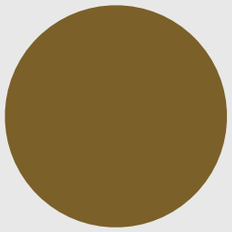
UP Law Center logo

The official Law Center logo in color and in grayscale (monochromatic)

The official logo is the primary visual representation of the UP Law Center. Similar to the UP College of Law logo, appropriate use must be observed as a gesture of respect.

identity colors



Brown Olive

C: 42% M: 54% Y: 96% K: 28%

White

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

Gray

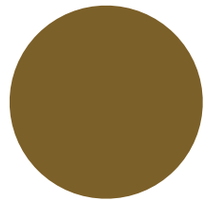
C: 36% M: 28% Y: 27% K: 0%

Steel

C: 69% M: 69% Y: 63% K: 74%

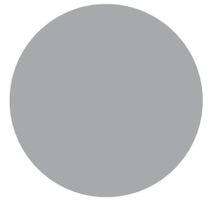
print media

color



Brown Olive
#7c6028

White
#ffffff

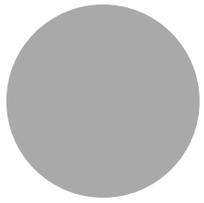


Gray
#a7a9ac

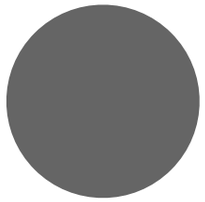
Steel
#231f20

grayscale

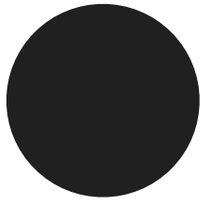
White
#ffffff



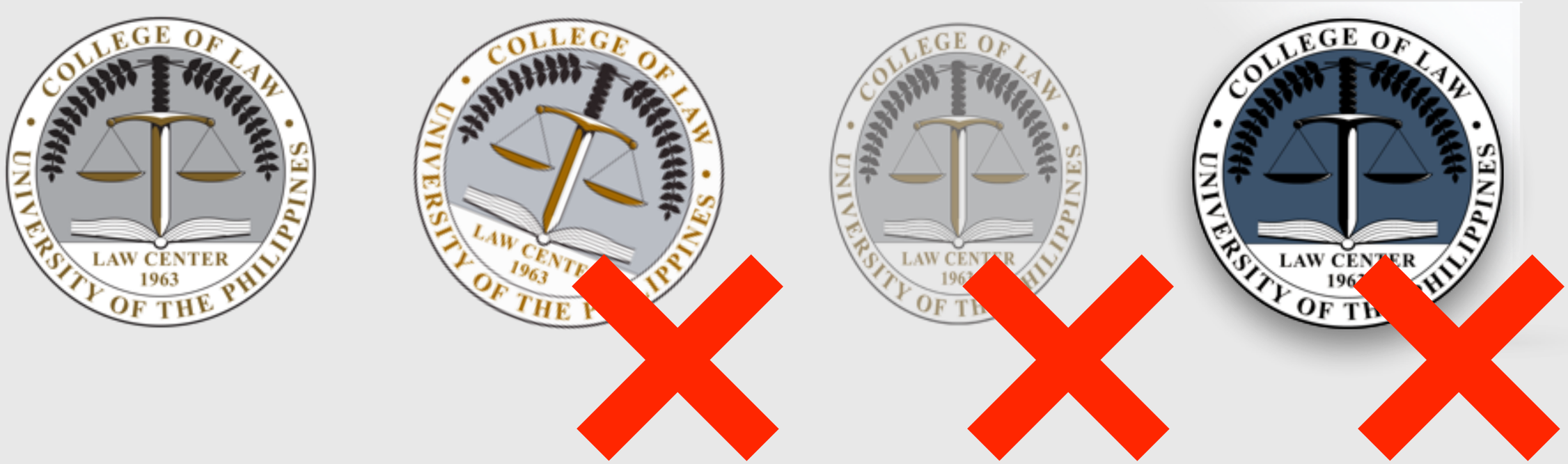
Gray
#a9a9a9



Deep Gray
#656565



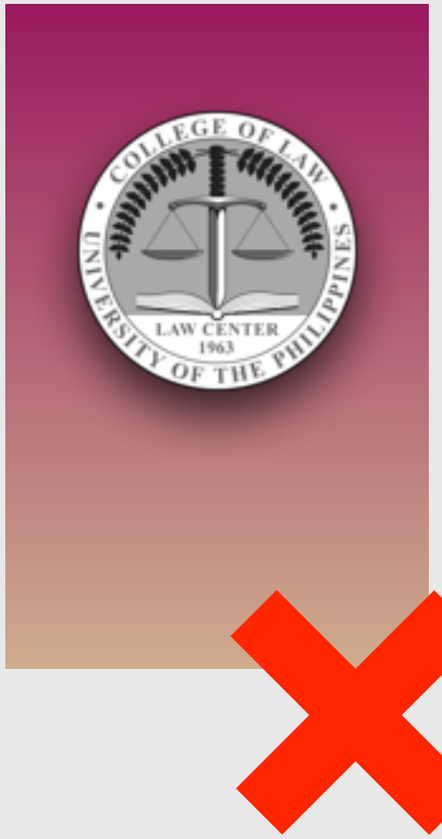
Steel
#202020



correct use

Always render the logo and logotype in their correct colors and proportions. The color version must maintain the correct colors, **100% opacity**, as well as its **circular shape**.

Avoid altering or skewing the logo and logotype. Changing the color, opacity, shape, and texture, or adding visual effects such as glow, gradients, lighting, reflections, shadows, and so on **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

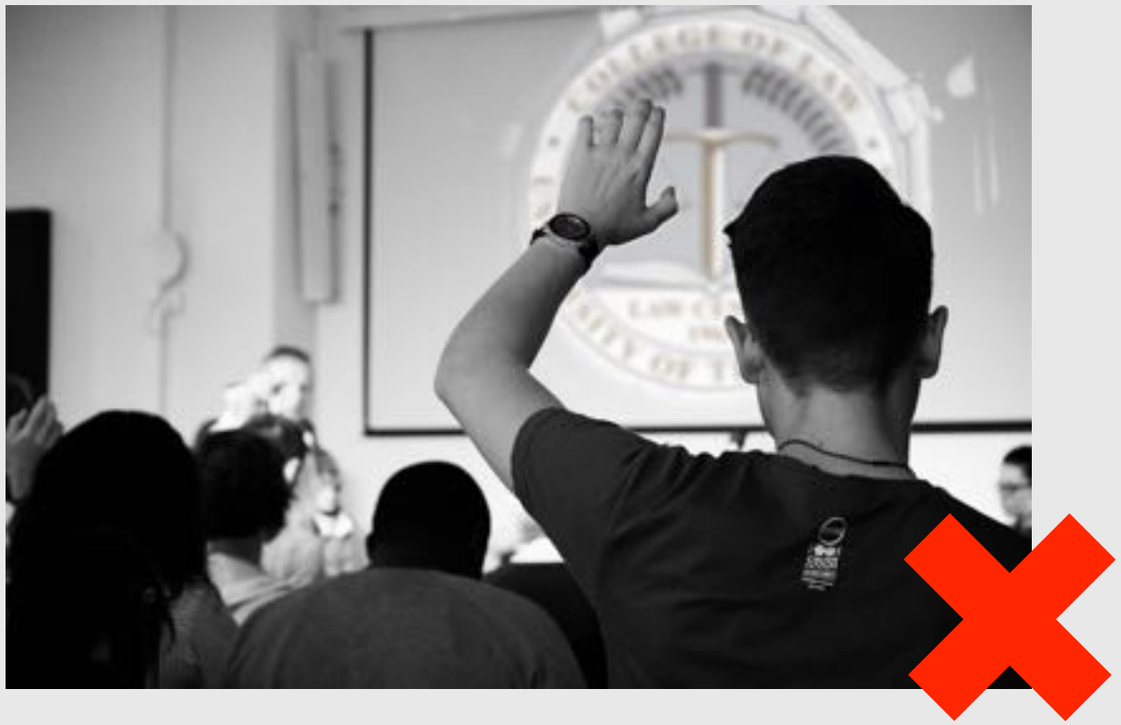
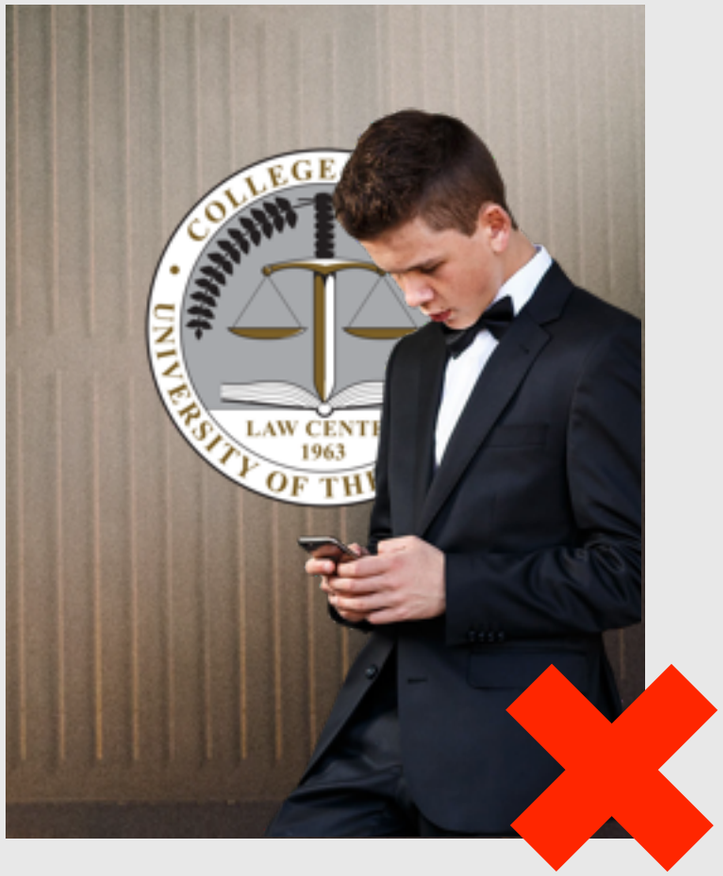
As much as possible, the logo must be presented on a **plain background** (for the appropriate colors, refer to the identity colors and complementary palette).

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 a grayscale or monochromatic material.

As much as possible, avoid cluttered images as background.

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.

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