



**UNIVERSITY of the ASSUMPTION**

# **BRAND STANDARDS POLICY**



## INTRODUCTION AND PURPOSE

Our institutional seal and logotype are essential elements of our brand. They are the school's physical identity that upholds our vision, mission, goals and institutional core values.

This Policy sets forth the standards in the usage of these two important graphic identities. It endeavors to continually strengthen our institutional brand, protect the integrity of our visual identity and ensure the proper and consistent use of unified logotype in all forms of communication.

This reinforces and strengthens our image and provides clear guidelines to all stakeholders allowing them to use these with pride.

A strong institutional brand does not overshadow the specific brand of schools, colleges or departments. Instead, it allows the latter to level the playing field and comply with the university's aspiration for excellence.

This policy expects the units that comprise the university to implement the rules and guidelines herewith stipulated and replicate them in the use of their respective visual identity.



## POLICY PRINCIPLES

1. Every Assumptionist is expected to promote and protect the UA brand.
2. It is the responsibility of the schools, colleges, offices, teachers, non-teaching staff and students to carry out activities to enhance the reputation of the University and protect the integrity of its visual identity.
3. Use of the visual identity device is governed by the rules stipulated herewith.
4. External organizations who will use the seal and logogram of the University of the Assumption, either for commercial or promotional purposes, must be authorized or contracted by the University.



## DEFINITION OF TERMS

**Brand** is an image, a perception and an idea that represents the University to the community. It refers to who we are (students, teachers, administrators, employees, alumni); why we are (vision, mission, values, goals, aspirations, strategic and action plans); what we are (costs, facilities, programs, activities, projects, involvement in community affairs) and how we are (processes, systems, performance in board exams, employment of graduates).

**Brand extension** refers to the approved seal and/or logotype assigned to the colleges, schools and other units operating in the different clusters.

**Brand Message** is what UA promises. . . which is to form Catholic leaders who are academically competent, morally upright and socially responsible.



## DEFINITION OF TERMS

**Corporate Colors:** The three official colors of the seal as per the 20015 The College Student Manual approved by the BOT are as follows:

Color Name	RGB (screen)	CMYK (full color)	Pantone	HEX (web safe)	RAL
<b>FIRE RED</b>	206, 32, 41	0, 84, 80, 19	186c	#ce2029	3028
<b>ROYAL BLUE</b>	0, 35, 102	100, 66, 0, 60	2756 c	#002366	5022
<b>YELLOW GOLD</b>	255, 215, 0	0, 16, 100, 0	107 c	#ffd700	1018

The primary colors of the University of the Assumption are white and royal blue. The secondary colors are fire red and yellow gold and all the derivatives of the official colors.

**Corporate Identity (CID)**, also known as the Visual Identity Device (VID), is the combination of the logotype and seal which is used to identify and differentiate the university.

**Logotype** is the “University of the Assumption” as it appears in letterheads, business cards, promotional collaterals and marketing merchandise and other communication tools.

**Seal** refers to the UA logo whose parts and components are defined in the . . 2015 The College Student Manual approved by the Board of Trustees (BOT).

**Taglines** refer to “the oldest Archdiocesan Catholic University” and “formator of Catholic Leaders”.

**Typography** refers to the font type, colors and size as used in official communications of the University.

# RULES

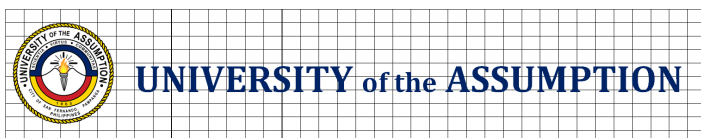
## 1. LOGOTYPE

- a. The logotype uses the font type Cambria.
- b. For the formal logotype, the words “UNIVERSITY” and “ASSUMPTION” must be always written in upper case while the words “of the” are in lower case.

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## 2. CORPORATE IDENTITY (CID)

- a. The CID must be always in legible and respectable size. The size of the fonts of the logotype should be  $\frac{1}{4}$  the size of the seal.
- b. The minimum size of the seal is 0.5 inches with the accompanying logo type following the proportions for the assigned measurements to the CID in (2.a) above.



- c. When the two-line format is used the “UNIVERSITY of the” should be on the first line and “ASSUMPTION” on the second line.



## RULES

- d. The horizontal format is preferred for formal CID where the seal must always be on the right of the logotype. .
- e. The vertical format where the seal must be on top of the logotype is used sparingly.



- f. The seal may be used without the logotype but the formal logotype shall not be used without the seal, except when used in the body text of the communication.
- g. The informal "UA" may be used in lieu of the formal logotype for promotional merchandise. It can be used even without the seal. This can be rendered using different font types but subject to the approval of the Brand Manager. Care must be observed that the design should be consistent to the Brand Message.
- h. For printing the seal and logotype in one color, only blue or black are allowed.

# RULES

**3. COMMUNICATION FORMS.** Letters sent to internal and external clients must be visually consistent. A common letterhead, business card and envelope communicate visual unity and promote the UA brand.

**a. Letterhead**

- i. The CID in horizontal format shall be used. It should be positioned at the center and at 0.5 from the top of the page. The address of the University is placed below the logotype. However, this is not considered as part of the corporate identity.
- ii. The Brand extensions should be placed at the footer aligned at the center. Either the logotype only or a combination of the seal and logotype of the college, school and offices may be used.
- iii. Contact Numbers , website and facebook page are placed at the footer, below the brand extension if applicable.



- Format in writing the contact number is: (+63) 45 <assigned trunkline> local <assigned extension>

## RULES

### b. Business card

- i. The business card shall carry the two primary colors of the University both in the font type and background.
- ii. CID in horizontal format shall be used as the header.
- iii. Name of employee, position and college/school/office is at the center of the card flushed to the right. The font size are as follows:
  - Name of employee: 11, bold
  - Position and Unit: 10
- vi. Address and contact details shall be at the bottom of the card using font size 10 or 9 and with the following format:
  - Address: Room Number, Building Name, University of the Assumption, Del Pilar, City of San Fernando, 2000 Pampanga, Philippines.
  - Contact Number following the format above
  - Official email address
  - Website
  - Facebook: universityofdassumption



# RULES

## c. Envelopes

- i. The horizontal CID shall be used for envelopes.
- ii. The return address shall appear below the CID.



- ## d. For streamers, billboards, signages and outdoor banners, the CID should always be placed on top of the material using either the horizontal or vertical format. The prominent colors shall be the primary colors.



- ## e. For other printed materials including certificates, brochures; notes and teaching materials provided to students; presentations, reports and other documents prepared as part of the employees' university roles; official records; labels; nametags; publications and other similar forms and documents the CID must be strictly used as provided in this policy.

- ## f. While colleges, schools, offices, or organization have their respective brand extensions, those in charge of different communication tools such as videos, certificates memorandum, and the likes must ensure that the CID is used as provided in this policy.

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- g. The font types to be used in the headlines and body text in any communication and in web content are Garamond, Cambria or Times New Roman. These complement the font used in the logotype. The color of the font should always be in black or royal blue as defined in this policy.

4. COMMEMORATIVE LOGOS.

Logos for institutional commemorations may be placed in the body of communications pertaining to the event, subject to the approval of the brand manager.



5. BRAND EXTENSIONS.

- a. “Department” should not be used when referring to colleges and schools. It should be Grade School, Junior High School, Senior High School, College of Education, School of Arts and Sciences, Graduate School, etc. This will apply both in their logotypes and in all forms of communication.



- b. Offices must use the official name of the office e.g. Office of the University Registrar (OUR), Campus Ministry (CM), Center for Information Technology and Laboratories (CITL) etc. in all their communications

# RULES

6. **PROHIBITIONS.** The following are not allowed:

- a. Printing of all official communications on letterheads other than those provided by the University.
- b. Direct conversion of the seal to grayscale using digital image manipulation so that the details will not be lost.
- c. The CID must not be embellished or changed in any way when used in any communication. Use of non-approved colors and removing parts of the seal is strictly prohibited.
- d. Use of the CID by organizations recognized by or affiliated to the University including the recognized student organizations, alumni associations, etc. without the approval of the Brand Manager.
- e. Use of the CID by external groups without prior approval by the University President.
- f. Use of logotype without the seal except in contents and body text of communication tools
- g. Use of lower case of “UNIVERSITY” and “ASSUMPTION” in the logotype.
- h. Use of typeface, type weight and letter spacing different from what is approved.
- i. Attaching the name of any entity, including the integral ones such as the schools, colleges and offices to the CID.
- j. Using the seal and/or the logotype as part of a sentence.



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- k. Stretching the seal and the logotype.
- l. Overlapping other elements to or over the CID, the seal or logotype.
- m. Changing the approved relationship/ position of the seal and logotype.
- n. Typing of text over the seal and logotype.



### 7. TRANSITION PROVISION

- a. All unused printed letterheads and envelopes should be surrendered to the Office of the Vice President for Administration within one (1) month from approval of this policy
- b. Review of the visual identity devices of the different colleges, schools and units in the University shall be initiated by the Deans, Principals and Heads of offices in consultation with the External Affairs and Media Office. They have one (1) month from the approval of this policy to have their visual identity device approved.

### 8. IMPLEMENTATION

- a. Offices will be provided with printed (embossed) letterheads and envelopes to ensure consistency. This will prohibit printing directly through office printer devices which often dilute the colors of the CID.
- b. For internal communications, printing of letterheads on office devices is allowed provided that the standards specified in this policy are strictly observed.
- c. The letterheads will not have footers. The colleges, schools and offices are advised to create their own templates with the footer following items 3.a.ii and 3.a.iii in coordination with the External Affairs and Media Office (EAMO).

## **9. AUTHORIZATION**

### **a. Director for External Affairs and Media**

- i. As the brand manager, shall exercise the authorities granted in this policy.
- ii. Approval of promotional collaterals and marketing merchandise using the University brand, seal, logotype and CID.
- iii. Use of the CID by recognized and affiliated organizations.

### **b. University President**

- i. Approval of the brand extensions; i.e., the visual identity of colleges, schools and offices.
- ii. Use of the CID, logotype and seal by external organizations and individuals.

## **10. EFFECTIVITY: This policy shall take effect on NOVEMBER 9, 2015.**



[www.ua.edu.ph](http://www.ua.edu.ph)

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