







# BRAND IDENTITY KIT

*Ateneo de Zamboanga University*

 @ateneodezamboangauniversity  @AdZUOfficial  @AdZUOfficial  @AdZUOfficial

 (062) 991-0871 local 2025  communications@adzu.edu.ph  adzu.edu.ph



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## I. ACKNOWLEDGEMENT

The Ateneo de Zamboanga University Brand Identity Kit is a collaborative effort to uphold the University's distinct and unified image. We extend our gratitude to all individuals and units who contributed to its development, including the Office of the President and the Innovation and Technology Support Office (ITSO).

Special thanks to the faculty, staff, students, and alumni who embody and uphold our brand. May this guide help us stay true to our Ignatian identity and our Vision and Mission, Pro Deo et Patria!

*- University Communications Office*



*Ateneo de Zamboanga University*

## VISION

The Ateneo de Zamboanga University, steering forward like Mindanao's agile vinta, is determined to chart courses of transformative education, hope, and peace. Finding God in every wave and wind, we navigate with discerning leadership as a learning community. In our journey, the Spirit of Magis inspires us to sail with Christ toward a reconciled world.

## MISSION

Guided by the compass of our Filipino, Catholic, and Jesuit values and heritage, Ateneo de Zamboanga University commits to seeking and upholding truth through a deeper engagement with God, one another, and creation:

- In faith, we are **Advancing Ignatian Spirituality**. We infuse Western Mindanao's education with transformative values that form persons and communities for and with others.
- In service, we are **Dedicated to Holistic Growth and Human Flourishing**. We form compassionate and discerning leaders who care for our environment, and walk with, serve, and uplift others, especially the excluded, in a mission of reconciliation and justice.
- In excellence, we are **Zealous in Charting Global Paths**. We ensure our instruction, research, and innovations resonate beyond our shores, responding to the evolving realities of society and building a sustainable future for all.
- In companionship, we are **United in Purpose and Action**. We collaborate, adapt, and strive for institutional excellence and meaningful community engagements, always laboring for the greater glory of God.

**This is Our AdZU. This is Our Mission.**  
**Pro Deo et Patria, in the service of God and Country.**

### III. INTRODUCTION

The importance of a well-established brand identity cannot be overstated, as it helps present a clear, consistent message and brand imagery that resonates with an organization's stakeholders and its broader community.

In this context, a strong and unified brand identity for Ateneo de Zamboanga University is essential in conveying the University's mission and values to its internal and external partners—employees, students, parents, and alumni. It is a powerful tool in reinforcing AdZU's reputation as a Filipino, Catholic, and Jesuit institution and amplifying the impact of the University's educational efforts.

The AdZU Brand Identity Kit is designed to serve as a lodestar for all members of the Ateneo de Zamboanga University community in creating compelling visuals, producing unique and powerful imagery, and developing event branding that reflects the true essence of the institution. Whether used to make marketing collateral for academic units, student organizations, or institutional events and initiatives, these guidelines ensure that the visual and communicative expressions of the materials produced align with AdZU's core identity. Through this set of branding guidelines, AdZU aims to establish a set of standardized visual and communication elements that rouse creativity and promote AdZU's identity, values, and mission. Moreover, this document is intended for all members of the Ateneo community, including faculty, administrators, staff, students, alumni, and recognized student organizations, as well as external partners, such as collaborators, printers, suppliers, vendors, and licensees who produce materials bearing the AdZU name, logo, symbols, and other branding elements.

The official seal and logos, templates, typefaces, and approved brand assets may be downloaded exclusively through the MyAdZU portal. Users are strongly advised to use only these official files to ensure accuracy, quality, and brand compliance.



## IV. WHEN TO USE EACH SECTION OF THE BRAND IDENTITY KIT

| SECTION   | PURPOSE   | SAMPLE TASKS/WORKS  |
|---|---|---|
| Vision and Mission; Introduction; The AdZU Brand                      | Provides context and alignment before creating any branded material | Understanding AdZU's values, identity, and brand principles       |
| Branding Policy Statement   | Ensures compliance with official branding policies                  | Any material representing the University                          |
| Graphic Identity Device   | Defines the official visual identifiers of the University           | Use of the AdZU name, logotype, or seal                           |
| Guidelines on the Use of the Logotype and Seal                        | Ensures correct and consistent application                          | Proper placement, size, and color of logos or seal                |
| AdZU Branding Extensions and Partnerships                             | Guides co-branding, extensions, and partner use                     | Materials for offices, units, programs, events, or collaborations |
| The AdZU Eagle  | Prescribes the correct and approved use of the Eagle                | Use of the AdZU Eagle symbol                                      |
| Branding Guidelines for Merchandise                                   | Governs the design and use of branded items                         | Production of merchandise or promotional items                    |
| General Guidelines for Name Usage Conventions; Campus Name Formatting | Ensures naming consistency  | Writing or formatting the University or campus name               |
| Policy for Licensing of the AdZU Brand                                | Protects trademarks and intellectual property                       | Commercial use, vendor production, or royalties                   |
| Annexes   | Provides examples, templates, and technical details                 | Visual references and sample applications                         |

## **V. THE ATENEO DE ZAMBOANGA UNIVERSITY BRAND**

The name Ateneo de Zamboanga University (AdZU) speaks of more than a century-old tradition of Jesuit education and a dedication to forming men and women for and with others—Ateneans who are not only intellectually skilled but also socially conscious and responsible, spiritually grounded, and committed to the greater good of society.

Recognized as a leading academic institution in Western Mindanao, AdZU remains rooted in its rich Filipino culture and faithful to the tradition of Catholic values and Jesuit education.

In pursuit of producing Ateneans who will be agents of change, the Ateneo Brand name is synonymous with utmost dedication to transformative education and commitment to the ideals of excellence, spirituality, and service.

Excellence, spirituality, and service are the heart of the AdZU brand.



**THE AdZU BRAND**

## VI. BRANDING POLICY STATEMENT

The Ateneo de Zamboanga University Brand Identity Kit establishes guidelines and protocols to ensure the uniform and strategic use of AdZU's branding elements, as well as the integrity, consistency, and effectiveness of the University's identity across all units and communication channels and formats.

In keeping with the University's Filipino, Catholic, and Jesuit identity, and in support of its mission and values, all members of the AdZU community are expected to faithfully follow the official branding guidelines in all forms of communication, representation, and promotional activities. Consistent and proper use of the University's visual elements and messaging reflects not only professionalism but also the shared commitment to excellence and service—the hallmarks of AdZU's Ignatian formation. Thus, each member of the community — administrator, faculty, staff, student, and alumni — is responsible for protecting and upholding the University's good name in all circumstances.

Any action or misuse of the AdZU Brand Identity Kit that constitutes misrepresentation and compromises the University's image is contrary to the University's mission and values and will not be tolerated. Failure to comply with the branding guidelines will result in appropriate sanctions.

As stewards of the Ateneo de Zamboanga University brand and reputation, all are called to represent the institution with authenticity, respect, and excellence at all times.

### DEFINITION OF TERMS

- **Banners:** A long, narrow display material used for Ateneo de Zamboanga University announcements or events, designed for visibility and impact from a distance.
- **Brand Equity:** Refers to the collective value and strength of the Ateneo de Zamboanga University as perceived by its stakeholders, reflected in their trust, loyalty, and the institution's reputation for academic excellence, service, and Ignatian values as a Filipino, Catholic, and Jesuit university.
- **Branding Elements:** A collection of core visual components that represent Ateneo de Zamboanga University's character and values. These elements, including the seal, logotype, colors, and typography, are used to maintain a consistent and recognizable brand image across all platforms.
- **Branding Extensions:** Customized applications and use of the Ateneo de Zamboanga University branding elements for University units, colleges, departments, or student clubs and organizations, developed in alignment with AdZU's official brand identity guidelines.
- **Logotype:** Official typeface and font of "Ateneo de Zamboanga University," used consistently as the primary visual identifier according to branding guidelines.
- **Merchandise:** Physical products featuring AdZU's brand elements, used to promote the University and engage its community.
- **Partnerships:** Collaborative relationships with organizations or institutions that align with AdZU's values and brand identity.

## DEFINITION OF TERMS

- **Signages:** AdZU's visual display materials used for direction, information, or identification, ensuring clarity and brand consistency.
- **Social Media:** Digital platforms utilized by AdZU for official communication, engagement, and content dissemination, ensuring consistency with the University's brand standards.
- **Traditional Media:** Established offline channels, including print, broadcast, and outdoor media, used to convey AdZU's official messages in accordance with branding guidelines.

## ROLES AND RESPONSIBILITIES

The University Communications Office (UCO), as the lead steward of the Ateneo de Zamboanga University brand, works closely with the AdZU Innovation and Technology Support Office (ITSO) to ensure that all branding elements and trademarks are consistently applied and properly protected. This partnership reflects a shared commitment to safeguarding the integrity of the AdZU brand, with UCO providing overall brand direction and ITSO supporting its legal and institutional protection.

University Communications Office (UCO) – primary custodian of the AdZU visual identity, responsible for brand standards, design direction, layout review, and creative approvals.

Innovation and Technology Support Office (ITSO) – The University's official office for intellectual property management, responsible for the protection, licensing, and commercialization of AdZU's trademarks, creative works, and innovations, as well as vendor accreditation and royalty management.

## REVIEW AND APPROVAL PROCESS

To ensure consistency, integrity, and protection of the Ateneo de Zamboanga University brand, all branding materials undergo a standardized review and approval process. This process provides clear guidance from concept development to final release, ensuring that AdZU's visual identity and trademarks are properly reviewed, approved, and, when applicable, licensed.



## GRAPHIC IDENTITY DEVICE

The University's graphic identity device consists of the following elements:

**Official Name** - The University's complete name is Ateneo de Zamboanga University. It must be used in all formal communications and official documents to uphold the institution's integrity and standing. In less formal contexts, the acceptable variations are "Ateneo de Zamboanga," "AdZU" (with a lowercase "d"), or "*Pamantasan ng Ateneo de Zamboanga,*" ensuring consistency across all communication channels.

**Logotype** - The official logotype of the Ateneo de Zamboanga University is Matura MT Script Capitals.

**Seal** - The school seal is the visual representation of the AdZU brand. It must not be altered, stretched, or distorted in any way. Approved seal variations and usage protocols are available in the Graphic Identity Device Guidelines.

**Colors** - The approved color palette for AdZU is outlined in the guidelines on the use of the logotype and seal. These colors must be used consistently in all marketing materials, both online and offline.

**Taglines** - AdZU's official taglines highlight the University's Jesuit identity and commitment to holistic education, emphasizing service to both God and country. They express the University's mission to form individuals who integrate faith, excellence, and social responsibility in contributing to the common good. The following are AdZU's official taglines:

- The Jesuit University in Western Mindanao
- Pro Deo et Patria
- Pro Deo et Patria. In the Service of God and Country

**Symbol** - A soaring Philippine Eagle, with its wings spread wide as it soars high, stands as a powerful symbol of Ateneo de Zamboanga University. It is rendered predominantly in blue, aligning with the University's visual identity. The AdZU Eagle must maintain its official identity, colors, and symbolism as defined by the University's branding guidelines. Any modification is strictly prohibited, and redrawing or integration with other design elements must be approved by the University Communications Office.



## A. GRAPHIC IDENTITY DEVICE

The Ateneo de Zamboanga University Graphic Identity Device consists of the following components: the **University's official name**, the **AdZU logotype**, the **AdZU seal, colors, taglines**, and the **University symbol**. These elements are essential to representing the University's identity and must be used appropriately across various platforms. While they are often used together, **certain projects require that the elements be used separately**. However, whether used together or individually, consistent adherence to the University's color standards and formatting guidelines is necessary to maintain brand integrity.

Consult the University Communications Office for *any custom designs, logos, or special applications to make sure the branding guidelines are followed correctly*.

### 1. OFFICIAL NAME

As an integral identifier of the institution, the name Ateneo de Zamboanga University determines the University's position in the academe and society.

The complete name, Ateneo de Zamboanga University, must be used in all formal communications and official documents to uphold the institution's integrity and prestige. In less formal contexts, "Ateneo de Zamboanga", "AdZU" (note that the d is lowercase), or "Pamantasan ng Ateneo de Zamboanga" must be used as acceptable variations, ensuring consistency across all communication channels and maintaining a unified and professional representation of AdZU in academic publications, promotional materials, and digital platforms with exceptions to merchandise, extension brandings, and other usage approved by the University Communications Office.

#### Improper Use:

- Ateneo De Zamboanga University
- Universidad de Ateneo de Zamboanga
- Ateneo Zamboanga University
- Ateneo DZU
- Ateneo de ZU
- Ateneo de Zamboanga U
- A de Zamboanga University
- Ad Zamboanga University
- AdZ University
- Ad ZU
- AdeZU
- AZU

Furthermore, references that contradict the values and image of the University should not be used. For consistency, names such as Aguila, Ateneans, Atenistas, Eagles, or Eaglets (for basic education students) must be used to refer to members of the AdZU community.



## 2. OFFICIAL LOGOTYPE

The official AdZU logotype is the Matura MT Script Capitals typeface, set in sentence case. Matura MT Script Capitals is a calligraphic font that evokes a sense of formality, tradition, and sophistication.

The AdZU logotype must never be altered, resized, or modified to accommodate extensions. It should always be used consistently in accordance with the general branding guidelines. transferred from the extension

*Ateneo de Zamboanga University*

## 3. OFFICIAL SEAL

The seal of Ateneo de Zamboanga University is a symbol of its identity as a Filipino, Catholic, and Jesuit Institution. It represents AdZU's heritage and Jesuit mission, and must be used across the University community for consistent branding.

The seal shall be prominently used in internal and external communications, including official documents, marketing collateral, signage, digital platforms, and merchandise.

AdZU's seal embodies its commitment to academic excellence, leadership, and service and is available for download and use in accordance with the University's branding and graphic standards.



## B. GUIDELINES ON THE USE OF THE LOGOTYPE AND SEAL

- Logotype and Seal Together



# Ateneo de Zamboanga University

### Horizontal Orientation

The logotype appears on the right side of the seal. The AdZU seal is positioned on the left side to follow visual hierarchy and readability principles. As the official seal of the university, it represents AdZU's identity and heritage. Placing it first aligns with the natural left-to-right reading flow, ensuring instant recognition of the university before the logotype.



# Ateneo de Zamboanga University

### Vertical Orientation

The logotype appears below the seal. This orientation follows a top-to-bottom reading order, ensuring that the official seal remains the dominant visual element and reinforces institutional identity before the logotype. The seal acts as an anchor, providing balance and consistency in branding across different layouts.

*Ensure proper spacing of the logotype and seal for horizontal and vertical layout.*

*Other arrangements beyond these two orientations for official and formal documents or materials are discouraged and deemed inappropriate.*

*Use a white outline or stroke around the AdZU Seal when placing it on a dark background or a color that closely matches its color, to ensure it stands out clearly.*

### PROPER USAGE



### IMPROPER USAGE



## Colors in the AdZU Seal



#060297

#7FA1E8

#FCFF00

#F7941D

#FE0000

#FFFFFF

## Sample Seal Color Format Options



BLUE



BLACK



WHITE



GOLD



SILVER



**Ateneo de Zamboanga University**



**Ateneo de Zamboanga University**



**Ateneo de Zamboanga University**



**Ateneo de Zamboanga University**



**Ateneo de Zamboanga University**



**Ateneo de Zamboanga University**

*Sample color format options, ensuring that the background color has sufficient contrast with both the seal and the logotype for optimal visibility.*

*For illustration purposes only.*

## C. AdZU BRANDING EXTENSIONS AND PARTNERSHIPS

The Ateneo de Zamboanga University Graphic Identity Device allows branding extensions to represent the various University offices, colleges/school units, departments, and academic organizations. These extensions help identify the specific unit while maintaining the consistency and integrity of the AdZU brand. The use of branding extensions is allowed, provided that offices/units bearing these extensions adhere to the University's policies and guidelines on review, approval, and licensing.

Below are the detailed guidelines for applying these extensions.

### 1. FONT STANDARDS FOR BRANDING EXTENSIONS

- **Font Choice for Extensions:**

The Matura Script MT Capitals font must be used exclusively for the name “**Ateneo de Zamboanga University.**” For the names of offices, colleges/schools, departments, student clubs, or academic organizations, use fonts that complement the AdZU logotype and Seal and do not overshadow or conflict with the University's primary identity elements.

The following are sample font pairings that complement the University's official logotype, including approved combinations and non-complementary pairings for reference.



IMPROPER USAGE



## 2. PLACEMENT AND LAYOUT OF EXTENSIONS

The branding extension should be placed according to the following rules, depending on whether the layout is horizontal or vertical:

- **Horizontal Layout:**

- **Positioning:** The extension name must be placed **below** the AdZU logotype in a horizontal format.
- **Spacing:** Maintain adequate spacing between the AdZU logotype and the extension name to preserve clarity and visual balance, ensuring it is neither too tight nor too loose.
- **Additional Logos:** If the office, college, or department has its logo, it must be placed on the **right side** of the AdZU logotype. The extension logo must be aligned parallel with the AdZU logotype and seal to ensure a clean, cohesive appearance.



*Ateneo de Zamboanga University*

UNIVERSITY COMMUNICATIONS OFFICE



*Ateneo de Zamboanga University*

SCHOOL OF MEDICINE



- **Vertical Layout:**

- **Positioning:** The extension name must be placed **below** the AdZU logotype in a vertical format.
- **Spacing:** Maintain **consistent spacing** between the AdZU logotype and the extension name.
- **Additional Logos:** In vertical layouts, the office logo must be placed on the **right side** of the AdZU seal, with the extension name and logo aligned parallel to the AdZU identity device for balance. The AdZU seal must appear on the **left** and the department logo on the **right**.



*Ateneo de Zamboanga University*

UNIVERSITY COMMUNICATIONS OFFICE



*Ateneo de Zamboanga University*

UNIVERSITY COMMUNICATIONS OFFICE



*Ateneo de Zamboanga University*

SCHOOL OF MEDICINE



*AdZU as main organizer*



*AdZU as partner*

### 3. GUIDELINES FOR EXTERNAL PARTNERSHIPS

For partnerships involving AdZU units, colleges, departments, or student clubs and organizations, and units, colleges, organizations outside AdZU, **Branding Extensions Guidelines** will be followed with the following addition:

- **Hierarchy of Logos:** The placement of the AdZU logotype and seal must follow the organizational hierarchy, with the lead organizer of the event at the top.
  - **AdZU as the Lead Organizer:** If AdZU is the lead organizer, the AdZU seal and logotype must appear first (on the left in a horizontal layout or at the top in a vertical layout). Depending on the format, the partnering organization's logo will be placed beside or below AdZU.
  - **Partner as the Lead Organizer:** If another organization is the lead, their logo may be placed first, and AdZU's logotype and seal follows.
- **Alignment and Spacing:** Ensure consistent alignment of the collaborating organizations' logos, maintaining equal visual weight and clear space between them.

By adhering to these guidelines, all branding extensions and partnerships will maintain the cohesive and professional image of Ateneo de Zamboanga University across its offices, colleges, and departments. Proper placement and spacing ensure that the AdZU logotype and seal remain the focal point while the extension serves its supporting role effectively.

#### Important notes:

- **No Modifications:** The AdZU logotype must not be altered or resized to accommodate the extension text or logo. The integrity of the University's identity device must be maintained at all times.
- **Consistency:** The extension must follow the same formatting, spacing, and color guidelines to ensure consistency across all materials.
- **Consultation:** For any custom designs, logos, or special applications, always consult the University Communications Office to ensure the branding guidelines are followed correctly.
- **Review and Approval:** All AdZU branding extensions, marketing collateral, and merchandise produced for offices and partnerships must be reviewed and approved by the University Communications Offices.
- **Licensing:** All merchandise and marketing collateral must be reviewed by ITSO for licensing, if applicable.

## 4. EXCEPTIONS IN THE USE OF SEAL AND LOGOTYPE ON BANNERS AND SIGNAGES

For instances wherein the AdZU seal and logotype are to be used in banners and signage, the following exceptions are applied:

- For **BANNERS** and **SIGNAGES**, the AdZU seal may be larger than the logotype.

These exceptions ensure that both the AdZU seal and logotype are arranged efficiently, remain clearly identifiable, and are readable even from a distance, while also adapting to the restrictive, narrow dimensions of these materials.



## D. THE EAGLE: SYMBOLISM AND USAGE

The soaring eagle, the enduring icon of the Ateneo de Zamboanga University, embodies strength, integrity, and wisdom—reflecting the Ignatian ideals of Magis and excellence. AdZU draws inspiration from the Philippine Eagle, a majestic and resilient bird of prey endemic to the country. Known for its keen adaptability and powerful presence, the eagle holds special significance for Zamboanguenos, with its most substantial population in Mindanao and recent sightings in Zamboanga City's Pasonanca Natural Reserve.



For the Ateneo de Zamboanga University, the Philippine Eagle stands as a powerful symbol of the Atenean mission—to be men and women for and with others, rooted in Ignatian spirituality and a deep commitment to social responsibility. With its wings spread wide as it soars high, the eagle embodies the University's pursuit of excellence, leadership, and service.

In keeping with AdZU's identity as the Blue Eagle or Azul Aguila, the Philippine Eagle is predominantly rendered in blue, aligning with the University's visual identity. More details on the guidelines for its use and display are listed below.

### AdZU EAGLE

The AdZU Eagle may be used as a standalone visual element in official marketing and promotional materials, provided that it adheres strictly to the University's branding guidelines.

The Eagle must always retain its official identity and symbolism, and may not be altered to create parody or meme-style versions, caricatures, or AI-generated redrawings. It may also not be used for unapproved holiday treatments or used alongside inappropriate or unapproved sponsors. Any reproduction or integration with other design elements must be reviewed and approved by the University Communications Office, and reviewed by the AdZU Innovation and Technology Support Office (ITSO) for royalty or licensing purposes.





### Merchandise & Marketing Collateral

The eagles used in AdZU merchandise, team uniforms, banners, official sports materials, promotional items, and marketing collateral must align with the official color palette and branding standards, maintaining the integrity of the University's brand.

Any stylized representation of the eagle must be approved by the University Communications Office (UCO) before public release.

### Digital & Social Media

The eagle should be consistently represented in digital assets, including the University's website, social media platforms, and official email signatures.

Any modifications or adaptations (e.g., animations or thematic variations) must adhere to AdZU's brand guidelines and must be approved by the University Communications Office.

## 6. BRANDING GUIDELINES FOR MERCHANDISE

Responsible merchandising plays a vital role in protecting the Ateneo de Zamboanga University brand while maximizing its value and reach. These guidelines are established to ensure that all AdZU merchandise upholds the University's visual and institutional standards, safeguards its trademarks, and supports the meaningful, ethical use of the brand across products and partnerships.

All community members must adhere to the following guidelines when producing merchandise.

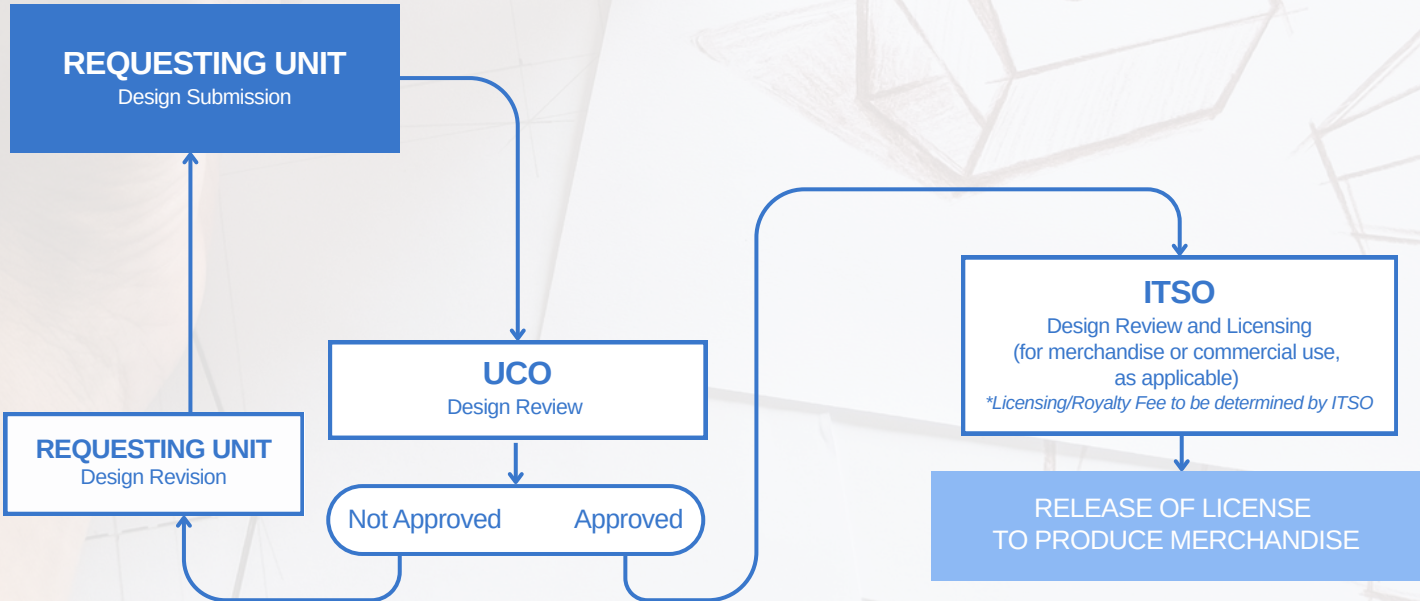
- **Seal Placement:** The AdZU seal must be prominently placed in a visible area, following the proportions and layout appropriate for the item (e.g., front, back, side, or center).
- **Proportion:** The seal size must always maintain its proportions and not appear stretched or distorted.
- **Official Colors:** All merchandise must adhere to the University's official color palette, as specified for the seal and any accompanying text or graphics.
- **Seal Variations:** Use only approved versions of the AdZU seal, whether full-color or monochrome, depending on the background of the merchandise, to ensure legibility.
- **Text Guidelines:** If a department, office, or additional text is included, it should be placed below the main AdZU seal in a smaller font, following the University's extension guidelines.
- **Additional Graphics:** Any additional design elements must be consistent with the University's ethos and must not overshadow the main AdZU seal or branding.
- **Background Colors:** To maintain good contrast and visibility, merchandising background colors must complement the University's official seal.



## F. REVIEW AND APPROVAL PROCESS FOR MERCHANDIZING

As part of responsible, value-driven merchandising, the University follows a structured review and approval process to safeguard its brand. This process ensures that every output—from conceptualization to public release—faithfully represents AdZU's visual identity and that all trademarks are used appropriately, responsibly, and, when required, under proper licensing.

The review and approval process flow shall be as follows:



## H. CAMPUS NAME FORMATTING

| Full Campus Name                | Shortened Name  | Usage Guidelines   |
|---------------------------------|-----------------|--|
| Fr Eusebio G Salvador SJ Campus | Salvador Campus | Use the full name in formal documents, contracts, and legal agreements. The shortened name is acceptable for internal memos, digital communications, and event promotions. |
| Fr William H Kreutz SJ Campus   | Kreutz Campus   |  |
| Lantaka Campus                  | Lantaka Campus  | No change; the same name is used in all forms of communication.  |

When referring to multiple campuses in a single document, use their full names on the first mention and their shortened names in subsequent mentions.

### Application of Ateneo de Zamboanga University Brand Identity Kit to Websites, Social Media, and other Accounts

#### 1. Official Use Only

- The name, seal, and visual identity of AdZU must be used strictly for official purposes only.
- Any use of AdZU's branding elements must receive prior approval from the University Communications Office (UCO).

#### 2. Adherence to the Brand Identity Kit

- Websites, social media, and other accounts of offices, student organizations, school and college departments, or units related to Ateneo de Zamboanga University must follow the prescribed seal usage, color schemes, typography, and other visual elements outlined in the Brand Identity Kit.
- The integrity of the AdZU brand must be maintained at all times. Unauthorized modifications, distortions, or alterations to the University's official branding elements are strictly prohibited.
- Only high-quality and approved versions of the branding elements should be used.

#### 3. Naming Conventions and Account Management

- All websites, social media, and other accounts representing AdZU offices, units, or departments must include "AdZU or Ateneo de Zamboanga University" in their official handle or page name (e.g., Ateneo de Zamboanga University Communications Office, University Communications Office - AdZU).
- All websites, social media, and other accounts representing AdZU offices, units, departments, academic organizations, and student clubs must clearly state in their bios or descriptions their official affiliation with AdZU.
- All websites, social media, and other accounts, whether owned or managed by offices, units, departments, academic organizations, or student clubs, must be registered with UCO for monitoring and guidance.
- All emails of AdZU offices, units, departments, academic organizations, and student clubs must feature a standard email signature provided by UCO.

#### 4. Content Guidelines

- Posts and other content on websites, social media, and other accounts must align with AdZU's mission, vision, and values.
- Posts and other content should maintain a professional, respectful tone that promotes positive engagement with the community.
- The use of AdZU's branding must not be associated with personal opinions, political endorsements, or any content that could misrepresent the University.
- All multimedia content (i.e., images, videos, infographics, etc) on websites, social media, and other accounts must adhere to branding standards and will be reviewed or approved by UCO as needed.

## 5. Compliance and Approval

- Any new social media account using AdZU branding and name must be reviewed and approved by UCO before launch.
- Existing accounts must undergo periodic review to ensure compliance with branding guidelines.
- Non-compliant accounts may be subject to corrective action, including the removal of content or account suspension.

## 6. Use of Personal Accounts

- Faculty, staff, and students are expected to uphold AdZU's brand integrity when referencing their affiliation on personal accounts. However, they must clarify that their views are personal and do not represent the University's official position.
- AdZU branding elements must not be used in personal accounts without explicit approval from the University Communications Office and Information Technology Support Office for licensing and merchandising, if applicable.
- These guidelines aim to preserve the integrity of AdZU's brand identity and ensure consistency across all digital platforms. For further inquiries or approval requests, please contact the University Communications Office.

## References

Dondis, D. A. (1974). *A primer of visual literacy*. MIT Press.

Lupton, E. (2004). *Thinking with type: A critical guide for designers, writers, editors, & students* (2nd ed.). Princeton Architectural Press.

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News Style Guide. (2020, August 5). BBC. <https://www.bbc.com/newsstyleguide/names>

Style guide. (n.d.). University of Cambridge. <http://content.cam.ac.uk/style-guide/>

## VII. POLICY FOR LICENSING OF AdZU BRAND (INFORMATION TECHNOLOGY SUPPORT OFFICE)

The AdZU logo, seal, and other brand elements are property of the University. To protect the integrity of the Ateneo de Zamboanga University as a brand, the following guidelines for licensing must be adhered to

### 1. Approved Vendors:

- All printing and production of merchandise or materials that include the AdZU logo must be handled by approved vendors.
- Vendors must adhere to the University's guidelines for logo placement, size, and colors.

### 2. Licensing & Royalties:

- Any merchandise sold to the public bearing the AdZU logo or seal must be subject to licensing agreements and royalties.
- Items given to employees or the public for free are generally exempt from royalties unless they feature commercial sponsors or endorsements.
- Royalty exemptions will be reviewed on a case-by-case basis by the Information Technology Support Office (ITSO).
- All licensing agreements, royalties, and exemptions must pass through the Information Technology Support Office (ITSO)

### 3. Use of AdZU seal in Partnerships:

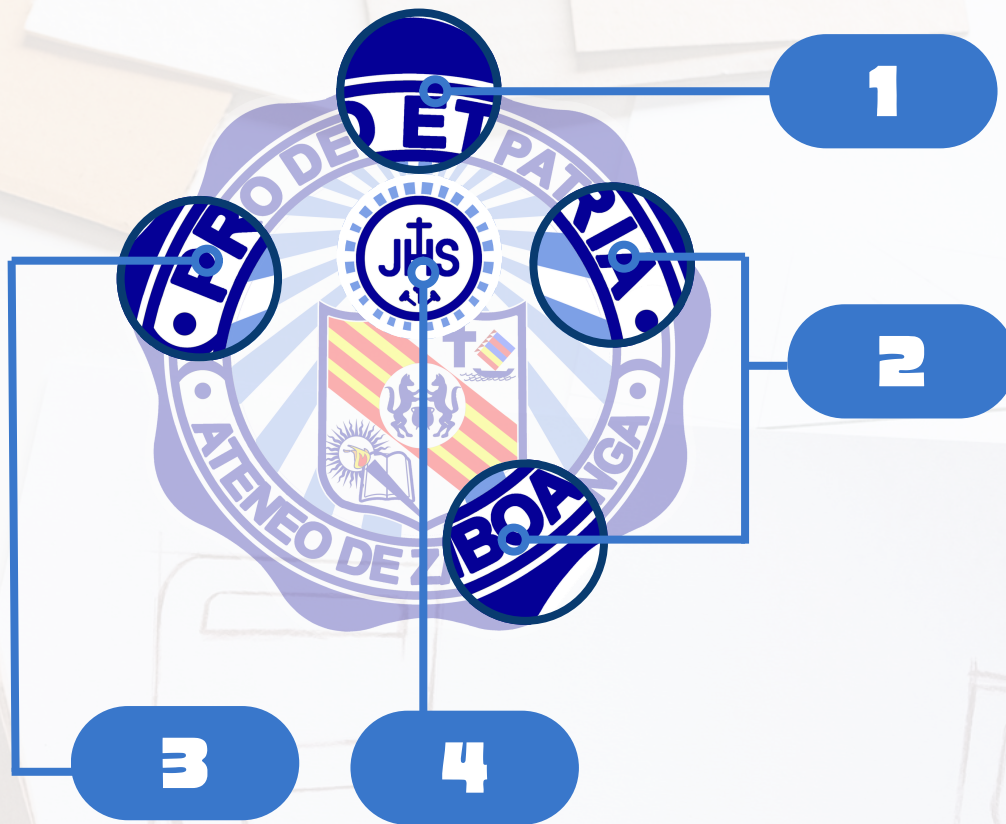
- If a third party is collaborating with AdZU, the University's seal must be used appropriately, with AdZU's seal or logo first if they are the primary organizer.
- The logo of the collaborating organization must be placed next to the AdZU logo, ensuring equal visual weight but without distorting the University's branding elements.
- Clear guidelines for the size, color, and placement of both logos must be followed to maintain consistency.

### 4. Prohibited Uses:

- The AdZU logo must not be altered in any way, including but not limited to stretching, altering colors outside the approved palette, or adding other elements.
- The logo may not be used in connection with political campaigns, illegal activities, or ways that could harm the reputation of the University.



## A. PARTS OF THE SEAL



The parts of the AdZU seal and their meaning are as follows:

### 1. The Circle

A circular shape enfolds and unifies the elements of the seal within a single space. The circle represents continuity, holistic growth, and human flourishing, a testament to the University's commitment to lifelong learning.

### 2. The Ribbons

Two ribbons frame the University seal, underlining the University's core mission, values, and identity. The crown ribbon bears the school motto in Latin: "Pro Deo et Patria." The base ribbon contains the school name: "Ateneo de Zamboanga."

### 3. Pro Deo et Patria

The school motto, Pro Deo et Patria, which translates to "For God and Country," reflects AdZU's dedication to faith-driven service and nation-building.

### 4. The Jesuit Monogram

Enclosed in a circle is the Jesuit monogram. It features the first three letters of the name of Jesus in Greek: Iota, Eta, and Sigma, which spell JES.

### 5. The Cross and Nails

The cross and nails in the Jesuit Monogram symbolize Jesus Christ's Holy Passion—a reminder of sacrifice, faith, and the transformative power of love and service.

### 6. The Glorious Sunburst

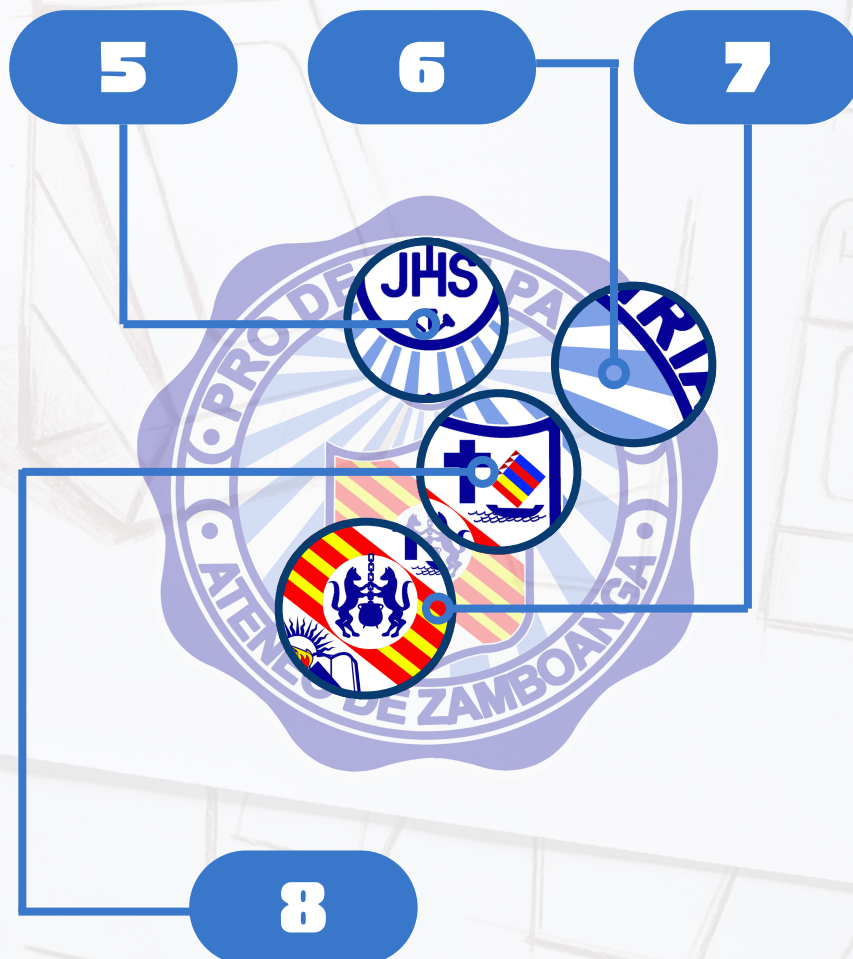
Emanating from the name of Jesus are the blue and white rays or sunbursts signifying His gifts and grace for all. This radiance denotes divine wisdom, enlightenment, and the pursuit of truth.

### 7. The Coat of Arms

Lined across the center of the shield is the family coat of arms of the Oñaz family, the maternal lineage of St Ignatius. It features red diagonal stripes against a field of gold, presented diagonally from the top left to the bottom right. This symbol speaks of the noble heritage and mission passed down to the Jesuits.

### 8. The Cross and Vinta

Found within the shield are the elements cross and vinta. The cross represents AdZU as a Catholic school, while the vinta symbolizes the diverse culture in Southwestern Mindanao, where the school is located.





### 9. The Two Wolves and Two-Eared Pot

At the center of the shield are two wolves and a two-eared pot, representing the generosity of the Loyola family. This symbol serves as a reminder of St Ignatius' Prayer for Generosity, reflecting the Jesuit spirit of selfless service. The name Loyola comes from the Spanish words Lobos y Olla, which translate to "wolves and pot," a reference to the family's tradition of providing for others.

### 10. The Torch and Book

The lighted torch atop an open book inside the shield symbolizes the light and knowledge that education brings. It conveys the University's dedication to human flourishing.

### 11. The University Name

The school name, Ateneo de Zamboanga, is prominently displayed on the seal. The full name of the institution, Ateneo de Zamboanga University, affirms the school's identity as a premier Jesuit institution in Western Mindanao, committed to academic excellence and social transformation.

# B. PROPORTIONS AND GEOMETRIC SCALING OF SEAL ELEMENTS

These measurements are based on a total seal size of 4x4 inches



4 x 4 (inch)



3.470 x 3.470 (inch)



0.630 x 0.630 (inch)



2.760 x 2.760 (inch)



1.447 x 1.653 (inch)



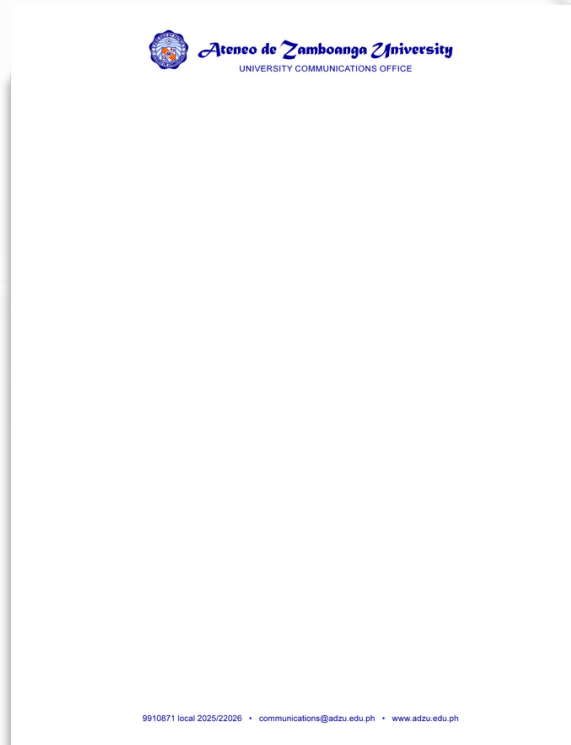
# C. SAMPLE MERCHANDISE



\*Consult the University Communications Office for clarification or inquiries regarding the appropriate use of the AdZU logotype and Seal.

## D. UNIVERSITY STATIONERY AND CORPORATE MATERIALS

### Letterhead:



### Business Cards:



### Envelope:



### Email Sign-off:







# BRAND IDENTITY KIT



UNIVERSITY COMMUNICATIONS OFFICE

2025