



THE BRANDING

UCU Visual Identity
Guide

URDANETA CITY
UNIVERSITY



THE BRANDING

UCU Visual Identity Guide

James Robert R. Canlas

David O. Mingaracal

Harley F. Barozzo

CPCA, 2021

Foreword

Branding identifies the culture that operates in an institution. It distinguishes the University from others and establishes an indelible mark of its true identity. Thus, it is of great importance that the official documents, academic and multimedia materials, and the University's digital platforms have a uniform visual presentation.

Establishing a branding necessitates a set of guidelines and principles that will maintain visual uniformity and protect institutional integrity. The Branding: UCU Visual Identity Guide presents a comprehensive guide on the correct use of the university symbols, icons, institutional colors, and typefaces, and how these may be applied visually in different communication media. The guidebook also prescribes the institutional format to be used when producing academic documents and digital materials.

Noble UCUians seek and pursue to achieve unity in any area of the situation. It is one of the guiding principles that makes a brand of Urdaneta City University. UCU believes that adhering to this guidebook will help us imbibe the true essence of noble identity and uphold our unity as an institution. By establishing a unified and consistent visual branding, UCU will uphold its image as the first character school imbued with integrity, competence, teamwork, and transcendence.

The UCU Branding endures not only in its institutional operations but also transcends beyond communities. Hence, we must make a long and lasting impact in the society by means of creating an unvarying and solid visual branding. May this guidebook present ideas around the ways we can uphold, embody, and preserve our noble identity.

-The Editors

ABOUT THE SEAL



Figure 1. Full color rendering of the official UCU seal

Composed of an open book and torch from which sun rays emanate, the university seal is a fitting embodiment of the strength and endurance that the institution has maintained since its inception in 1966 as one of the first community colleges in the country.

The book's yellow border signifies UCU's pledge to its students of providing transformative education, inculcating in them the golden ideals of character building. This is made manifest in the University's emphasis on valuing hard work, perfecting one's chosen craft, continuing one's quest for knowledge and wisdom, and practicing service-orientedness.

Encased in this gilded edge, the open book echoes the founder's philosophy of ensuring that quality is equitable and accessible to people from all walks of life.

The shades of blue and red represent the synergistic fusion of the efforts of various individuals-from the non-teaching staff, the faculty, and up the administrators- who work for the continuous improvement of UCU.

The torch with its red flame symbolizes the students of the University who are passionately committed to enhance and hone their full potentials - in the academic field, in technical and skills training and cultural and social enrichment.

This intense seal is further reflected in the sun's golden rays, arising out of the University's dedication to banish the cobwebs of ignorance through education.

UCU believes that quality education is a gift that the University will forever endow to humanity like gold that will never tarnish. Hence, the sun's rays move outwards, following the University's desire to reach out, as an institution and through its students, especially in promoting community development, nation-building, and global brotherhood.

Evolution of the Urdaneta City University Seal



Figure 2. Full color rendering of the official UCU seal

The current seal used by Urdaneta City University was enhanced under the administration of Atty. Dar A. Diga, Acting University President on June 16, 2021.

Seal Colors



RGB: 193, 32, 53
CMYK: 17, 100, 84, 7
Hex: #c12035



RGB: 39, 63, 137
CMYK: 99, 89, 13, 2
Hex: #273f89



RGB: 242, 203, 50
CMYK: 0, 19, 99, 0
Hex: #f2cb32



RGB: 241, 237, 84
CMYK: 8, 0, 84, 0
Hex: #f1ed54

Color assignment for the seal

The open book's outer color is yellow. Encased in this yellow border are inner colors blue on the left side and red on the right side. The sun which emanates from the open book is golden yellow. The torch that is drawn at the center of the seal is white, outlined with black lines. The flame at the top of the torch, and the logotype are both red in color.

Seal Variations

TYPE 1



The Type 1 seal contains the university logomark.

TYPE 2



The Type 2 seal contains the name and the founding year of the university below the logo mark.

TYPE 3



The type 3 seal only includes the founding year of the university below the logo mark

TYPE 4



The Type 4 seal contains the Type 3 seal placed at the left followed by the logotype that is left aligned.



Type 1 Seal Application



Posters and Publicity Material

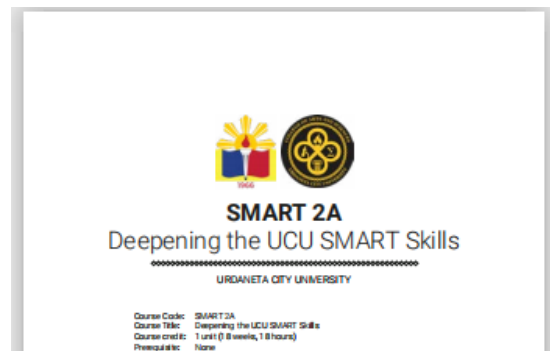
Type 2 Seal Application



Cover page

Note: These examples are the suggested applications of the seal but not limited to them.

Type 3 Seal Application



Module Cover Page

Type 4 Seal Application

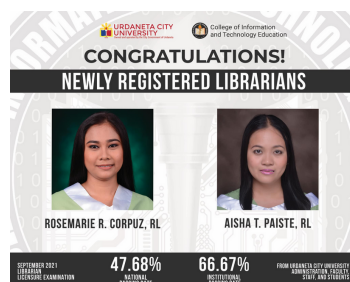


URDANETA CITY UNIVERSITY

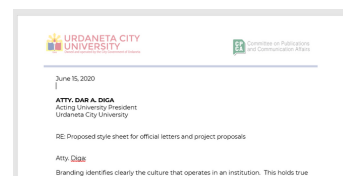
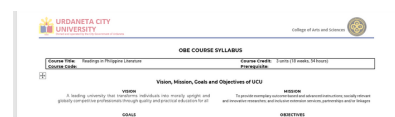
Owned and operated by the City Government of Urdaneta



Certificate



Publicity Material



Document Header

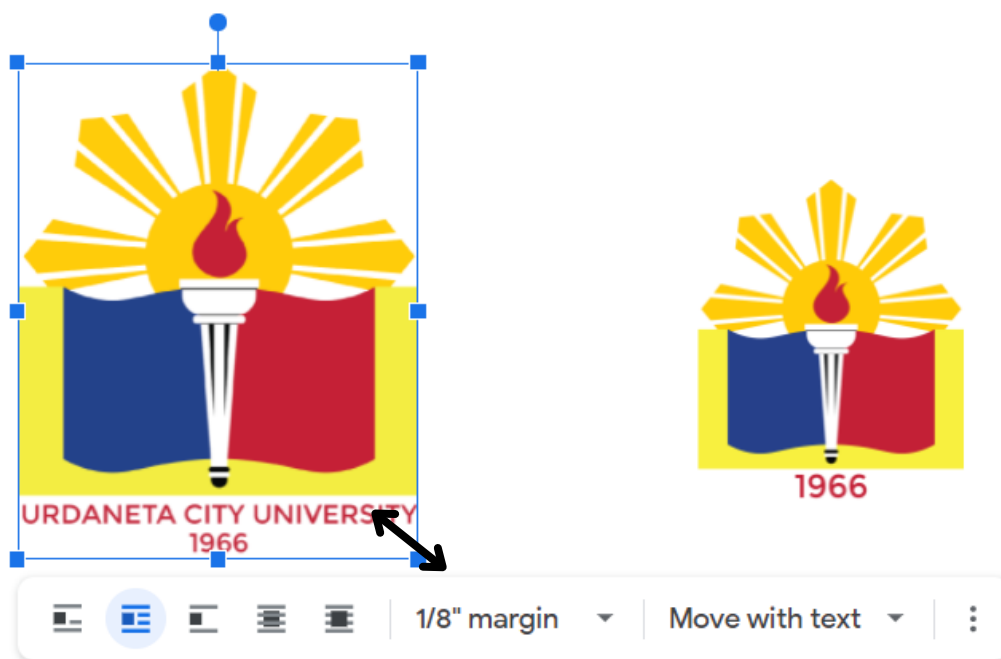
Note: These examples are the suggested applications of the seal but not limited to them.

Reminders

Rules on seal use to keep in mind

Scaling

The size of the seal may vary depending on different media applications. If there is a need to resize the seal, the seal must be uniformly scaled as one whole unit to maintain the correct proportion.



Seal Typeface



**URDANETA CITY
UNIVERSITY**

Owned and operated by the City Government of Urdaneta

Logotype

Aside from the color of the seal, identifying the logotype is also an important aspect of establishing UCU Branding.

The logotype is the complete name of the University with its corresponding subheadings which are written horizontally using specific typography to establish the UCU branding more directly.

Seal Typography

The heading of the logotype is left aligned and written in all capital letters using the Montserrat Bold font. The heading is separated between 'URDANETA CITY' and 'UNIVERSITY.'

Whereas, the subheading is left aligned and written using the Roboto Light font. Heading and subheading use the standard red as the fill color.

Dont's

Stretching, boxing, embossing, cropping or any means of modifying the seal is discouraged.



DO NOT stretch the seal.



DO NOT crop the seal.



DO NOT add shadow effects to the seal.



DO NOT tilt the seal.



DO NOT put the seal over another illustration or text.



DO NOT adjust the tint, brightness, or opacity of the seal.

UCU Typography

Typography is the style or appearance of text. It can also refer to the art of working with text.

Montserrat - Title
Roboto - Body

Bold

Bold font is usually used for titles and headings with bigger font size (20pts above). It is also used to emphasize/stress important details.

Italic

Same through with Bold font, Italic tag is for emphasis. It is also effective with quotations and special characters like equations.

Underline

Underline is commonly seen among web content, especially hyperlinks. As much as possible, underlined text should be minimized in module layouting.





Committee on Publications
and Communication Affairs