

# UP College of Law logo



The official UP College of Law logo in color and in grayscale

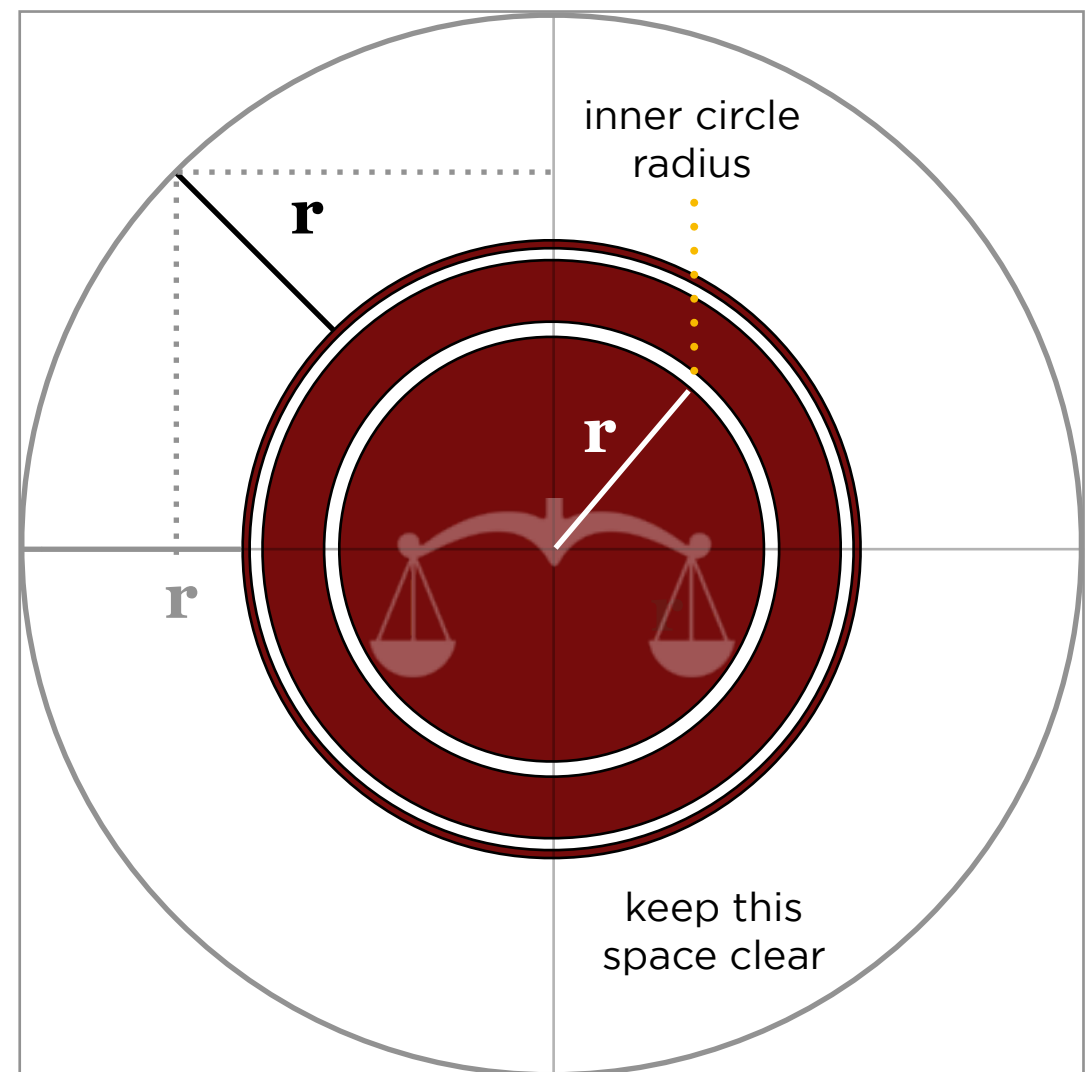
The official logo is the primary visual representation of the UP College of Law and the UP Law Complex. Appropriate use must be observed at all times as a gesture of respect.

# logo proportions

The logo has concentric circles separated by outlines. The **midpoint** of the scales marks the center or “focus” of the circle.

The logo must be **scaled uniformly** as one whole unit in order to maintain the correct proportions when resizing it.

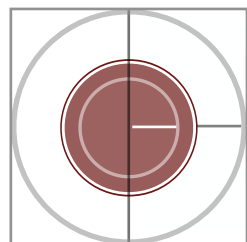
To avoid other objects from overlapping with the logo, allow a space around the perimeter of the outer circle. The **inner circle radius** must be used as a visual guide to measure the space around the logo against other visual elements.



# logotype



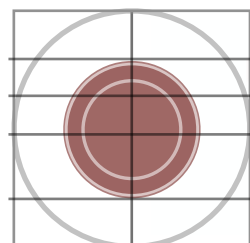
UNIVERSITY OF THE PHILIPPINES  
**COLLEGE OF LAW**



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## Horizontal Logotype

To create the logotype, use the typeface **Gotham Medium**. Refrain from using any other typeface for branding purposes.

Use the **inner circle radius** to measure the space between the logo and the logotype and align the top and bottom margins of the logo and the logotype (as shown).

The space between the two lines of text must be equal to the height of the first line (i.e., University of the Philippines), while the height of the second line (i.e., College of Law) must be equal to the radius of the outer circle.

## Vertical Logotype

To create the logotype, use the typeface **Gotham Medium**. Refrain from using any other typeface for consistency and a discrete look.

The logo and the logotype must use the same **shade of maroon**. In the case of a grayscale logo, use a similar gray shade or black for the typeface. Refrain from combining different shades of colors.

Position the logo above the logotype and ensure that it is **centered**. Measure the space in between the logo and logotype based on the **inner circle radius**.

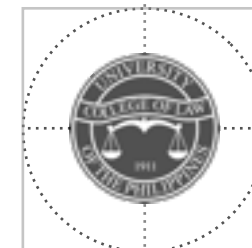
The vertical logotype is best used when no other logos (i.e., of partner institutions) appear in a layout.



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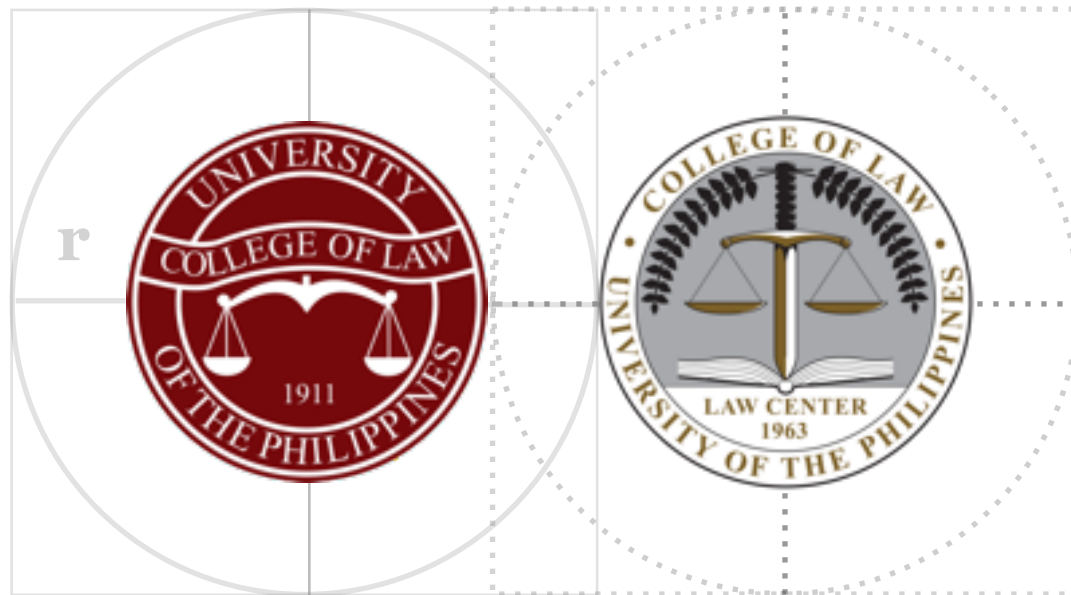


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# size & placement



When placing the logo side by side another logo, ensure that there is **enough distance** in between the two. The same measurement also applies to the Law Center logo.

When using the logotype, the same measure must be used. A certain visual balance must be maintained as well (whether symmetrical or asymmetrical).

By itself, the logo must not be resized smaller than **1 cm<sup>2</sup>** especially in printed materials. If the logo needs to be smaller than 1 cm<sup>2</sup>, the **logotype** must be used instead.

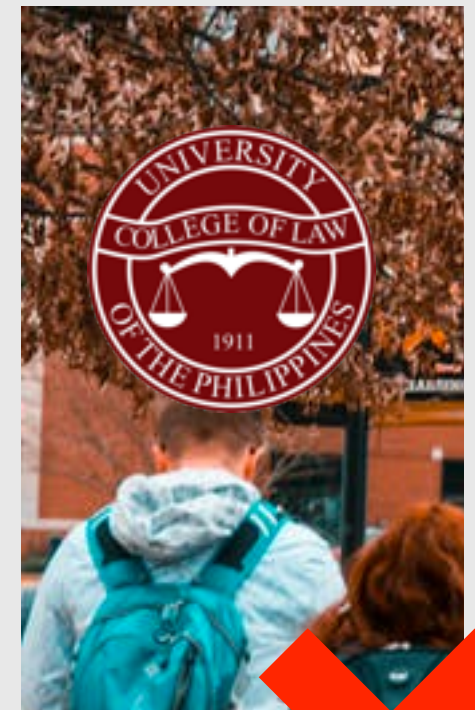




## correct use

Always render the logo and logotype in their correct colors and proportions. The color version should maintain the correct shade of **maroon** and **white** accents, **100% opacity**, and **circular shape**.

Avoid altering or skewing the logo and logotype. Changing the color, opacity, shape, and texture, as well as adding effects such as glow, gradients, lighting, reflections, shadows, and the like **will defeat the purpose** of creating a strong, consistent visual branding. In addition, refrain from recreating or redrawing the logo; always use the correct high-resolution JPEG or PNG image file.



## correct use

As much as possible, the logo must be presented on a **plain background** (for the appropriate colors, refer to the identity colors and complementary palette).

Avoid placing the logo inside a white square. Colors that do not complement the logo must also be avoided. When designing materials in full color, always use the color version of the logo — the grayscale is only applicable to grayscale or monochromatic material.

As much as possible, avoid cluttered images as background.



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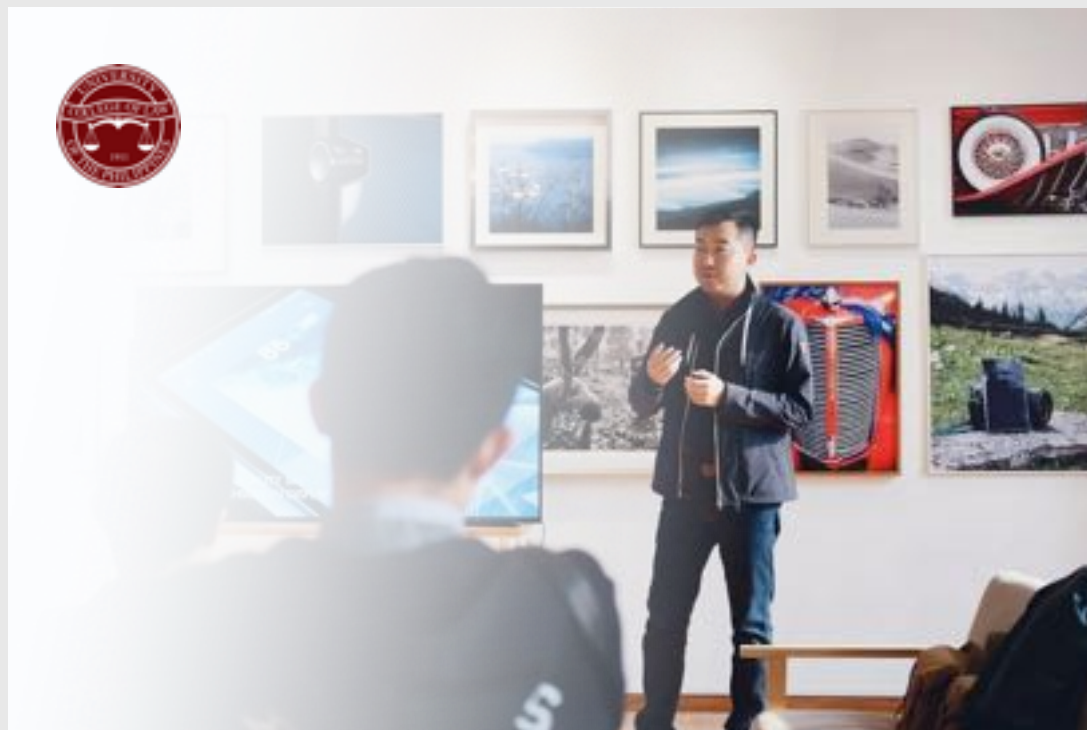
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**The logotype must be treated like the logo;** ensure that it is accurate, consistent, and legible.

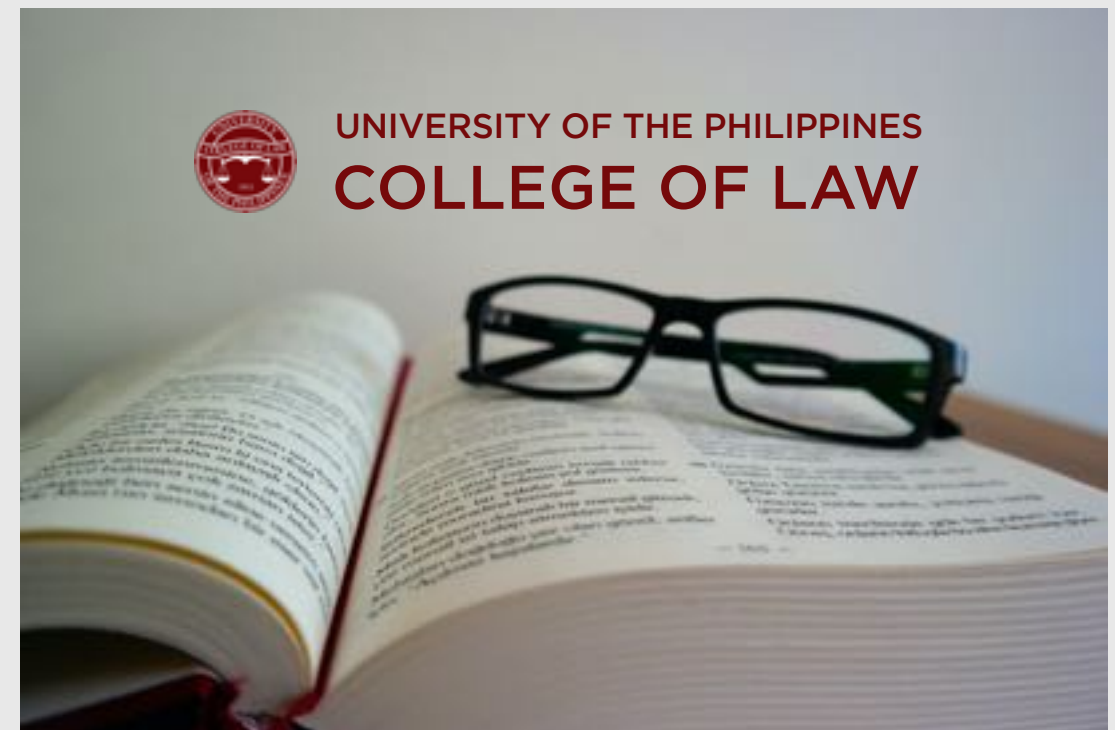




## correct use

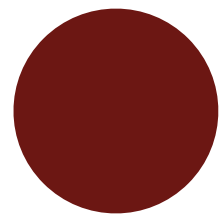
When using the logo or logotype on **photographic images**, either place it in a visually empty area or choose an image that is less cluttered. Alternatively, a plain, translucent gradient may be used to dim or mute the appearance of the background image.

Ensure the legibility of the logo and logotype when adding these on any image or when taking photographs of events or settings where the logo appears in the vicinity. Refrain from using photographs where the logo appears to have been obstructed from view. The logo or logotype must be shown in full, such that they appear distinct and easily recognizable.

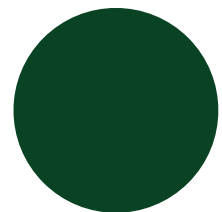


# identity colors

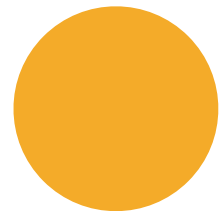
## digital



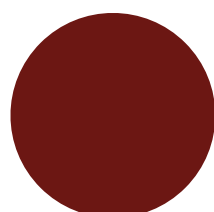
Maroon  
#76090c



Green  
#0a4424

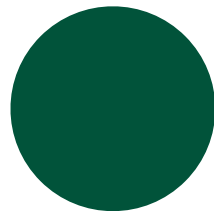


Yellow  
#f5ab29

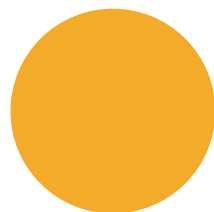


## print

Maroon  
#76090c

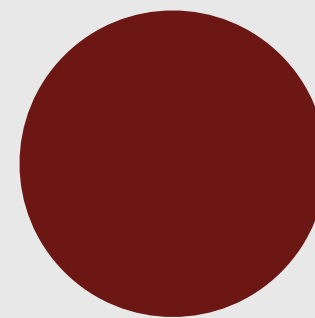


Green  
#00543c



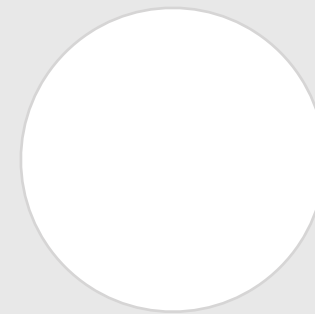
Yellow  
#f5ab29

## logo / logotype



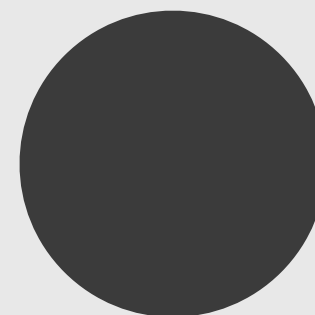
Maroon  
#76090c

C: 31% M: 100% Y: 100% K: 42%



White  
#ffffff

C: 0% M: 0% Y: 0% K: 0%



Dark Gray  
#3a3a3a

C: 69% M: 62% Y: 61% K: 52%



# identity colors

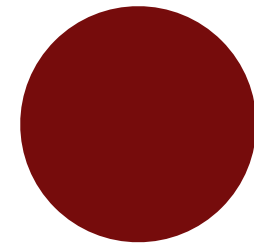
## print media

Cyan-Magenta-Yellow-Black or CMYK renders colors for **print media** while Red-Green-Blue or RGB is only used for **online/onscreen media**. The green RGB color has a counterpart CMYK hue while the other colors are applicable in RGB and CMYK.

When designing materials intended for print media, ensure that the colors are in the correct CMYK calibration.

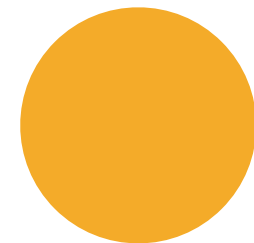
Maroon

C: 31% M: 100% Y: 100% K: 42%



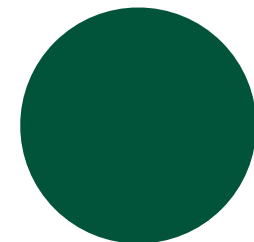
Yellow

C: 2% M: 36% Y: 96% K: 0%



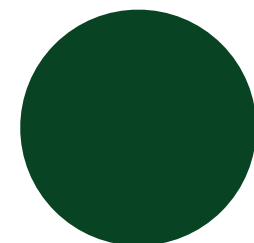
Green

C: 90% M: 40% Y: 80% K: 39%

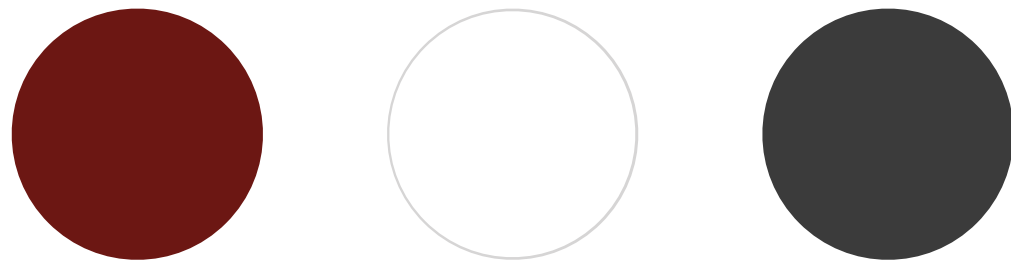


Green (RGB)

#0a4424



# identity colors



## Primary Colors

These colors are best used for **official stationery** (letterhead, envelope, and email signature). Refrain from using other colors for official documents.

## Secondary Colors

When designing materials such as **posters and other print media**, and **packaging and merchandise**, these secondary colors can expand design or style options.

The additional purple hue is inspired by the Order of the Purple Feather and the color of the Judiciary.



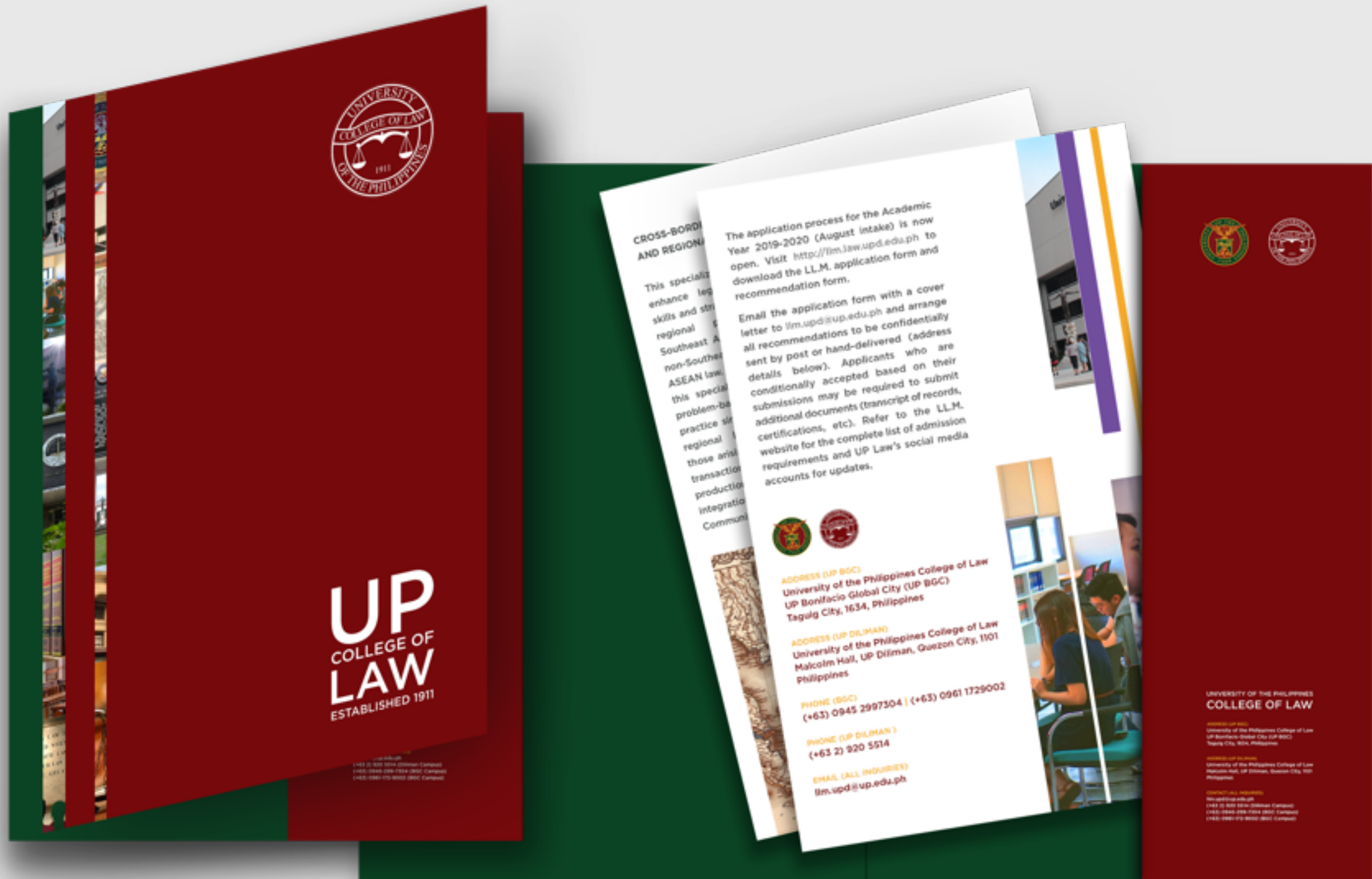
# complementary colors



Shown here is a color wheel, which may be used as **reference for choosing colors** that may **complement** the primary and secondary identity colors.

These complementary colors may be used for a variety of materials — from print media to packaging and merchandise as well as interior or outdoor layouts.

Primary and secondary colors (inner wheel)  
and complementary colors (outer wheel)



Official information kits such as brochures and primers must be designed with **primary and secondary colors**.



**Complementary colors** may be used for any other purpose, such as in publication layouts.