"BAR" DESIGN

**Concept**

The  maroon bar is a simple visual element that encapsulates the visual identity of the UP College of Law. The **"bar" design** is literally a long rectangular element that can be used as a principle for designing any material in online or print format. Primarily in maroon, it **visually signifies various concepts —** from the UP color of pride to an abstract shape that resembles a ruler (law), a bar graph (success rate and trend), an edge (as seen on the stationery), or a stack of books and even rhythm of beats or music (as seen in the poster designs). As a literal "bar", this design element also intuitively **alludes to the Bar exams.**

The main idea of a consistent and simple design used in UP Law Complex materials is quite straightforward: to **raise the bar** in all its communication efforts. While content is usually most crucial and essential, a first impression does matter.

poster

The "Bar" design
on the LLM poster

Georgia (font)

text-image alignment

text-text alignment

white space

What is law?

How to study and
why it matters
how you study

white space

UNIVERSITY OF THE PHILIPPINES
COLLEGE OF LAW
presents

A LECTURE BY
JUSTICE MARVIC LEONEN

10 AUGUST 2019, 1:00PM
LEARNING COMMONS

text-text alignment
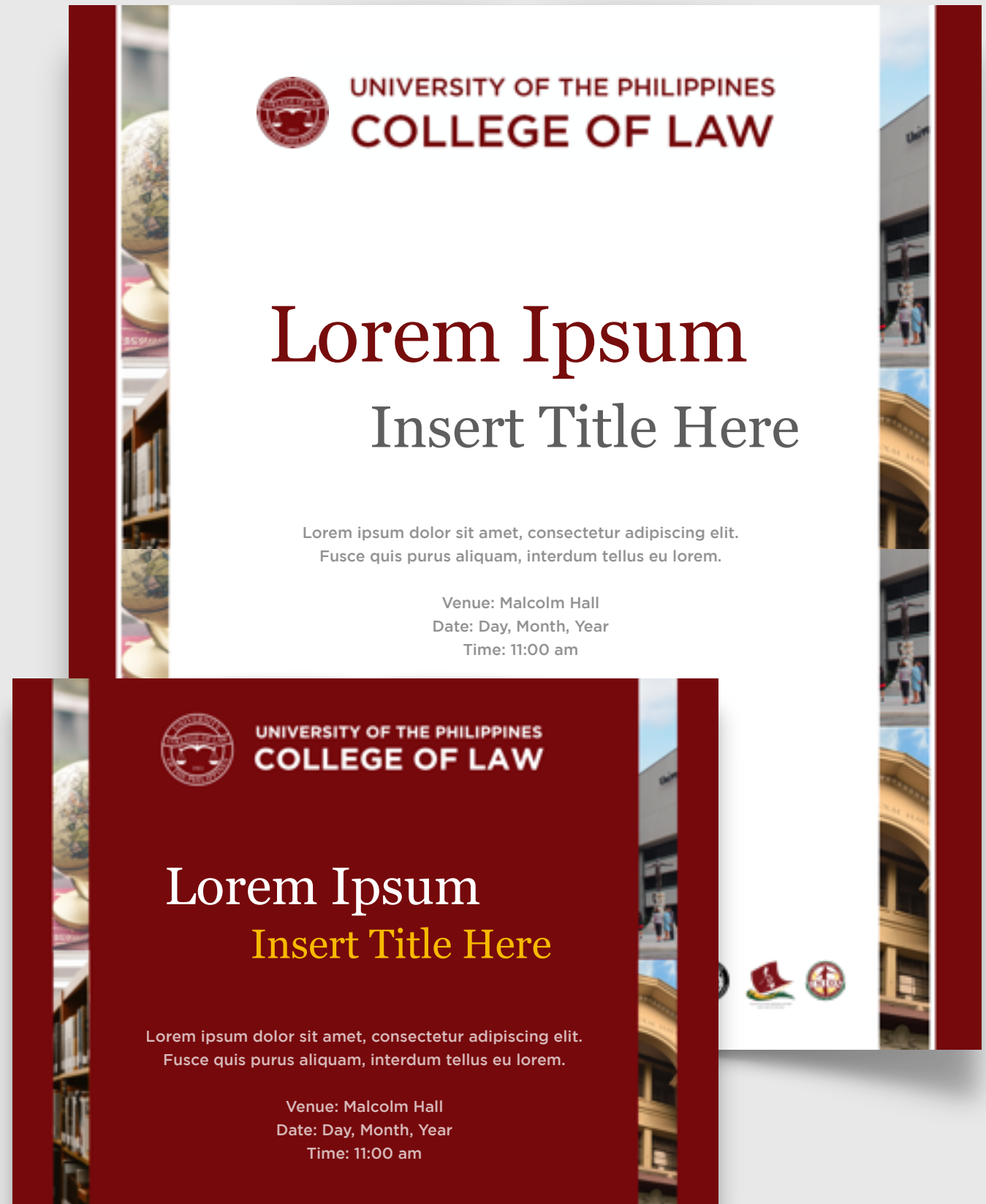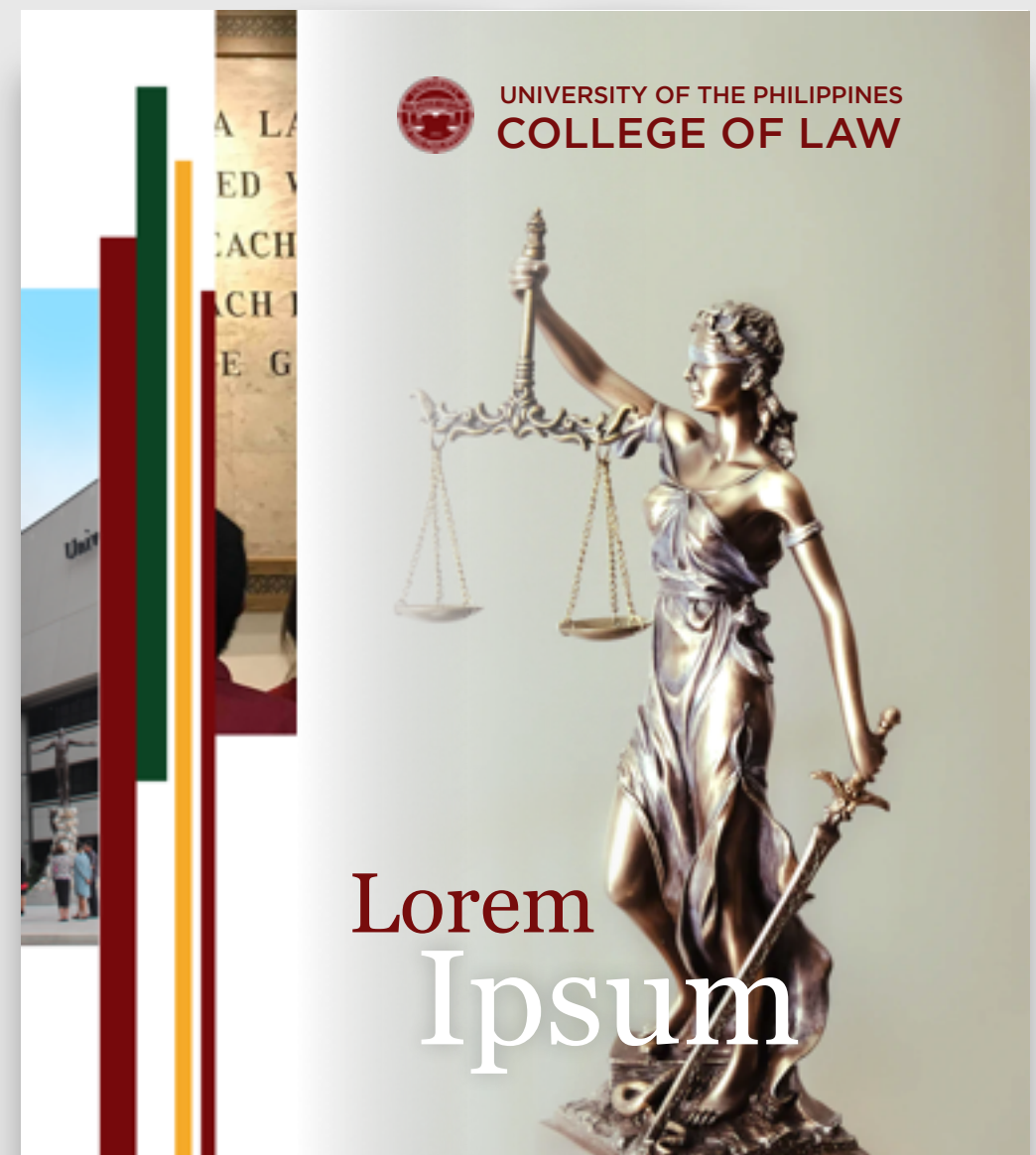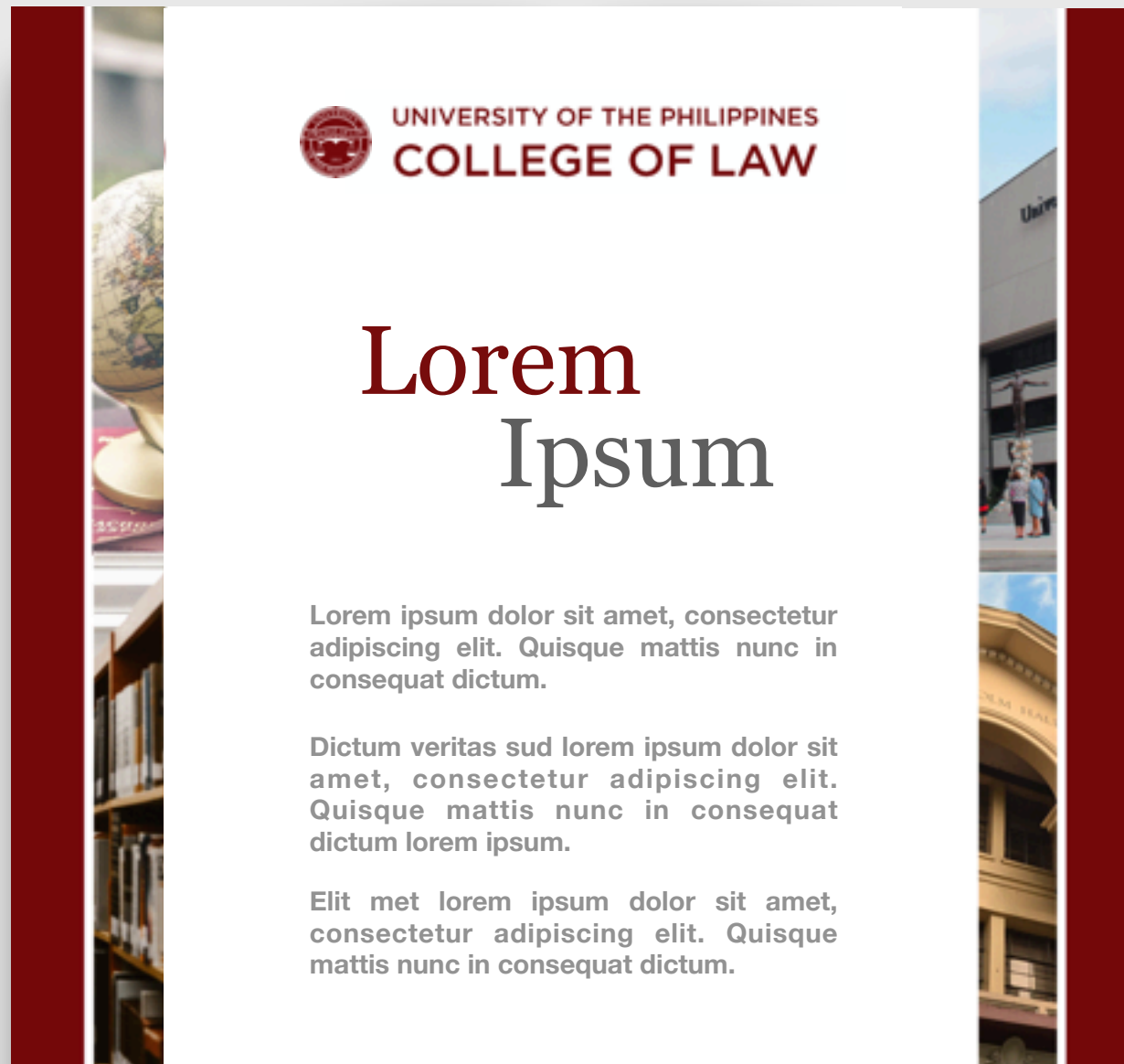
Gotham (font)

text-image alignment

The poster layout
must attain a certain
**balance** among its
various elements.

**The "bar" design** must be implemented in all poster layouts (digital or print). Use only the essential typefaces and avoid all kinds of decorative or "fancy" fonts. Make sure that the content is legible and refrain from wordy paragraphs; the text must be concise and straightforward.

Photographs may be added as necessary or used as decorative elements. Ensure that there is **sufficient "white space"** (blank area) to balance all the contents.

Standard poster layouts may appear in white or maroon. Prescribed identity colors may be useful for all the poster elements such as: title, date, and other information. However, avoid using too many colors for the text.

UNIVERSITY OF THE PHILIPPINES
**COLLEGE OF LAW**

# Lorem Ipsum
## Insert Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce quis purus aliquam, interdum tellus eu lorem.

Venue: Malcolm Hall
Date: Day, Month, Year
Time: 11:00 am

UNIVERSITY OF THE PHILIPPINES
**COLLEGE OF LAW**

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**UNIVERSITY OF THE PHILIPPINES**
**COLLEGE OF LAW**

# Lorem
## Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque mattis nunc in consequat dictum.

Dictum veritas sud lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque mattis nunc in consequat dictum lorem ipsum.

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**UNIVERSITY OF THE PHILIPPINES**
**COLLEGE OF LAW**

# Lorem
## Ipsum

## content

Keep text to a minimum — two to three lines for the title, and no more than ten lines for the additional information. When using photographs or other images, ensure that these are in high resolution.
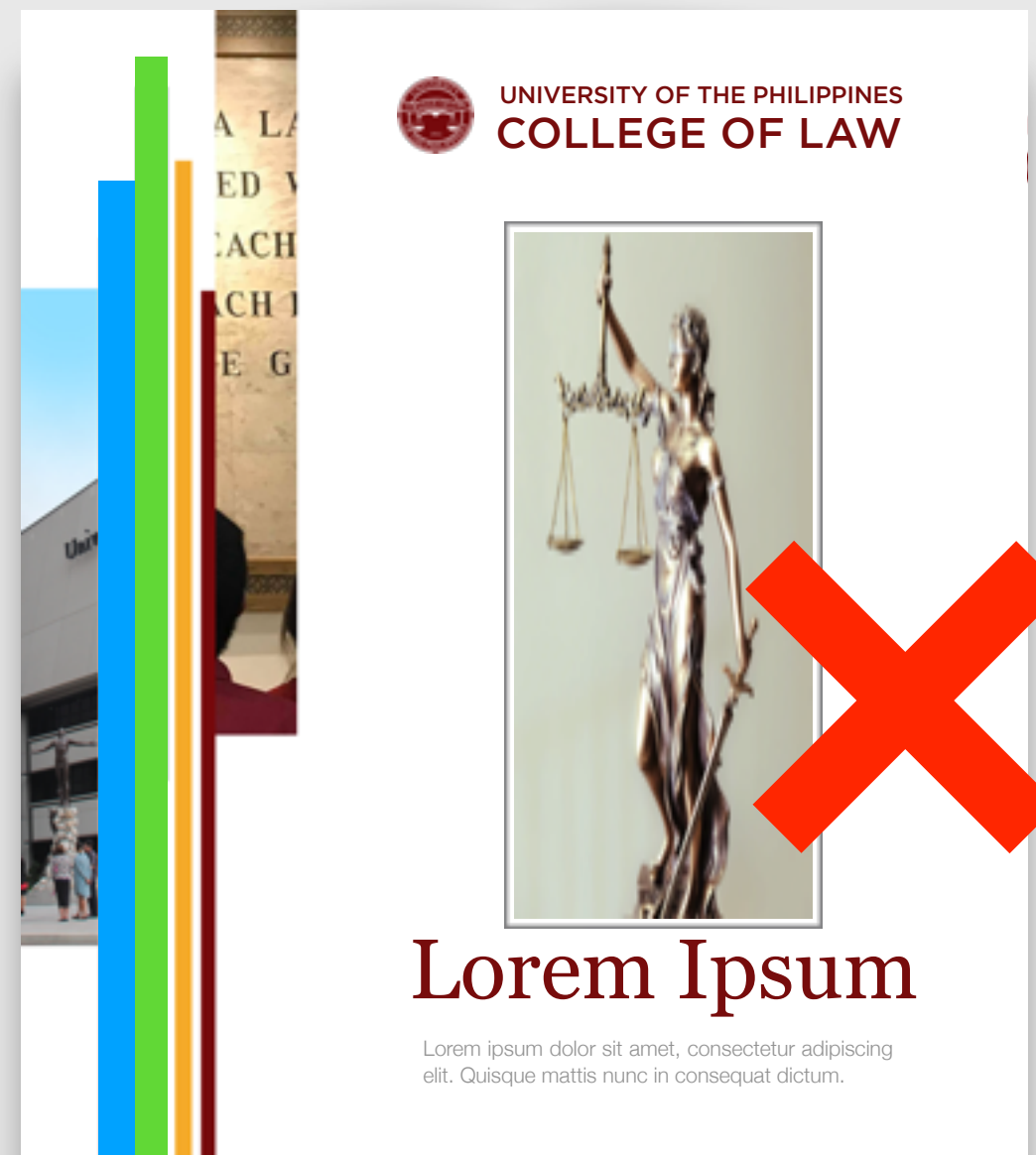
For the layout of title and text, avoid decorative or "fancy" fonts and refrain from adding too many lines of text and flushing to the margins. When using images or photographs, resize them proportionally. As much as possible, photographs must be seamlessly incorporated into the layout (as previously shown). The bar design elements must only use primary identity colors.

University of the Philippines Law Center
Institute of International Legal Studies

Negotiating
International
Agreements:
Training
Workshop

October 1-2 2019
1st Floor Lecture Hall,
UP LAW CENTER, Bocobo
Hall, Diliman, Quezon City

UNIVERSITY OF THE PHILIPPINES
LAW CENTER

*Negotiating International Agreements*

**Training Workshop**

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Venue: Malcolm Hall
Date: Day, Month, Year
Time: 11:00 am

# banner

Large format banners work best when the information is **instantly visible** from a distance. Ensure that the logo and title are legible from a distance.

Prioritize the title; images should only be added as supplemental details.

Always **avoid stretching a layout** to fit the large-scale size of the banner.

Banners or billboards may be horizontal or vertical, depending on the on-site placement.

# signage



**BIG TEXT**

Additional information (smaller text) here.
Date, Time, Venue or Contact

**BIG TEXT**

Additional information (smaller text) here.
Date, Time, Venue or Contact

Signages are **different from posters and banners** in that these formats are mainly used for posting announcements or directions on doors or in hallways, and other sites — "classes suspended", "sign up here", "seminar moved to Room 10", "bag drop area", "registration ongoing", "parking reserved for faculty", et cetera are some examples of signage.

Signage designs in maroon or white, following a similar layout, typeface, and logo placement used consistently and uniformly **contribute to the general visual identity of the campus.**
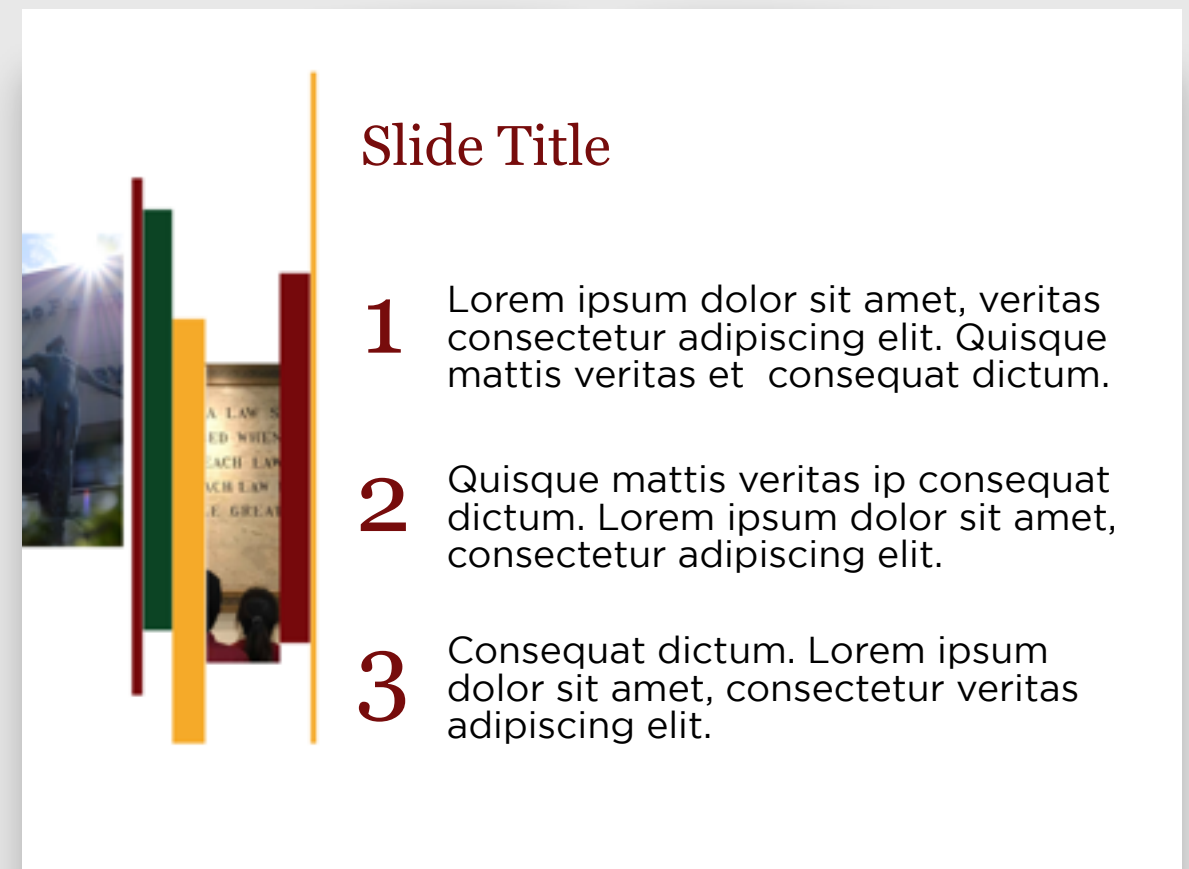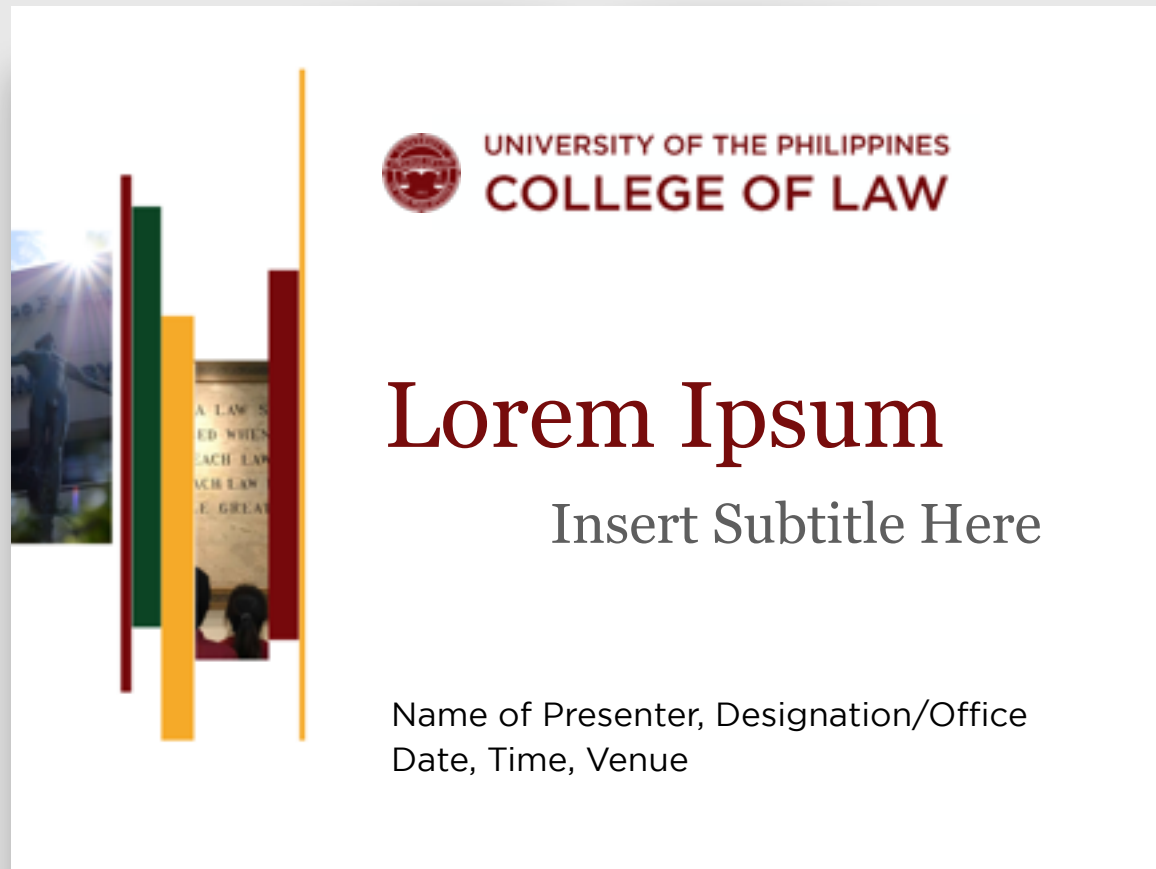
# slide presentation

The "bar" design may be implemented in the slide presentation template although a plain white slide presentation may also be useful at times. When designing slides, the idea of "less is more" always applies. Often, decorative elements can distract the audience from the essential information on the slides; hence it is advisable to use plain slides rather than the templates available on desktops or laptops.

# slide presentation

Slide presentations are more effective when each slide shows no more than 10 lines of text. Ensure that the **text size is large enough** and that there is enough "white space" to aid readability — even the margins should have enough blank space. Fonts must be used consistently throughout the slides; use a maximum of 2 fonts only in order to avoid visual clutter. Fonts similar to Georgia or Gotham may be used.

Image 1. Image caption added

Image 1. Image caption added

# slide presentation

When showing images such as photographs or illustrations, avoid placing them on the slide templates — decorative borders usually take up space and compete with the main image being presented. The best way to use an image is to simply show it in its entirety (without the slide border/design). Captions may be superimposed on the image or they can be simply added on the previous or succeeding slide.

Table 1. Table caption added

| Date | Data | | | |
|------|------|------|------|------|
| 2015 | 1,000 | 2,000 | 3,000 | 4,000 |
| 2016 | 5,000 | 6,000 | 7,000 | 8,000 |
| 2017 | 9,000 | 10,000 | 11,000 | 12,000 |
| 2018 | 13,000 | 14,000 | 15,000 | 16,000 |
| 2019 | 17,000 | 18,000 | 19,000 | 20,000 |
| 2020 | 21,000 | 22,000 | 23,000 | 24,000 |

### Title of Table

| Date | Data | | | |
|------|------|------|------|------|
| 2015 | 1,000 | 2,000 | 3,000 | 4,000 |
| 2016 | 5,000 | 6,000 | 7,000 | 8,000 |
| 2017 | 9,000 | 10,000 | 11,000 | 12,000 |
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| 2019 | 17,000 | 18,000 | 19,000 | 20,000 |
| 2020 | 21,000 | 22,000 | 23,000 | 24,000 |

*Table 1. Long, additional descriptions apart from the table caption may be redundant and unnecessary.*

# slide presentation

Tables are best appreciated when they are shown in full and without the decorative slide borders. Choose sans serif fonts for their readability and avoid italics unless necessary. There is no need to add a title or description if the table caption suffices. When adding colors, use them in a way that aids legibility (e.g., alternating color of rows, x- and y-axis colors).