



Branded folders and pens may be useful for **marketing purposes** — the folder can hold brochures, flyers, and primers; and the pen completes the set.

marketing kit

Maroon or white packaging can be used for various merchandise. Consistency and uniformity should be achieved when designing the layout. The logo and logotype may be used interchangeably. Simple packaging is not only effective but also elegant.



# merchandise



Merchandise must duly represent the College in a professional and proprietary manner. The designs should use either a plain maroon background with a white logo or logotype or plain white background with a maroon logo or logotype.



Refrain from using the logo or logotype on merchandise that does not follow the visual identity prescribed in this guidebook. Not only does this undermine UP Law's visual branding but it also competes with the efforts of the college.



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