Brand Standards Manual
# Table of Contents

**Introduction**  
1

**Fundamentals**
- The Seal  
2
- The Technical Specification of the Seal  
3
- The Logotype  
4
- The Logotype Font  
5
- The Visual Identity Device  
6
- Size Variations of the Visual Identity Device  
7
- The Official Colors  
8

**Variations**
- Horizontal Format of the Visual Identity Device  
9
- Vertical Format of the Visual Identity Device  
10
- Informal Identification Formats  
11
- Complementary fonts  
12
- One-color Reproduction  
13
- Unit Signature Format  
14
- University Centers Signature Format  
15

**Applications**
- Stationery  
16
- Sub-unit Stationery Format  
17
- Affiliates Stationery  
18
- Typical Business Form Application  
19
- Templates- Print Advertising Materials  
20
- Co - Branded Usages  
21-22
- Incorrect Usage  
23-24
- Ateneo Blue Eagle  
25
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 Seal

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 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”. The base ribbon contains the School name: “Ateneo de Manila”.

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 ⅛ 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.

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.

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

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 Technical Specification of the Seal

This serves as a technical guide for the precise and standardized construction of the Ateneo de Manila University seal. The set measurement (1x) will serve as a standard unit of measurement and will be the constant used in determining the size and distance specifications shown in the mechanical drawings.

Each element is measured and constructed to create the correct proportions. The process begins with the perimeter rings.

Following the units stated above, the construction of the inside elements (IHS circle, and crest, shield) are continued.
Construction of the rays begin from the center of the IHS circle, and are spaced in fixed 10 degree increments.

The completed seal is accurate and standardized proportions.
The Logotype

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

The logotype is Berling LT Std Roman typeface and is set as all uppercase.
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.

This is the official Visual Identity Device (VID). This VID in both horizontal and vertical format with the full logotype in either a one-liner or two-liner rendition will only be used in official University marketing, promotional and internal materials.
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 .6 inches or 1.5 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
Horizontal Format of the Visual Identity Device

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

a

ATENEO DE MANILA UNIVERSITY

b

ATENEO DE MANILA UNIVERSITY
Vertical Format of the Visual Identity Device

The standard and preferred vertical formats of the visual identity device are presented below. The minimum application size of the seal is .6 inches or 1.5 cm., with the accompanying logotype following the proportions and relationship assigned in grid found in The Visual Identity Device section of this manual.
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, use in University affiliated units organizations, clubs and associations in their promotional and marketing materials.

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

Authorized formats are as follows:

• Seal + Ateneo name in horizontal format

[Image of horizontal format]

• Seal + Ateneo name in vertical format

[Image of vertical format]
Informal Identification Format Variations

A Visual Identification Device (VID) variant is specially created for use on a uniform patch.

This VID uses the ATENEO name in the font size of the spelled-out Ateneo de Manila University name when used together with the seal.

This version is allowed only for use on the patch.

One unit of space must be observed between the seal and the Ateneo name.

The area of integrity must be one unit of space above the seal and one unit of space below the Ateneo name.

• Seal + Ateneo name in vertical format with area of integrity
Complementary Fonts

Complementary fonts for the logotype are as follows:

• Sabon LT Std
• Arial Narrow
• Times New Roman
• Calibri

For all standard documents apart from the logo in any and all of its applications, the text will be rendered in either the standard logotype or any of the complementary fonts presented in this manual. The font size is dependent on the relevant document.

Sabon LT Std

ABCDEFGHJKLMN
OPQRSTU VWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#$%^&*()_+{}:"<>?

Palatino Regular

ABCDEFGHJKLMN
OPQRSTU VWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#$%^&*()_+{}:"<>?

Cambria Regular

ABCDEFGHJKLMN
OPQRSTU VWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#$%^&*()_+{}:"<>?

Calibri Regular

ABCDEFGHJKLMN
OPQRSTU VWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#$%^&*()_+{}:"<>?

Avenir Light Std

ABCDEFGHJKLMN
OPQRSTU VWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
!@#$%^&*()_+{}:"<>?
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.
Unit Signature Format

The following images show the visual identification device as it appears in the University's official stationery.

Featured is the horizontal format of the visual identity device (b) paired with the signatures of academic or institutional sub-units.

ATENEO DE MANILA UNIVERSITY

GRADE SCHOOL DEPARTMENT

ATENEO DE MANILA UNIVERSITY

HIGH SCHOOL DEPARTMENT

ATENEO DE MANILA UNIVERSITY

LOYOLA SCHOOLS
Office of the Dean
School of Social Sciences
University Centers Signature Format

The following images show the visual identification device as it appears in the University's official stationery.

Featured is the horizontal format of the visual identity device (b) paired with the signatures of academic or institutional sub-units.

ATENEO DE MANILA UNIVERSITY
CENTER FOR ORGANIZATION RESEARCH AND DEVELOPMENT

ATENEO DE MANILA UNIVERSITY
HIGH SCHOOL DEPARTMENT

ATENEO DE MANILA UNIVERSITY
LOYOLA SCHOOLS
Office of the Dean
School of Social Sciences
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.
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 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 stretch or alter the logo’s proportions as in this case when both logo and logotype were considered.
- Never reproduce the logo in non-approved colors.
- Never use the seal alone.
- Never use a different typeface for the logotype.
- Never attach or overlap any element to or over the seal.
Never use part of the logo; it is an integral unit, always keep it whole.

Never alter the accepted relationship between logotype and the seal.

ATENEO DE MANILA UNIVERSITY

Do not alter letter spacing.

ATENEO DE MANILA UNIVERSITY

Do not use a different type weight.

ATENEO DE MANILA UNIVERSITY

Do not attach an internal entity of the institution to the logo.

ATENEO DE MANILA UNIVERSITY

School of Education

Never use the logo as part of a sentence or phrase.

The ATENEO DE MANILA UNIVERSITY has a new logo

Obsolete Usage: Placement of seal within a scallop-edged border.

Never use the seal and/or the visual identity device as a watermark.

ATENEO DE MANILA UNIVERSITY

Never print on top of the logo, respect the exclusion space to respect the clean area of integrity of the logo.

In 1889, the

ATENEO DE MANILA UNIVERSITY

Never use the logo in a crowded space. Observe the proper field of integrity.

Explicat sine jula inaura autend imandome sunt is paren explicat sine jula inaura autend imandome sunt is paren.
Ateneo Blue Eagle

The Ateneo Blue Eagle is very much a part of the University’s rich history. It is not used on any official document or as part of the Visual Identity Device. It can be used as a separate icon by itself, for unofficial documents and collateral materials such as sports attire, notebook covers, pendants, etc.

Use only the new and redesigned version of the EAGLE as shown below. This new version is following the natural proportions and form of an actual Eagle in a swooping position. An area of integrity must be observed, between two elements when using the Eagle icon. Two units of space must be observed from the farthest tips of each wing, above and beside each wing, and two spaces below the right claw.

![Ateneo Blue Eagle Icon](image-url)