

typography as design



Student initiatives and organizations may produce unofficial media by appropriating certain elements from the UP Law Visual Identity Guidebook. For instance, the “bar design” may be utilized to form geometric shapes while keeping a simple typographic look. The example shown here is intended to resemble the silhouette of the Malcolm Hall facade.

Following the **UP Law Visual Identity Guide**, this design is achieved by mixing the identity colors, bar elements, and the prescribed font (Georgia or Gotham) as a typographic design.



These examples use various primary and secondary colors prescribed by the UP Law Visual Identity Guide. Observe the use of **bars and other shapes** to convey the intended typographic design.



design applications

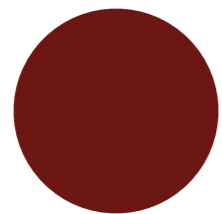
While the UP Law Visual Identity Guidebook prescribes strict color and style limitations for **official** materials and merchandise of the UP College of Law, some flexibility is granted for student initiatives and organizations. They may experiment with various approaches to designing their own media as long as these are produced in consonance with the standards of the UP College of Law.



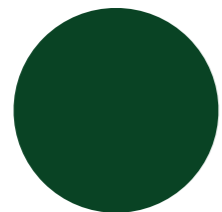
Examples of other design applications (print and social media)

identity colors

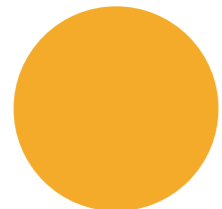
digital



Maroon
#76090c

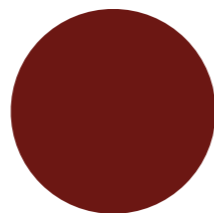


Green
#0a4424

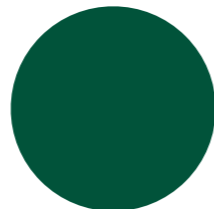


Yellow
#f5ab29

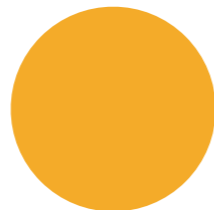
print



Maroon
#76090c

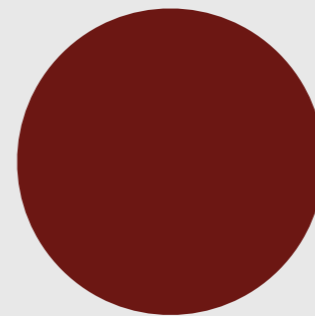


Green
#00543c



Yellow
#f5ab29

logo / logotype



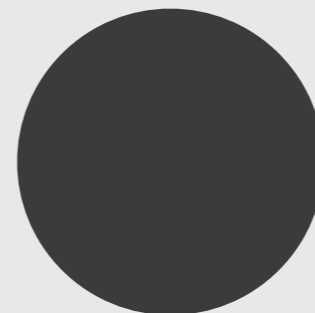
Maroon
#76090c

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

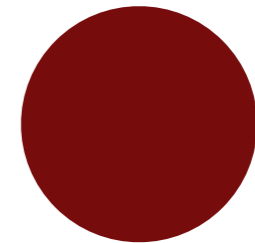
print media

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.

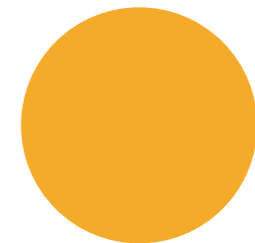
Maroon

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



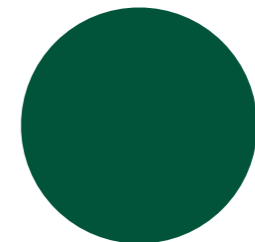
Yellow

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



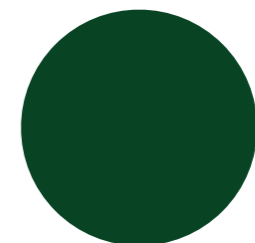
Green

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

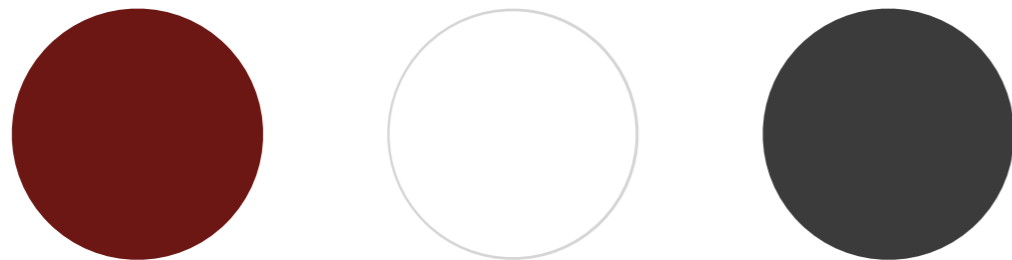


Green (RGB)

#0a4424



identity colors



Primary Colors

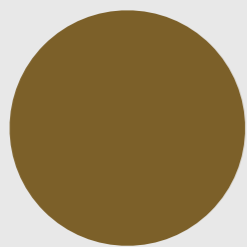
These colors are best used for **official stationery** (letterhead, envelope, and email signature). Refrain from using other colors for official documents.

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.

monochromatic tones



Brown Olive

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



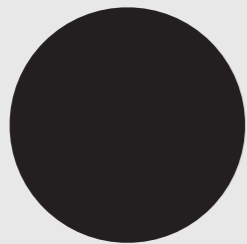
White

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

grayscale

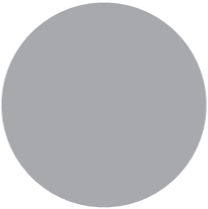
color

Brown Olive
#7c6028

White
#ffffff

Gray
#a7a9ac

Steel
#231f20

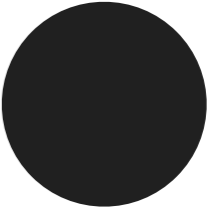
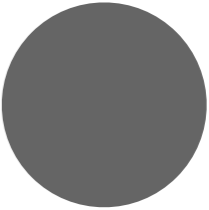
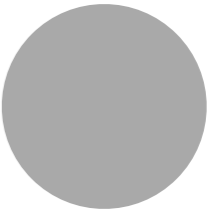


White
#ffffff

Gray
#a9a9a9

Deep Gray
#656565

Steel
#202020



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)

essential typefaces

Palatino, **Georgia**, and **Gotham** are the three primary fonts essential to the visual identity of the UP College of Law.

While these fonts are **downloadable for free** (some are even readily available on various desktops and laptops), they may be substituted with various alternatives such as **Book Antiqua** and **Times New Roman** for serif style requirements, and **Montserrat** and **Franklin Gothic** for sans serif styling.

These essential typefaces **complement** each other well as long as standard rules of typography are observed.

Palatino *Palatino*

Georgia **Georgia**

Gotham **Gotham**

Book Antiqua *Book Antiqua*

Times New Roman *Times New Roman*

Montserrat **Montserrat**

Franklin Gothic *Franklin Gothic*