



Office of the President

# Ateneo de Zamboanga University

The Jesuit University in Western Mindanao, Philippines  
Since 1912

In Consortium with:  
Ateneo de Davao University  
Xavier University - Ateneo de Cagayan

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## UNIVERSITY MEMORANDUM

MEMO NO. : Memo 25-26:45  
DATE : April 23, 2026  
TO : The AdZU Community  
SUBJECT : **Introduction and Institutional Adoption of the AdZU Brand Identity Kit**

I am pleased to introduce the **Ateneo de Zamboanga University Brand Identity Kit (BIK)**, which now serves as the official guide for the University's visual identity and branding across its communications, publications, digital platforms, official events, and merchandise.

This Brand Identity Kit is the result of a sustained process over the past year led by the University Communications Office (UCO), with consultations and conversations involving various university stakeholders. It reflects a deliberate effort to bring greater clarity, consistency, and coherence to how AdZU presents itself to the wider public and to our own community.

This is not only about visual order or institutional visibility. It is also about integrity. The way we present ourselves should be consistent with who we are: a Filipino, Catholic, and Jesuit university in Western Mindanao, committed to forming persons for and with others.

For this reason, **all offices, units, faculty, staff, students, alumni, and mission partners are expected to familiarize themselves with the Brand Identity Kit and to apply its guidelines in all University-related materials and activities.** The UCO, in coordination with the Innovation and Technology Support Office (ITSO), shall oversee its implementation and provide the needed orientations, guidance, and review process for branding-related materials. Questions, requests for clarification, and submissions for review may be directed to UCO.

By using these guidelines well and consistently, we help present AdZU with greater clarity, coherence, and fidelity to mission. Thank you for your cooperation in this institutional effort.

(ORIGINAL SIGNED)  
**Fr. Ernard M. Andal, SJ**  
University President