



ATENEO DE MANILA UNIVERSITY

UNIVERSITY MARKETING AND COMMUNICATIONS OFFICE

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TO	All Ateneo de Manila University students and student organizations
VIA	Student activities/affairs offices of schools
FROM	(Sgd) Ma Teresa D Villanueva <i>Director, University Marketing and Communications Office</i>
SUBJECT	Use of Ateneo de Manila University symbols and branding

We would like to remind students and student organizations about the use of Ateneo de Manila University's symbols and branding.

Students and student organizations are only allowed to use the official University seal, logo, badges, and signatures when representing Ateneo de Manila officially in a University-recognized event, organization, or competition. In every case, students and organizations need to inform their school's student activities office and UMCO.

Student organizations are also reminded not to manipulate or revise elements of the university seal for use in their branding/publication materials or logos.

The University seal may not be used as a standalone symbol for branding purposes or for commercial merchandise of any sort. It may only be used for academic regalia (gowns and medals), some awards, and other specific formal and academic purposes sanctioned by the University.

Instead of using the seal, signatures, or badges, organizations who wish to align their visual identity more with Ateneo may use the following design elements:

- Fonts
 - The typeface Avenir and its many variations
- Colors described in the University branding site, particularly Ateneo Blue (Pantone 072C, C100M80Y0K20, R0G17B150)
- Symbols
 - The official silhouette of the blue eagle



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- The official silhouette of the Church of the Gesù

You are strictly not allowed to use the seal, badges, or signatures for:

- Merchandise and apparel, except those used in an official capacity
- Decorations
- Watermarks
- Personal greetings
- Social media posts, social media branding (ex. profile photos), and websites
- Informal stationery like notepads/memo pads
- Student and alumni materials and activities, except with written permission from the University via UMCO

The privilege to use Ateneo de Manila's name in student organization's names is under the jurisdiction of your schools and student activities offices.

Unauthorized or improper use of Ateneo name and branding can have disciplinary and/or legal consequences.

For more information and to download resources, visit branding.ateneo.edu (OBF account needed for access). For any questions or clarifications, you may contact the University Marketing and Communications Office at mktgcomm@ateneo.edu (general concerns) or branding@ateneo.edu (creative and branding concerns).

We thank you for your cooperation. Let us all work together to protect the Ateneo de Manila name.