Introduction

A strong identity is a fundamental part of institutional communication as it reflects the values and ideals upheld by organizations, companies, and most especially schools. The standardization of a school’s identity allows for consistency and policy, and safeguards its reputation. It provides efficient connectivity between the various departments and offices of the institution, consequently, providing clearer communication of its integrity and personality to its faculty, staff, students, alumni, and the public.

This Standards Manual serves as a guide to the proper execution and application of the Ateneo seal and logotype, thereby enabling all members of the university to proudly and respectfully use the School’s visual identity device in all forms of communication.

The Logotype

An integral identifier of the University, the logotype reinforces its position in the academic community.

ATENEO DE MANILA UNIVERSITY
The evolution of the Ateneo De Manila University seal began in 1859. The seal as we know it today was introduced in 1929 during the School’s diamond jubilee.

The following are the parts of the seal:

### The Seal

**The Circle**
The seal is enclosed in a circular field defined by two semi-circular ribbons.

**The Ribbons**
There are two semi-circular ribbons that create the circle. The crown ribbon bears the School motto: “Lux in Domino”.

**Seven bendlets**
A bend is a colored band running from the upper corner of the shield to the lower left from the point of view of the person bearing the shield. A bendlet is \( \frac{7}{8} \) as wide as a bend.

### Azure (Blue)
It is a symbol of fortitude and loyalty and is one of the School’s colors. It is a color associated with the Blessed Virgin Mary and the Philippine flag which marks the identity as a Filipino university.

### Argent (White or Silver)
It represents a commitment to peace and truth. It is once again a color associated with the Blessed Virgin Mary and the flag of the Philippines.

### Gules (Red)
A color of martyrdom, sacrifice, and strength, it is also present in the Philippine flag.

### Or (Gold)
Gold is a color of Spain that reflects nobility and generosity.

### IHS
These are the first three letters of the Holy Name of Jesus in Greek. The “I” is commonly mistaken as a “J” because of the florid calligraphic font style and conformity to the circle shape.

### The Shield of Oñaz-Loyola
His shield is a combination of the arms of the paternal and maternal sides of the family of St. Ignatius, party per pale.

### Seven bendlets
A bend is a colored band running from the upper corner of the shield to the lower left from the point of view of the person bearing the shield. A bendlet is \( \frac{7}{8} \) as wide as a bend.

### Basque sunburst
This represents St. Ignatius’s Basque heritage and is also symbolic of the Holy Eucharist.

### Two rampant wolves (Lobos) and a two-eared pot (Olla)
In tandem, these symbols stand for “Loyola” and show how the maternal side of St. Ignatius’s family could provide so well they could feed even wild wolves.
The Visual Identity Device

This is the combination of the seal and logotype into a single identification device that distinguishes the University from all others.

Actual proportions of the seal and logotype are shown in the grids below with the logotype size assigned at 1/4 the size of the seal.
Size Variations of the Visual Identity Device

The visual identity device must always be presented in a legible and respectable size. The minimum size of the seal is, therefore, set at .47 inches or 1.2 cm, with the accompanying logotype following the proportions and relationship assigned in grid found in the Visual Identity Device section of this manual.

The Official Colors

Shown here are the three official colors of the seal as follows:

- Pantone 118 C
- Pantone Blue 072 C
- Pantone 187 C
- Black

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The following figures presented in this section show the standard and preferred application of the visual identity device in its horizontal orientation.

Horizontal Format of the Visual Identity Device

The standard and preferred vertical formats of the visual identity device are presented below.

Vertical Format of the Visual Identity Device

The minimum application size of the seal is 5 inches or 3.5 cm., with the accompanying logotype following the proportions and relationship assigned in grid found in The Visual Identity Device section of this manual.

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Informal Identification Formats

The following identification device shows the seal partnered with Ateneo in an informal rendering of the official device. This device may be used for University merchandising. Authorized formats are as follows:

- Seal + Ateneo name in horizontal format
- Seal + Ateneo name in vertical format
- Ateneo name only

The official font, Berling Roman, cannot be used for the Ateneo name without the seal.
One-color Reproduction

Print ads and other materials limited to one color will require the use of the one-color variations shown below.

Note: Direct conversion of the full logo to grayscale via digital image manipulation is not permitted as details are lost, rendering the Seal unclear.
The following images show the visual identification device as it appears in the University’s official stationery.

There are two specific applications: the generic usage which features the visual identification device alone and the unit-specific usage which shows the device as paired with the signatures of academic or institutional sub-units.
Stationery and business card templates for centers and university affiliates will use their own logo. Reference to the Ateneo will be by the appearance of the School name or logotype on the lower portion of the card. The use of the seal is not permitted in this layout.
Co - Branded Usages

For all printed promotional materials for a center, organization or other affiliates deemed as the main entity in a layout, the logo of the said entity will be placed at the top left of the layout, with the informal ATENEO Visual Identity Device (VID) positioned in the lower left-hand corner of the layout. (Please refer to informal usage section of the manual and below for a sample material)

Template for official co-sponsored invitation layouts.

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Incorrect Usage

The University Logo may not be used in the following manner:

- The official logotype in Berling Roman font, cannot be used alone without the seal.
- Never use a different typeface for the logotype.
- Never use caps and lower case for the name/logotype.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo's proportions as in the case where both logo and logotype were considered.
- Never attempt to create your own Ateneo de Manila University logo like this sample of the seal without the circle and the name/logotype in initials only.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never use the logo in a crowded space. Observe the proper field of integrity.
- Do not attach or overlap any element to or over the seal.
- Never use the seal alone.
- Never alter letter spacing.
- Never print on top of the logo, respect the exclusion space to respect the clean area of integrity of the logo.
- Never use the seal and/or the visual identity device as a watermark.
- Never alter the accepted relationship between logotype and the seal.
- Do not use a different type weight.
- Do not print in top of the logo. Respect the exclusion space to respect the clean area of integrity of the logo.
- Obsolete Usage: Placement of seal within a scallop-edged border.

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