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.
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.
Seal Construction

Master artwork files should always be used. Redrawing the seal is not allowed.
**Seal No No’s**

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

<table>
<thead>
<tr>
<th>Don’t redraw.</th>
<th>Don’t distort.</th>
<th>Don’t add elements.</th>
<th>Don’t create 3D versions.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="University of the Philippines" /></td>
<td><img src="image2.png" alt="University of the Philippines" /></td>
<td><img src="image3.png" alt="University of the Philippines" /></td>
<td><img src="image4.png" alt="University of the Philippines" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Don’t use other colors.</th>
<th>Don’t use wordmarks in isolation.</th>
<th>Don’t create new lockups.</th>
<th>Don’t scale elements.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="University of the Philippines" /></td>
<td><img src="image6.png" alt="University of the Philippines" /></td>
<td><img src="image7.png" alt="University of the Philippines" /></td>
<td><img src="image8.png" alt="University of the Philippines" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Don’t use outlines.</th>
<th>Don’t use drop shadow.</th>
<th>Don’t cut the seal.</th>
<th>Don’t use at an angle.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image9.png" alt="University of the Philippines" /></td>
<td><img src="image10.png" alt="University of the Philippines" /></td>
<td><img src="image11.png" alt="University of the Philippines" /></td>
<td><img src="image12.png" alt="University of the Philippines" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Don’t use below minimum size.</th>
<th>Don’t use as spreading pattern.</th>
<th>Don’t use distracting backgrounds.</th>
<th>Don’t combine with other graphics.</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image13.png" alt="University of the Philippines" /></td>
<td><img src="image14.png" alt="University of the Philippines" /></td>
<td><img src="image15.png" alt="University of the Philippines" /></td>
<td><img src="image16.png" alt="University of the Philippines" /></td>
</tr>
</tbody>
</table>
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.
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.
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
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. 014121

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. FFFFFF
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.
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
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.
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 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

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
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 Italic

*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.
The Oblation

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

![Color Swatches]

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.
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.
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.
UP Name Card - Black and White

Size 2in x 3.5in (H x W)

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

Not shown in actual size. The name and title are not those of an actual UP professor.
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
2. **Individual's Name** 8/9pt FONT Bold
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UP Name Card - Black and White

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UP Name Card - Colored

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

**Size** 11.69in x 8.27in (H x W)

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## UP Letterhead

<table>
<thead>
<tr>
<th><strong>Size</strong></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Paper</strong></td>
<td>Conqueror Smooth Wove Ultra White</td>
</tr>
<tr>
<td></td>
<td>100 gsm or same quality</td>
</tr>
<tr>
<td><strong>Colors</strong></td>
<td>UP Maroon, UP Green, UP Yellow, Black</td>
</tr>
</tbody>
</table>

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.
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
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

**Seal**  
0.4in UP seal height

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

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

*Not shown in actual size.*
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.
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.
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

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Colors  UP Maroon, UP Green, UP Yellow, Black

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3. Contact Name Arial Regular 10pt type with 11pt line spacing. Overprints 100% Black.
UP Website Look and Feel

Home page

Inside Page
UP College Website Look and Feel

Home page

Inside Page
UP Proposal Cover Folder Look and Feel
University of the Philippines Brand Applications

UP Proposal Cover Folder Look and Feel