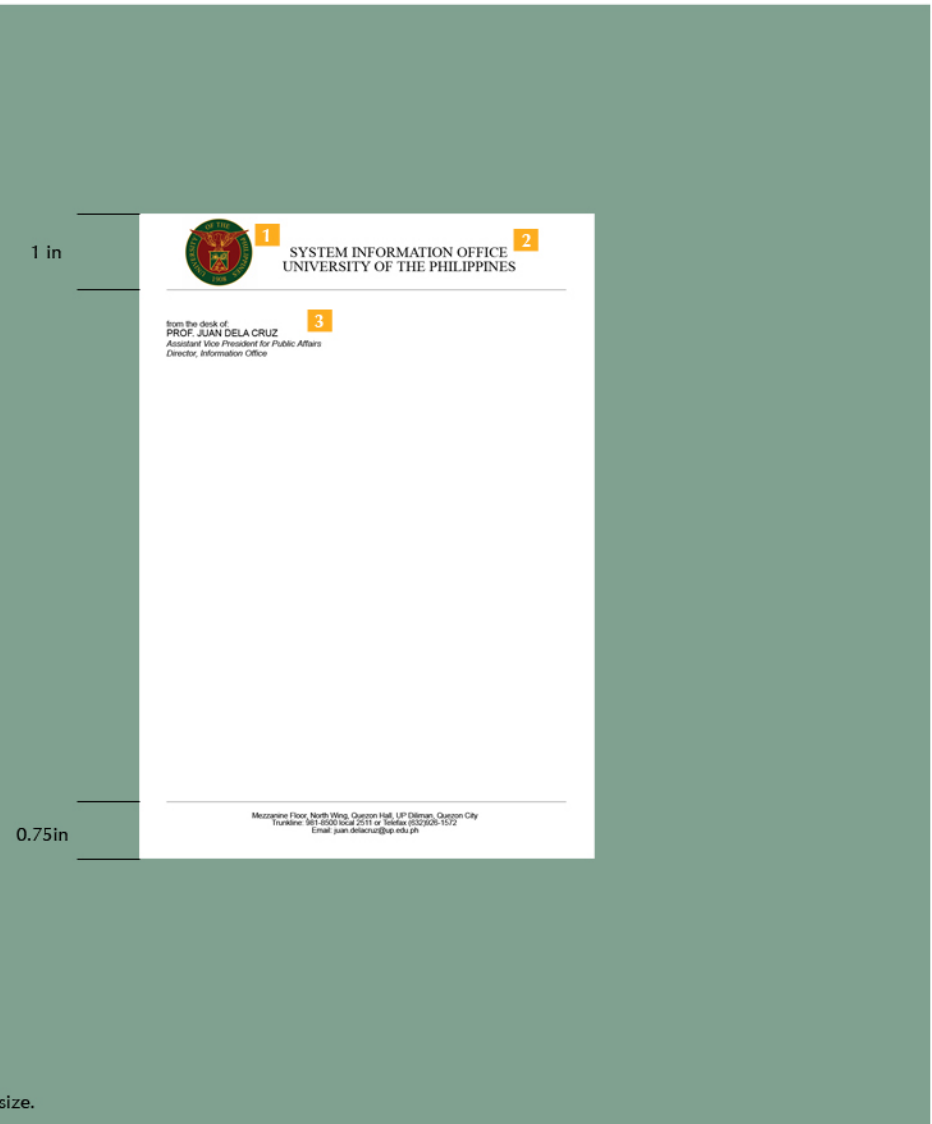
Paper Conqueror Smooth Wove Ultra White
100 gsm or same quality

Colors UP Maroon, UP Green, UP Yellow, Black

1 Seal 0.9in UP seal height

2 Unit 14pt, prints Black

3 Contact Name Arial Regular 10pt type with 11pt line spacing. Overprints 100% Black.



Not shown in actual size.

University of the Philippines Brand Applications

UP Memo Pad

Size 8.5in x 5.5in (H x W)

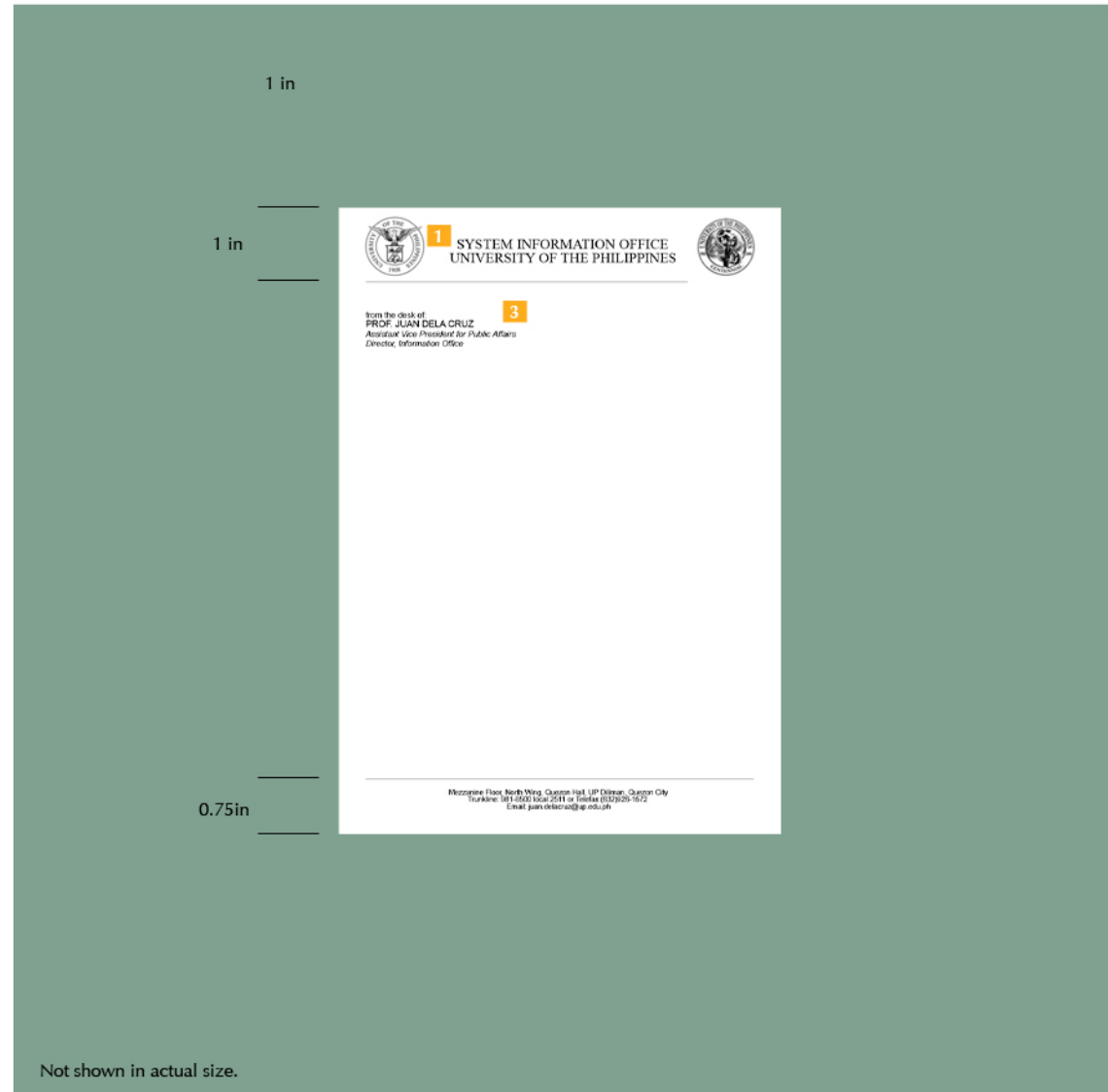
Paper Conqueror Smooth Wove Ultra White
100 gsm or same quality

Colors UP Maroon, UP Green, UP Yellow, Black

1 Seal 0.9in UP seal height

2 Unit 14pt, prints Black

3 Contact Name Arial Regular 10pt type with 11pt line spacing. Overprints 100% Black.



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University of the Philippines Brand Applications

UP Memo Pad

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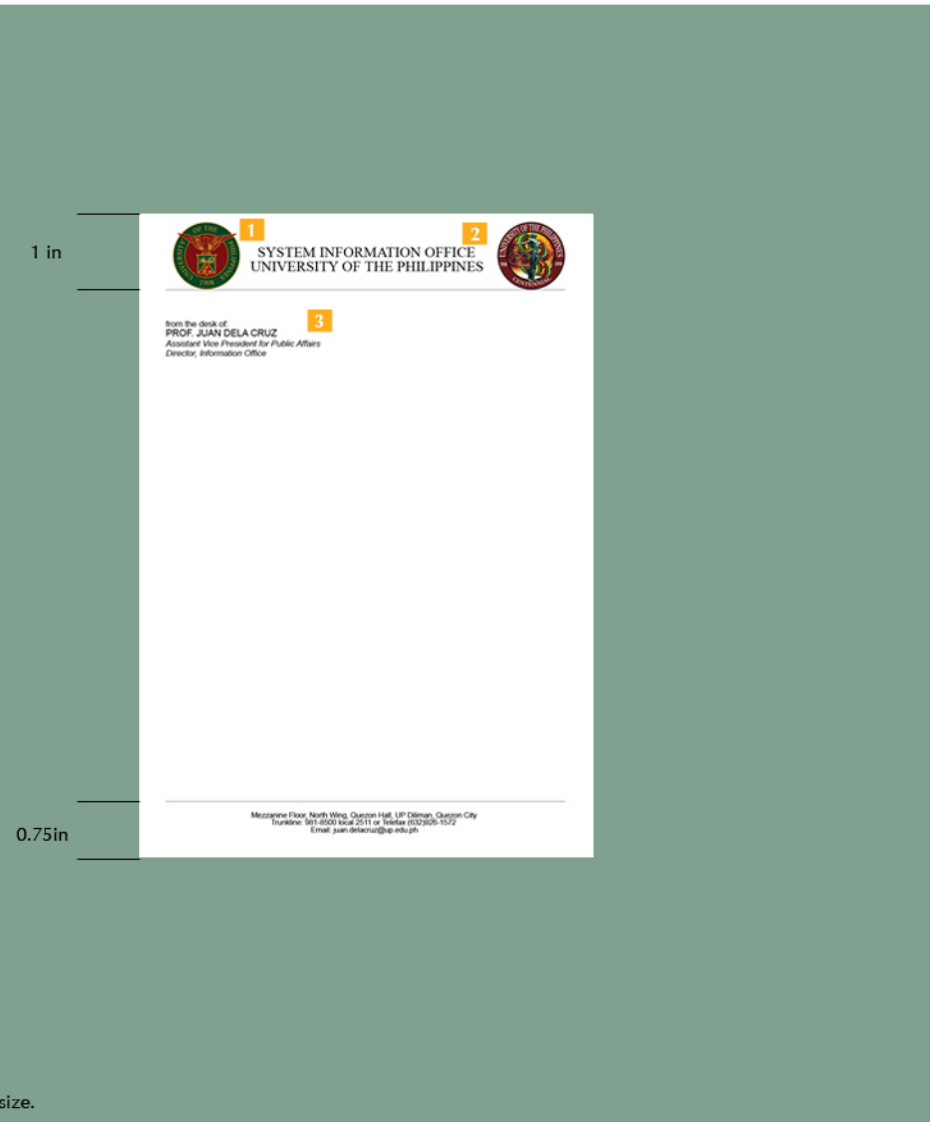
Paper Conqueror Smooth Wove Ultra White
100 gsm or same quality

Colors UP Maroon, UP Green, UP Yellow, Black

1 Seal 0.9in UP seal height

2 Unit 14pt, prints Black

3 Contact Name Arial Regular 10pt type with 11pt line spacing. Overprints 100% Black.



University of the Philippines Brand Applications

UP Website Look and Feel

The screenshot shows the home page of the University of the Philippines website. It features a red navigation bar with links for Home, About Us, Other CUs, Colleges, and About Us. The main content area is divided into several sections: a list of colleges (College of Home Economics, CSSP, College of Fine Arts, College of Architecture, College of Mass Com, College of Law, College of Business Ad, College of Human Kinetics, College of Science, College of Arts and Letters, College of Mathematics), a 'Students News' section with a date of 18/12/2006 and a 'more news' link, a 'Featured College' section with a photo of a building and a 'more news' link, and a 'Contact Us' section with the university's address and phone numbers. A large image of a building is also visible in the background.

University of the Philippines

College of Home Economics
CSSP
College of Fine Arts
College of Architecture
College of Mass Com
College of Law
College of Business Ad
College of Human Kinetics
College of Science
College of Arts and Letters
College of Mathematics

+ Students News

18/12/2006
Lorem ipsum dolor sit amet, consetetur elipscing erant, vestibulum sed ut utridet.

more news

18/12/2006
Antes, nos, consetetur elipscing erant, vestibulum sed ut utridet.

more news

+ Contact Us

Quisque nulla tibus lumaribus libero nisporta velac sceleris.

9063 - 9067 M1 Road,
Cambridge, M309 99H
Tel./Fax: +1 989 998 92 90

Home About Us Other CUs Colleges About Us

Home page

The screenshot shows an inside page of the University of the Philippines website. It features a red navigation bar with links for Home, About Us, Other CUs, Colleges, and About Us. The main content area is divided into several sections: a list of colleges (College of Home Economics, CSSP, College of Fine Arts, College of Architecture, College of Mass Com, College of Law, College of Business Ad, College of Human Kinetics, College of Science, College of Arts and Letters, College of Mathematics), a 'Students News' section with a date of 18/12/2006 and a 'more news' link, a 'Office for Students Needs' section with a date of December 04, 1006 and an author 'Leon Shepard', and a 'Contact Us' section with the university's address and phone numbers. A large image of a building is also visible in the background.

University of the Philippines

College of Home Economics
CSSP
College of Fine Arts
College of Architecture
College of Mass Com
College of Law
College of Business Ad
College of Human Kinetics
College of Science
College of Arts and Letters
College of Mathematics

+ Students News

18/12/2006
Lorem ipsum dolor sit amet, consetetur elipscing erant, vestibulum sed ut utridet.

more news

18/12/2006
Antes, nos, consetetur elipscing erant, vestibulum sed ut utridet.

more news

+ Contact Us

Quisque nulla tibus lumaribus libero nisporta velac sceleris.

9063 - 9067 M1 Road,
Cambridge, M309 99H
Tel./Fax: +1 989 998 92 90

Home About Us Other CUs Colleges About Us

Inside Page

University of the Philippines Brand Applications

UP College Website Look and Feel

The screenshot shows the home page of the College of Home Economics website. At the top left is the University of the Philippines logo. To its right is the text "College of Home Economics University of the Philippines" and a search bar with a "Go!" button. Below this is a red navigation bar with white text for "MAIN PAGE", "ABOUT SCHOOL", "ADMISSION", "PROGRAMS", "NEWS", and "CONTACT US". The main content area is divided into several sections: a "Students News" section with a date and a "more" link; a "Welcome to the College of Home Economics" section with a large green graphic and placeholder text; a "Virtual Tour" section with an image and text; a "Featured Department" section with an image and text; and a "Contact Us" section with address and phone information. At the bottom, there is a footer with copyright information and a navigation menu.

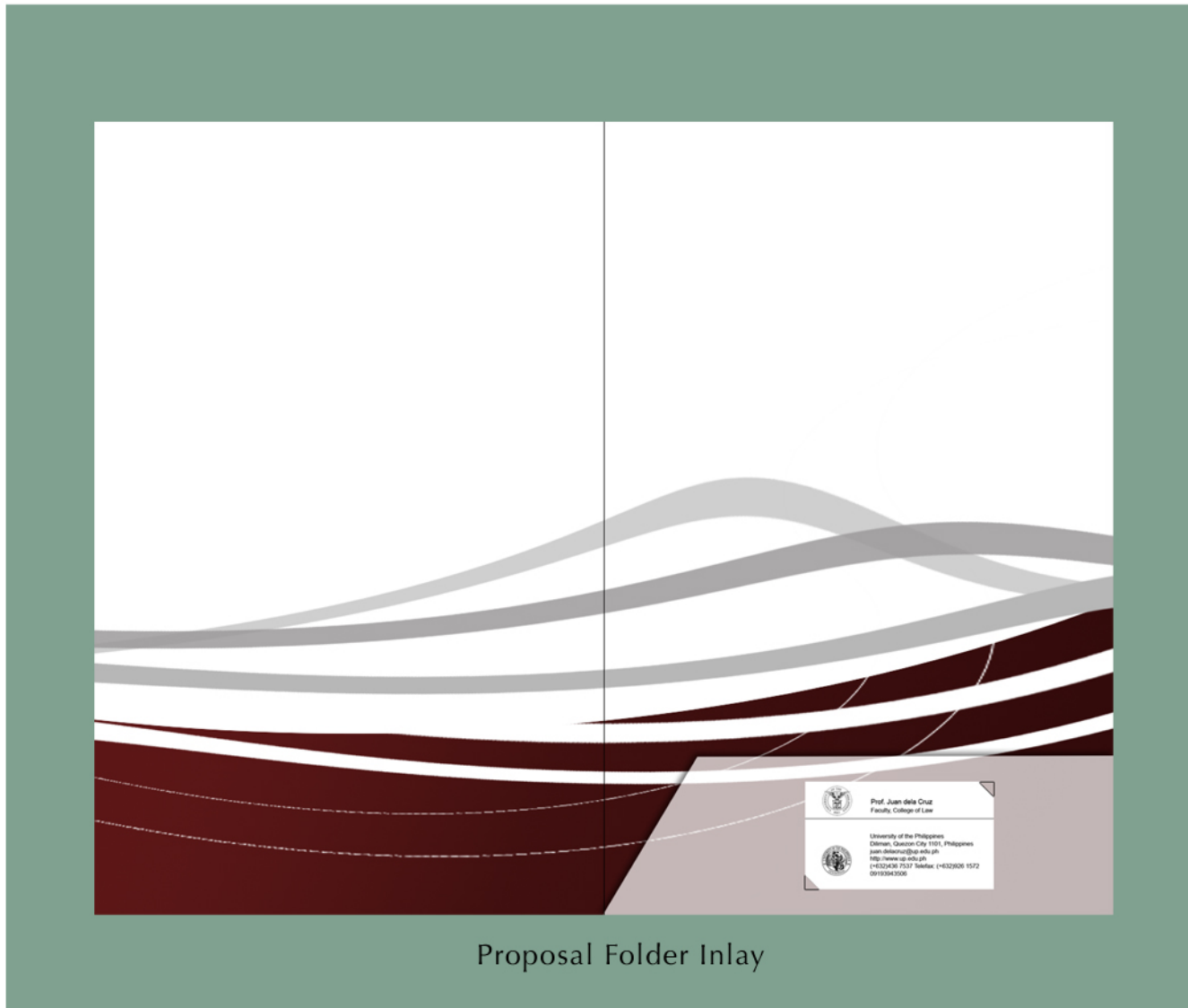
Home page

The screenshot shows an inside page of the College of Home Economics website. It features the same header and navigation bar as the home page. The main content area is divided into a "Students News" section on the left and a "Department of Clothing Textile & Interior Design" section on the right. The "Students News" section includes a date, a "more" link, and a "Contact Us" section with address and phone information. The "Department of Clothing Textile & Interior Design" section includes an image, a title, and placeholder text. At the bottom, there is a footer with copyright information and a navigation menu.

Inside Page

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UP Proposal Cover Folder Look and Feel



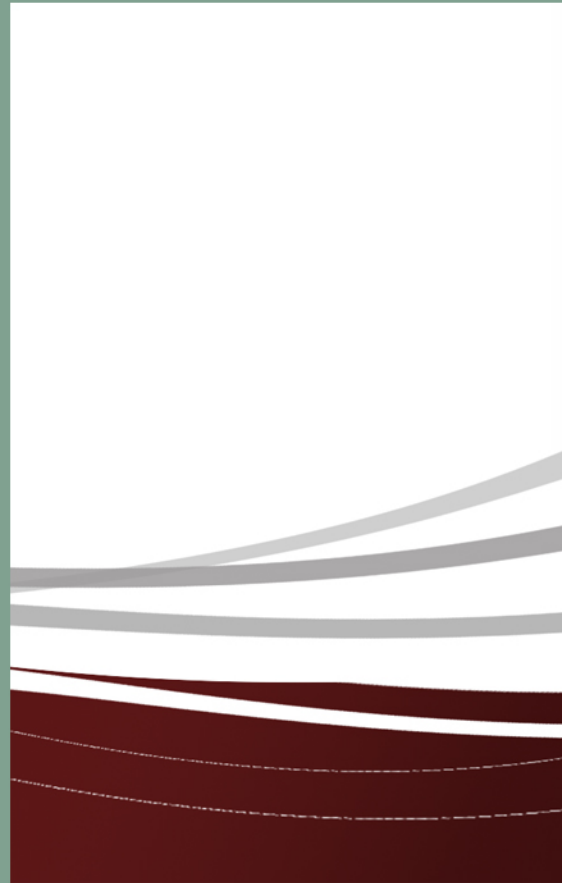
Proposal Folder Inlay

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UP Proposal Cover Folder Look and Feel



Proposal Cover Folder



Proposal Back Folder