



ATENEIO DE MANILA UNIVERSITY
OFFICE OF THE PRESIDENT

6 July 2020

Memo to : The University Community

Subject : AteneoBlueCloud Communication and Branding

As communicated in the University President's memo dated 7 May 2020, AteneoBlueCloud is our virtual campus and our approach to online education. All online learning efforts and campus services that have gone online will bear the mark of the AteneoBlueCloud brand. Thus, as a branded, University-wide initiative, the University Marketing and Communications Office (UMCO) will ensure consistency in all communication and branding efforts for AteneoBlueCloud.

Among the tasks that UMCO will handle are:

- Reviewing and approving use of AteneoBlueCloud branding (logos, logotype, colors, etc) to ensure consistency and compliance with standards.
- Providing logos, write-ups, and other resources and information that may be used by offices and units in their AteneoBlueCloud related efforts.
- Reviewing and monitoring communications to ensure alignment with AteneoBlueCloud branding identity and policy.
- Monitoring office communications and events to identify efforts which are not yet branded as AteneoBlueCloud, but which may need to carry the logo and name.

By unifying the messaging and branding of AteneoBlueCloud across all units, we hope for our virtual campus and community to become a byword for leading-edge online teaching and learning experiences, and reinforce Ateneo de Manila University's reputation for excellence and innovation.

UMCO will release more specific guidelines concerning AteneoBlueCloud communications and branding in the coming days.

We look forward to working with all the units in this endeavor.



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President