

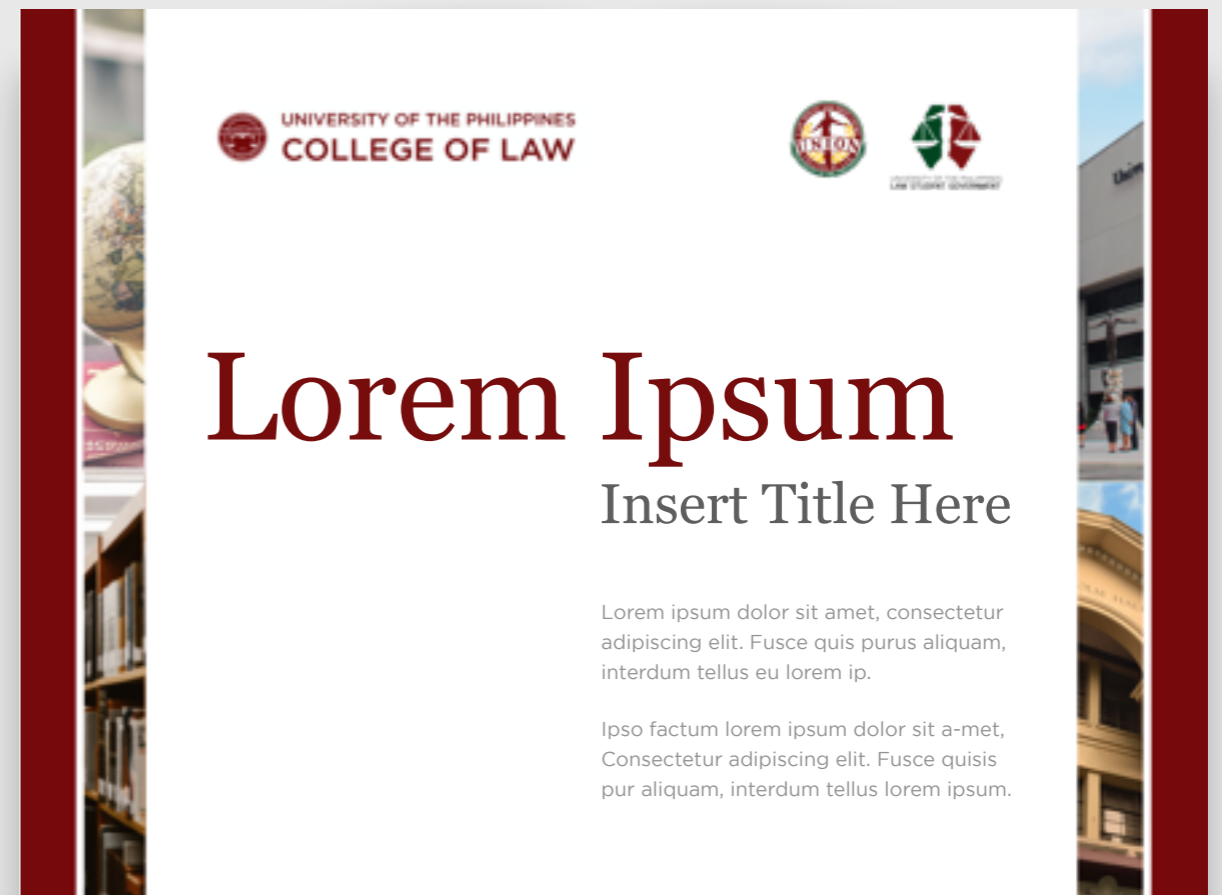
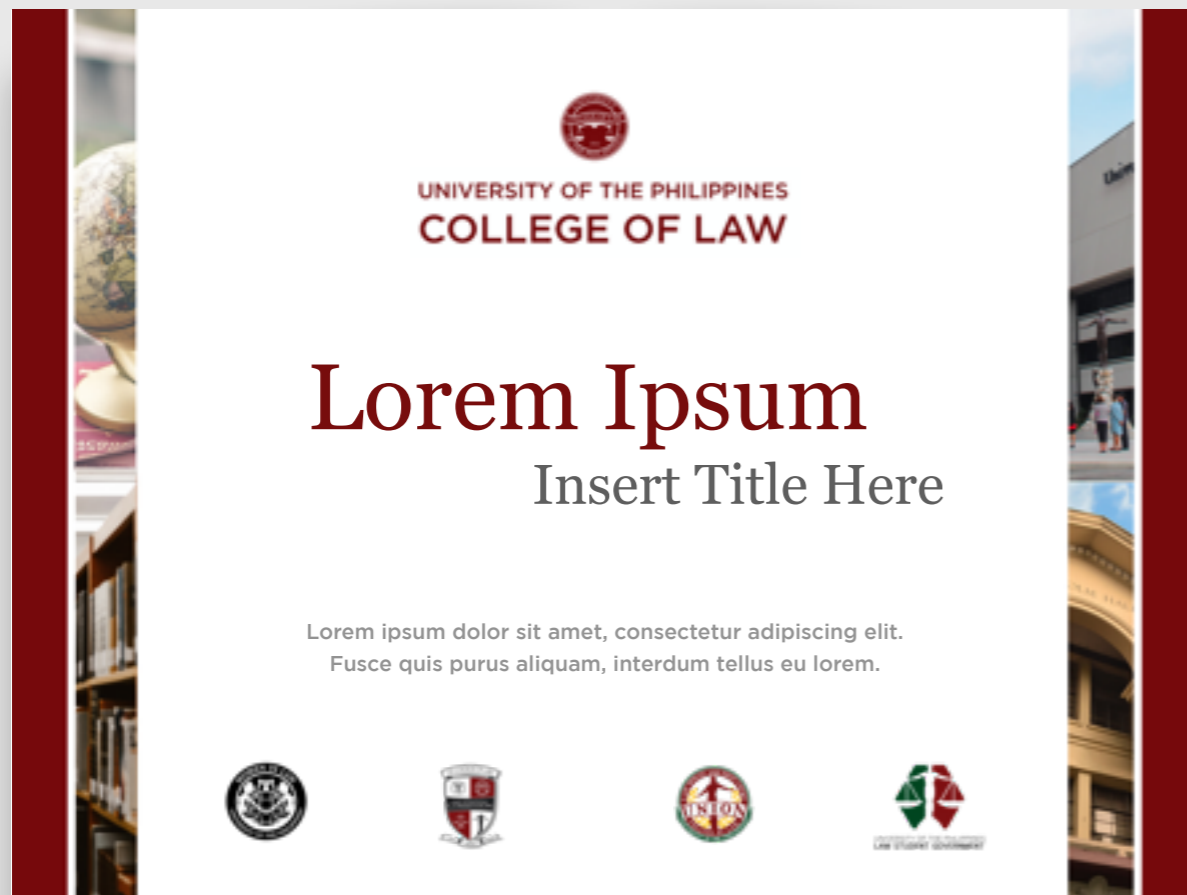


logo use with partners

There must be **enough space** around the logo (and each of the partner logos) to make each easily distinguishable — follow the measurement guide discussed in the logo section of this guidebook. Render each logo **proportionally equal** to one another; no logo should appear bigger than the UP College of Law logo unless the partnership agreement stipulates it (i.e., when the college is a minor or secondary partner).

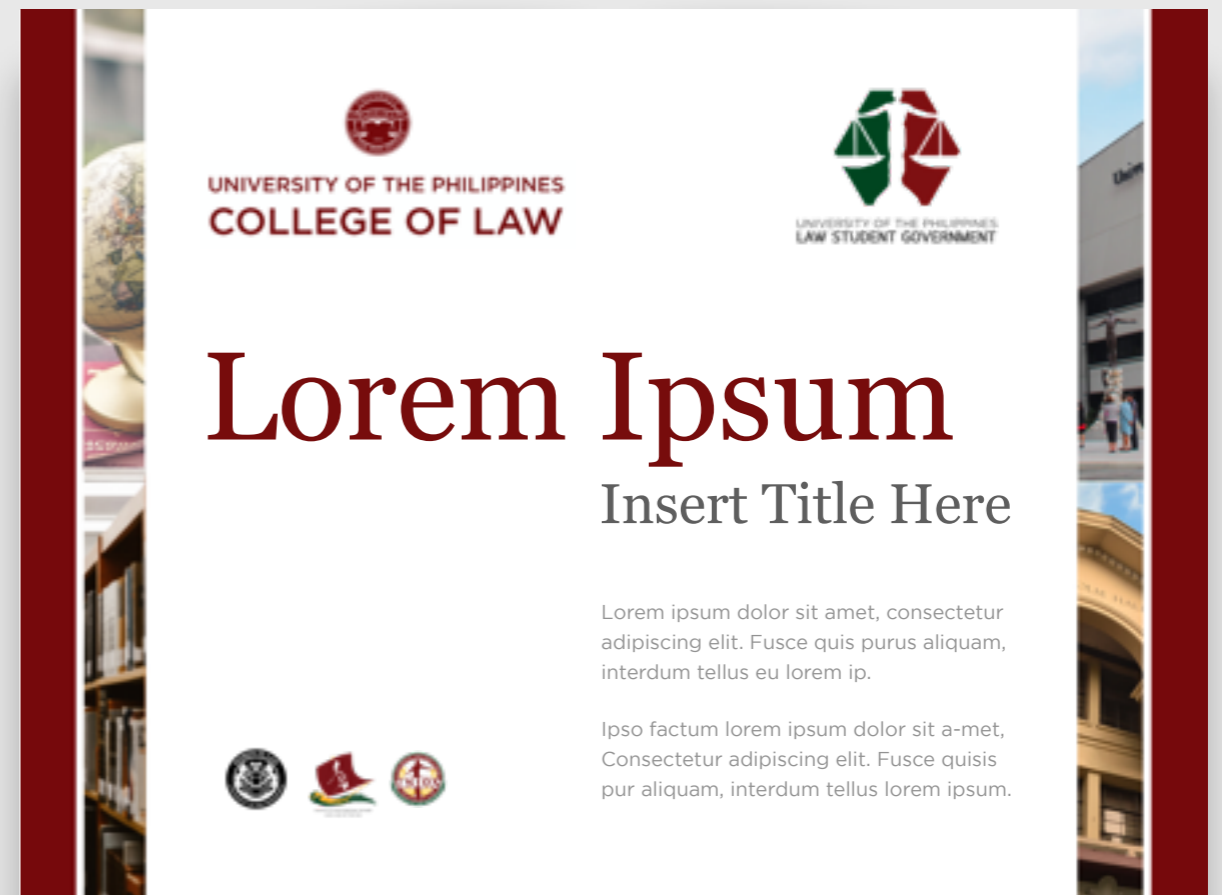
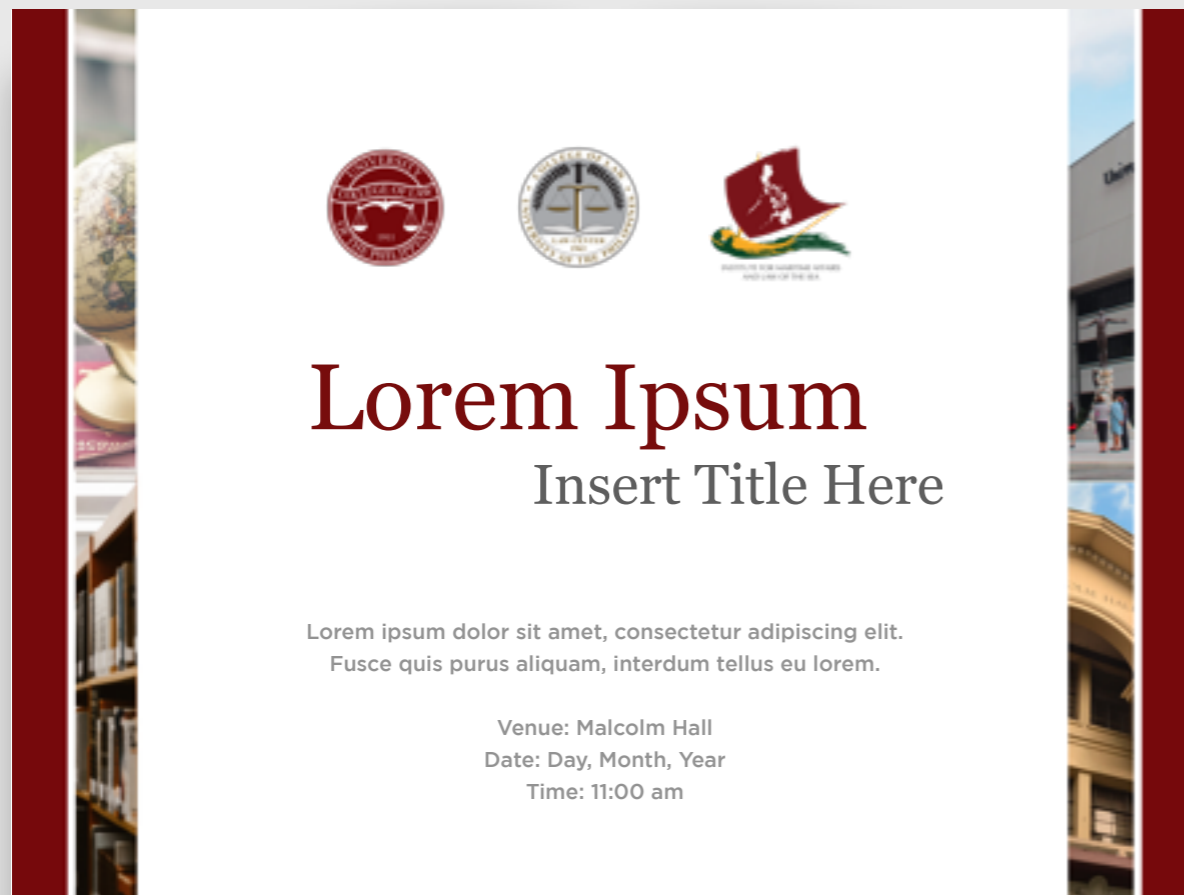
This applies to all logos and logotypes.





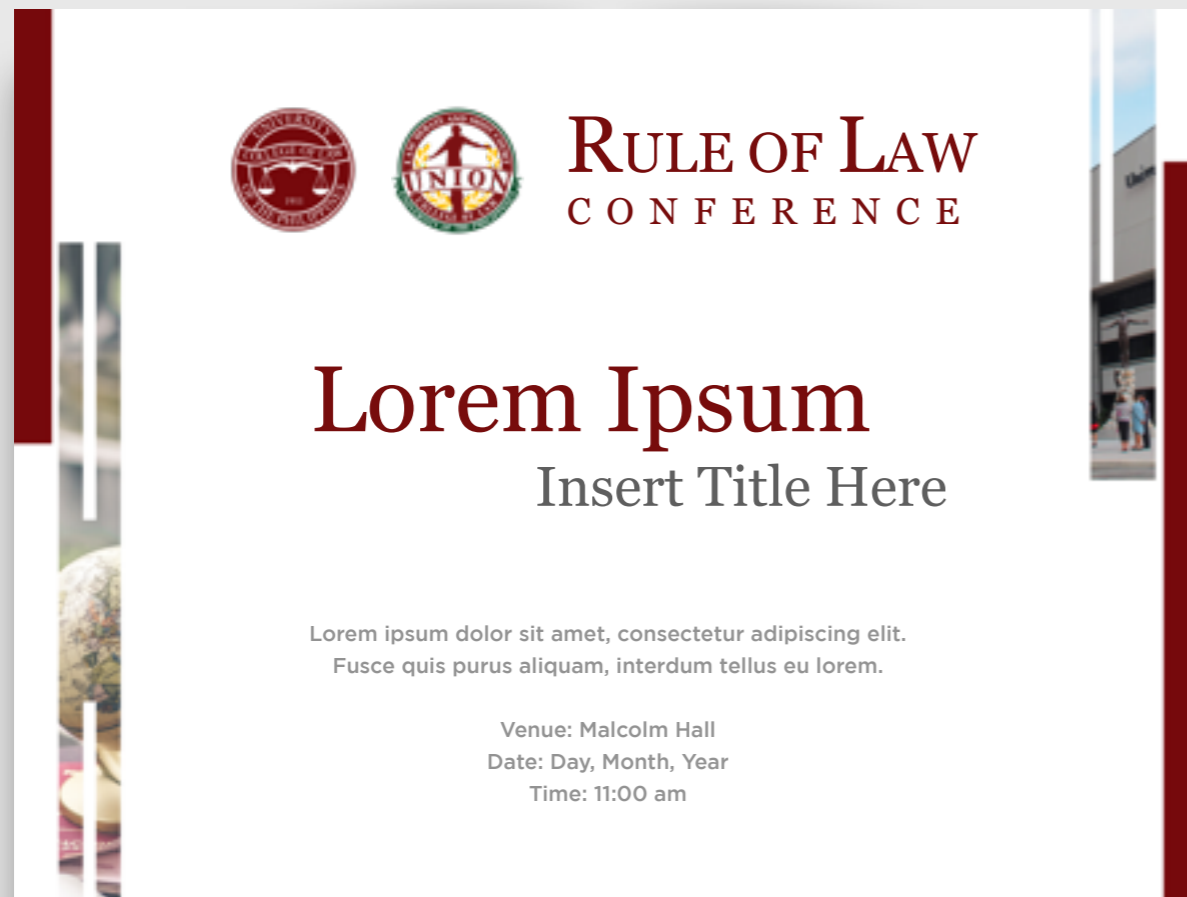
as leading organizer

When the UP College of Law (or Law Center) is the leading organizer among the co-organizing partners, ensure that the logo is placed in a most conspicuous position in the layout and is resized bigger than the other logos. **For added visual emphasis, use the logotype** — horizontal or vertical, depending on the layout.



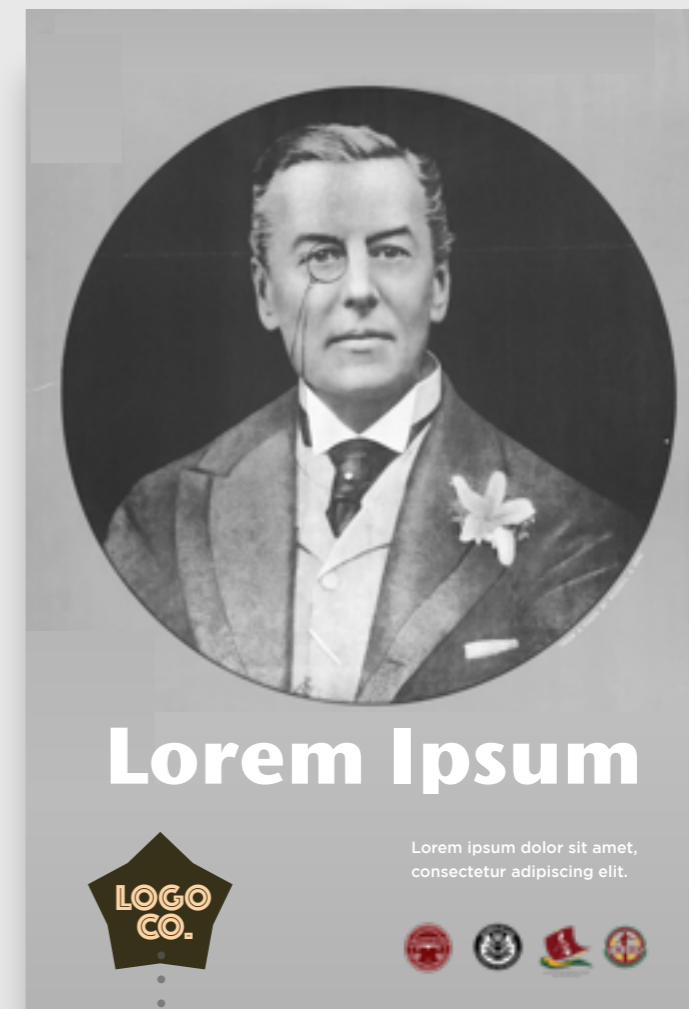
as co-organizer

When the UP College of Law (or Law Center) is a co-equal organizer, the logos **must be equal in size** and visual focus as that of the partner/s. As much as possible, the UP College of Law logo should appear before other logos. When rendering logos visually proportional in size, consider the shape and total area of each logo (i.e., circular/square logos versus rectangular logos).



long-term partnerships

When the UP College of Law is in a long-term partnership with another brand or organization for a particular event or project, a permanent logotype with the logo/s of the partner/s must be created with the title of the event or project as the main visual representation of the partnership. As much as possible, refrain from altering this logotype when designing various layouts.



other partnerships

When the UP College of Law (or Law Center) only acts as a minor or supporting partner, **the leading organizer's own branding guidebook** should set the rules as agreed. However, ensure that the UP College of Law visual identity guidelines are maintained and respected.

..... leading organizer
..... or major sponsor