



# UNIVERSITY OF SANTO TOMAS



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UNIVERSITY OF SANTO TOMAS



# Visual Identity Manual



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The Pontifical and Royal University of Santo Tomas, the Catholic University of the Philippines, is considered the oldest University in Asia. Having been imbued with unending grace since its establishment in 1611, the University takes pride in its reputation for producing competent and compassionate professionals who are committed to the service of the Church, the nation, and the global community.

Hence, in line with its commitment to maintain its centuries-old tradition of excellence, the University aims to uphold its identity by standardizing its brand elements and providing clear guidelines on the use of a unified Thomasian brand in all communication materials and products alike. This objective will be achieved through the formulation of standards and guidelines on which to anchor branding procedures.

The University of Santo Tomas brand is not limited to its many symbols and icons. Actions – visual, written, or spoken – are also part of branding and reflect on the identity of Thomasians. An understanding of and close adherence to the University's visual identity standards can ensure the collaborative efforts of Thomasians to strengthen the brand of the University of Santo Tomas as an institution of higher learning that is committed to excellence in academics, eminence in research, and exemplar in community development.

- To preserve the Thomasian identity and enhance its communication through consistent and standardized use of branding elements;
- To promote the unique traditions of the University with clear visual identity; and
- To guide those involved in communicating to the University's internal and external stakeholders as to the proper use of the registered seal of the University of Santo Tomas.

Building a Positive, Well-recognized Image of the University of Santo Tomas

### The Registered Seal and Its Core Elements



The present Seal of the University of Santo Tomas (UST) is likened to a shield, quartered by the Dominican Cross on which is superimposed the sun of St. Thomas Aquinas, patron saint of Catholic schools, after whom the University is named.



On the upper left corner of the Seal is the Papal Tiara, which indicates the pontifical roots of the University.



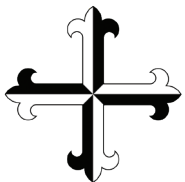
The upper right quadrant shows the lion, which is derived from the seal of Spain, indicative of the University's royal patronage throughout the greater part of the University's centuries-old existence.



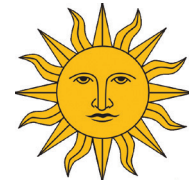
The lower left quadrant contains an image of a sea lion, from the old seal of the City of Manila, the capital of the nation, which symbolizes that this University is a part of the Republic of the Philippines.



The rose on the lower right corner represents the patronage of the Blessed Virgin Mary, under whose care the University was placed from its very beginning.



The Dominican cross signifies that the University is under the Dominican Leadership.



The sun of St. Thomas at the center of the shield symbolizes the spreading of the light of knowledge and wisdom that free minds from ignorance.

The symbols are set in gold in a field of light blue to honor the Blessed Mother Mary. The cross, however, is in black and white - the Dominican colors.

### Color Standards

Shown below are the official colors of the seal:



C: 75%  
M: 68%  
Y: 67%  
K: 90%

R: 9  
G: 173  
B: 241

Pantone neutral black C



C: 73%  
M: 22%  
Y: 0%  
K: 0%

R: 35  
G: 159  
B: 218

Pantone 298 C



C: 1%  
M: 26%  
Y: 98%  
K: 0%

R: 252  
G: 191  
B: 21

Pantone 213 C

For consistency and the preservation of the University brand and seal, no deviations from these values are allowed.



**Pantone 123 C**, or UST Gold, is the corporate color of the University. It is the most instantly recognizable element of the University’s visual identity. Hence, it is strongly recommended that non-stationery communication materials, merchandise, and other products that represent the University include it.

### Accessibility

When placing the UST Seal on any printed or digital medium, it should be printed on a background that provides sufficient contrast for the logo to appear legibly. To ensure legibility, the minimum allowed size is 0.9 inch (when used without an accompanying logotype). Reproducing the seal in a smaller size is prohibited, and all reproductions must have the registration symbol ® at all times.

*Reverse colored text for dark colored backgrounds*



When placed on dark background, the seal must have its surrounding text adjusted to white for visibility.

*Black and white seal*



Print ads and other materials limited to one color (such as intra-office communication materials) must use the official one-color reproduction.

Merely converting the fully colored logo to grayscale is not permitted, as the seal is rendered with less clarity and loss of detail.

### Seal and Logotype Configurations

For external communication and other media directed mainly toward external stakeholders (e.g. the official website, letters, or promotional materials such as brochures or posters), the registered seal combined with the full logotype must be used on the upper left-hand side.



Through consistent use of this combined visual identity device, a distinctive brand that can easily be recognized and be protected from unauthorized usage is created.

The seal may also be used with only the name accompanying it:



UNIVERSITY OF SANTO TOMAS

**Horizontal orientation**



UNIVERSITY OF SANTO TOMAS

**Vertical orientation**



UNIVERSITY OF  
SANTO TOMAS

**Alternate vertical orientation**  
*(for instances in which the space allotted for the seal and logotype is too narrow, such as in the official business card)*

### Typography

#### TRAJAN PRO

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 1234567890

The official typeface for the name of the University as it appears in the logotype, letterheads, envelopes, and other stationery is TRAJAN PRO, size 15, in all capital letters.

#### Minion Pro

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890

The name of the unit (i.e., the office, faculty, college, institute) must appear in the typeface Minion Pro, size 11, in all capital letters. Any department name under the unit must appear in the same font and size, but no longer in capital letters.

*Sample text only:*

UNIVERSITY OF SANTO TOMAS  
 FACULTY OF ARTS AND LETTERS  
 Department of English

#### Myriad Pro

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklm  
 nopqrstuvwxyz  
 1234567890

For certain units, the location and contact details of the unit are often included at the bottom-center of the stationery or other promotional material. In such cases, the typeface Myriad Pro, size 9, must be used.

### Proper Use of Seal

The University’s seal and logotype are used to identify official publications, communication materials, merchandise, and other representative products of the University of Santo Tomas. They may be used to add authenticity to or support of activities, communiqués, or other endeavors for which the University is officially accountable.

Hence, in line with the University’s efforts to sustain a unified identity, the seal should always be used as a whole, including all its elements, especially the registration symbol ®, along with the name and year of establishment of the University. The blue shield and/or the sun of St. Thomas, or any separate element from the seal, may not be used as a substitute for the entire seal.

### Recommended Sizing

When the registered seal is used with its logotype, the seal itself must not be smaller than 0.5 inch.



On its own, the registered seal must not be smaller than one (1) inch.





### Unit Marks and Name Hierarchy

A signature lockup or unit mark is the combination of the UST seal, logotype, and the name and logo (if applicable) of a specific unit within the University. Such unit marks, with examples below, may be used in letters, envelopes, business cards, posters, and program sheets.

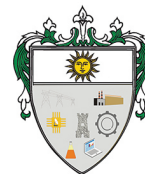


UNIVERSITY OF SANTO TOMAS  
OFFICE OF THE SECRETARY-GENERAL

The left-hand position of the University seal and the top primary position of the University name must not be changed. Names of units are to be placed solely on the second line, in center alignment. The accompanying logo of the unit must never be larger than the registered seal of the University, or occupy a primary position over it.



UNIVERSITY OF SANTO TOMAS  
FACULTY OF ENGINEERING



The name of the office or department under a unit is reserved for the third line. Should there be no accompanying logo, the text must be aligned left.



UNIVERSITY OF SANTO TOMAS  
FACULTY OF PHARMACY  
Office of the Dean

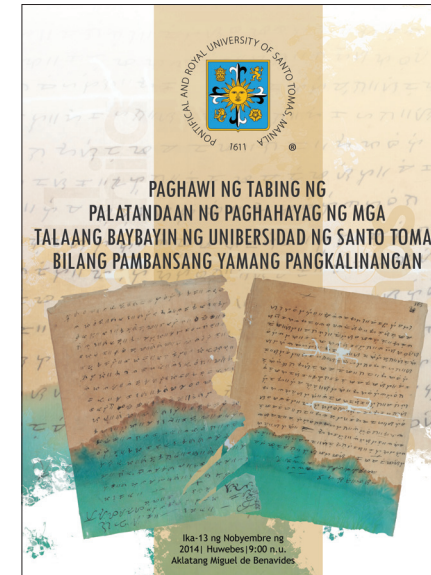
## Co-branding and Partnerships

For all printed promotional materials for a unit, an organization, or other affiliates deemed the main organizer in a layout, the logo of the said institution will be placed at a position of primacy, at the upper left-hand corner of the layout, or at the top center.

Should the University be the main organizer, then the official registered seal shall appear at the position of primacy, at least 0.5 inch from the edges and with sufficient contrast.

If a unit, department, or organization under the University is the sponsor or organizer, their logo should appear on the right side of the UST seal, which should still be in the primary position.

If the University is part of an external partnership in which the University is not the main organizer, then the University seal must accompany the logo of other contributing institutions, corporations, or any other body, with the sizes matched equally.



*University event*



*University event held in partnership with an external institution*



*Faculty/College-based event*

### Incorrect Usages of the Seal

The registered seal of the University of Santo Tomas, being apparently the most visible and the best identity symbol of the University, is deemed to be used appropriately all the time. However, there had been instances when the following incorrect usages were observed:

**a.) Logotype**

While the seal itself may be used alone (e.g. on the back of the business cards, embroidered on clothing such as coats or polo shirts, on promotional materials, and the like), the name and/or the logotype has to be used with the seal next to it.



**b.) Color values**

When reproducing the seal, the color values must be adhered to.



**c.) Seal elements**

When using the seal elements, they have to be used together and not in isolation from the registered seal. The seal cannot be used in isolation from the circular logotype of “Pontifical and Royal University of Santo Tomas 1611” or without the Registered Mark ®.



**d.) Altered proportion of seal**

Take extra precaution when printing the Seal to prevent it from becoming stretched, altered or distorted.



**e.) Unofficial logo**

Always check with the homepage of the UST Website ([www.ust.edu.ph](http://www.ust.edu.ph)) as to the official and correct copy of the UST logo which should be the copy to use and to appear in event collaterals, and others. This is downloadable.



**f.) Overlapped or Obscured Seal**

Keep the Seal and its elements clear and free from any obstruction.



**g.) Incorporated text**

In instances where posters are used to make announcements, the text of the announcement should be written below the Seal and Logotype with ample space to separate one idea from the other.



**h.) Abbreviated 'Sto. Tomas'**

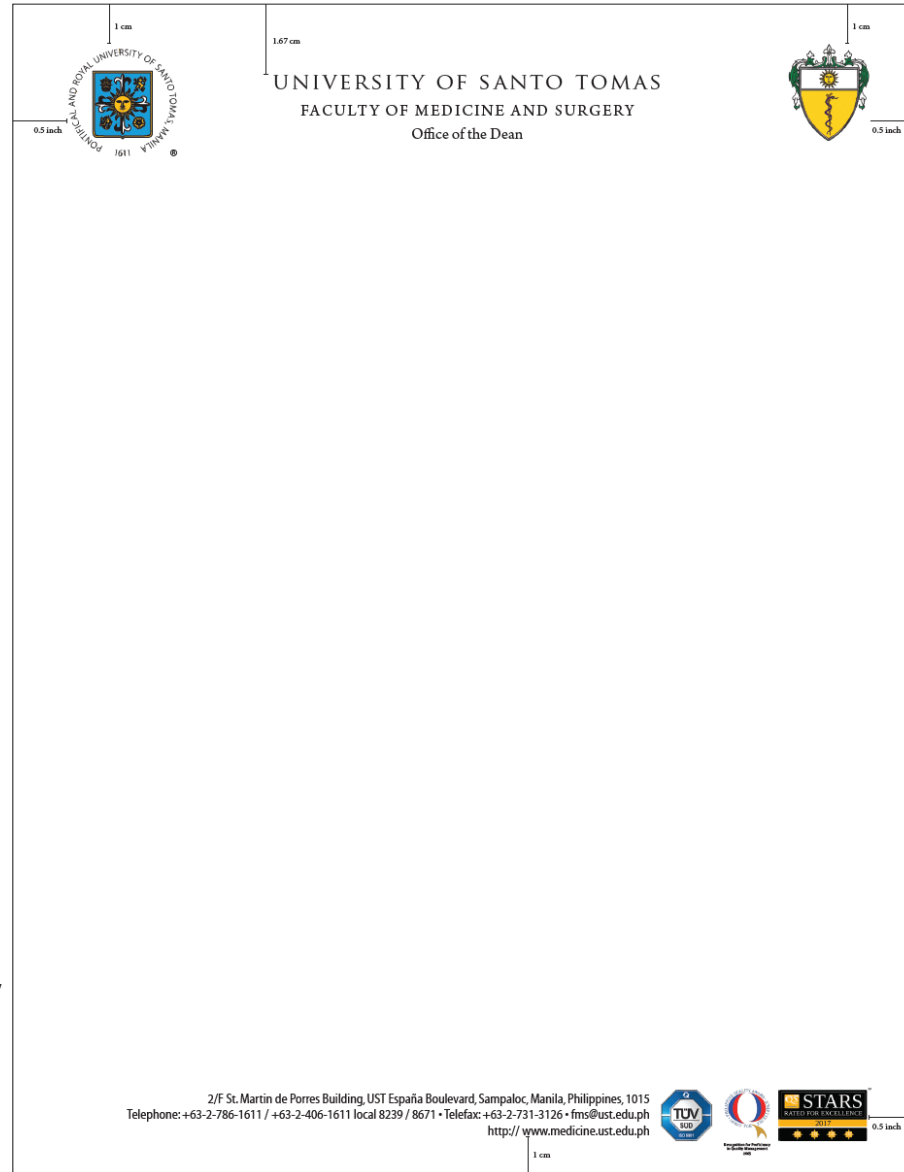
The logotype UNIVERSITY OF SANTO TOMAS should not be abbreviated as 'University of Sto. Tomas.'



Strengthening the Visual Identity of the University of Santo Tomas

## STATIONERY

For widely-used and official communication materials that represent the University of Santo Tomas and its various units for internal and external stakeholders alike, there should be a unified and simple, yet formal guide for the production of stationery with the seal and logo.



Based on a circular issued by the Office of the Secretary-General dated 14 March 2018, the official registered seal, along with images and templates for the following specifications, may be downloaded from the following links: <https://goo.gl/Ppjq5d> and <https://goo.gl/unKMt5>.

## Letterheads

The following components must be included in University letterheads:



- The registered seal of the University of Santo Tomas on the upper left-hand corner, one centimeter from the upper edge and half an inch (0.5 in) away from the left edge of the paper;
- The logo of the unit (office/faculty/college/institute/school) on the upper right-hand corner, one centimeter away from the upper edge and half an inch (0.5 in) away from the right edge of the paper;
- The name of the University, aligned center and place 1.67 centimeters away from the upper edge of the paper;
- The name of the unit right below the University's name; and
- The name of the department under the unit, if applicable.

All text components are to be printed in black ink only.

Logos must be reproduced in full color for external communication materials while single color reproductions are permitted for internal communication within the University.

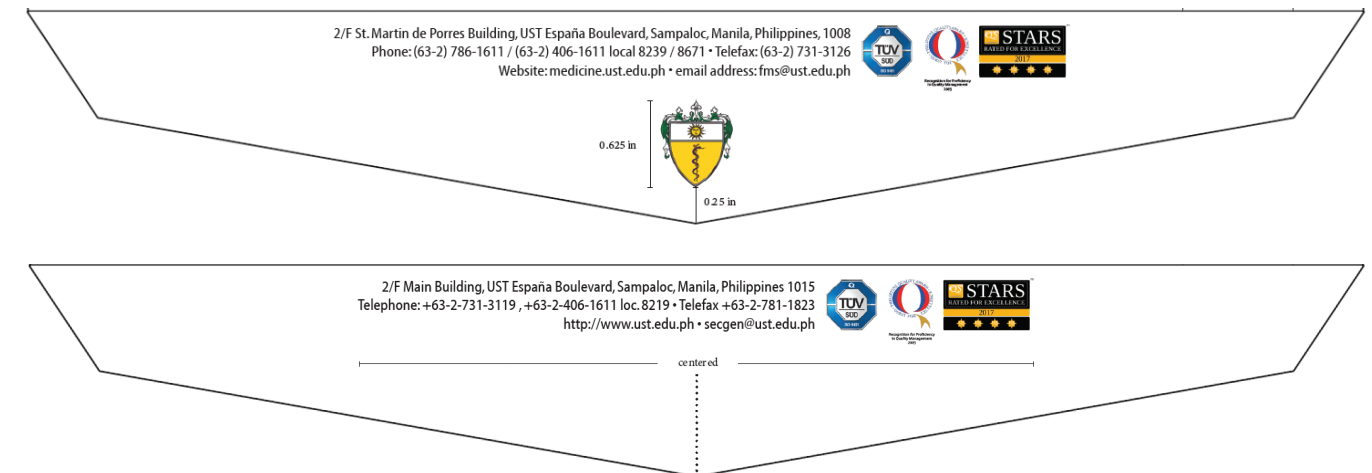
At the bottom of the letter template, the contact details of the unit may be placed one centimeter from the edge of the paper. The text should be aligned right, next to the TÜV SÜD – ISO 9001, the Philippine Quality Assurance (PQA), and the Quacquarelli-Symonds (QS) Four-star rating badges, which must be half an inch (0.5 in) away from the right edge of the paper.



## Envelopes

Envelopes are yet another chance to represent the University and its brand. When consistent, clean, and professional designs are employed on such materials, it strengthens the University’s visual identity and contributes positively to the institutional image as a whole.

Hence, designs must be unified and contain the following elements:

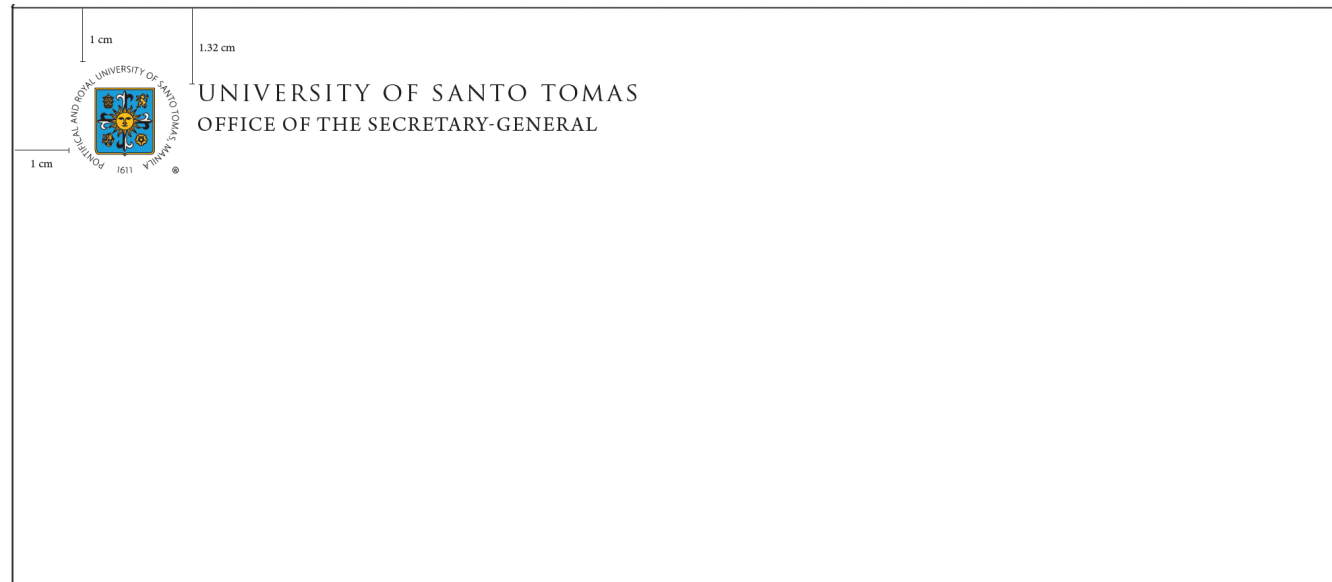


The flaps must have:

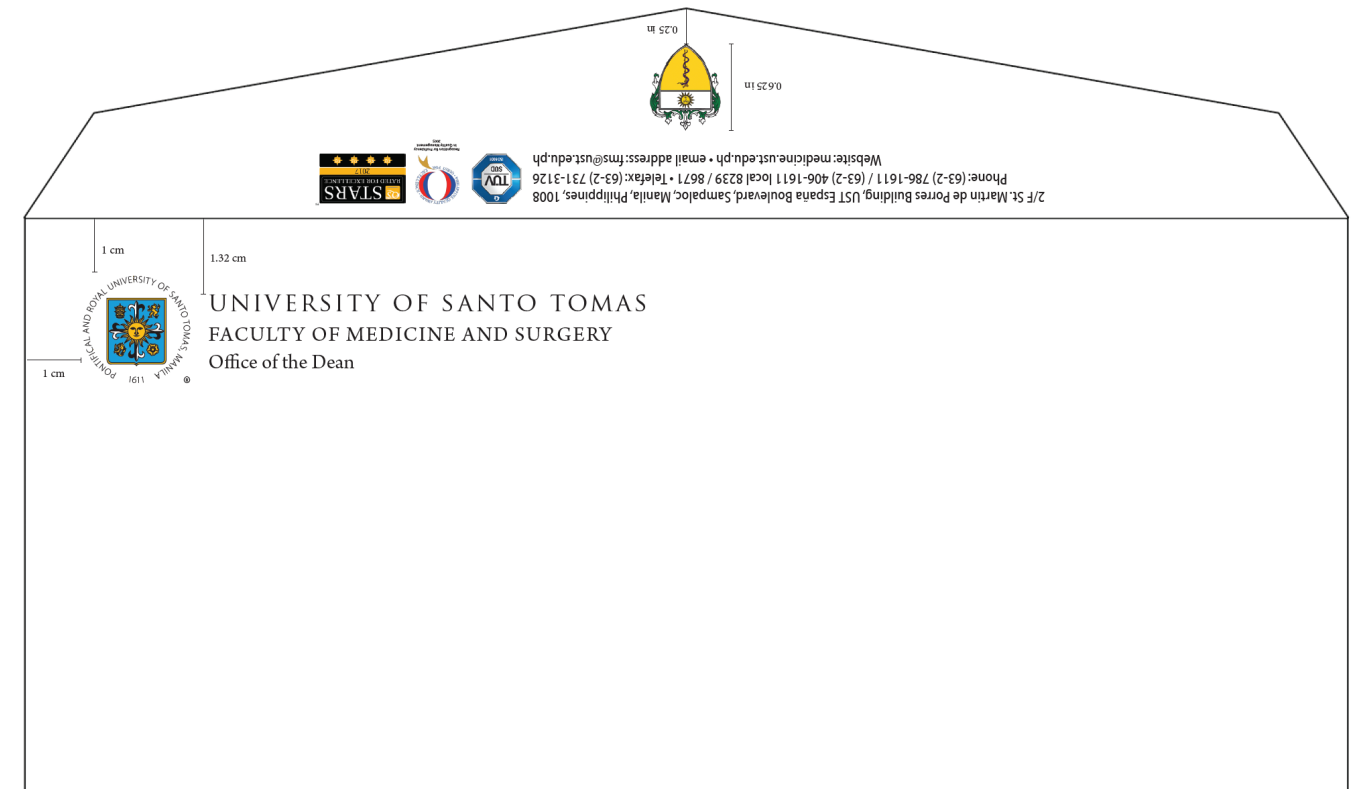
- The logo of the administrative or academic unit or department under the unit at the bottom-center of the flap, a quarter of an inch (0.25 in) from the bottom edge, no lower or higher than 0.625 inch of height; and
- The contact information of the communicating unit, aligned center along with the TÜV SÜD – ISO 9001, the Philippine Quality Assurance (PQA), and the Quacquarelli-Symonds (QS) Four-star rating badges.

The upper left-hand corner or the front of the envelope must contain:

- a. The registered seal of the University, one centimeter away from the upper and left edges of the envelope;
- b. The name of the University of Santo Tomas, 1.32 centimeters away from the upper edge;
- c. The name of the unit; and
- d. The name of the department under the unit, if applicable.



A full sample envelope is illustrated below:



### Business Cards

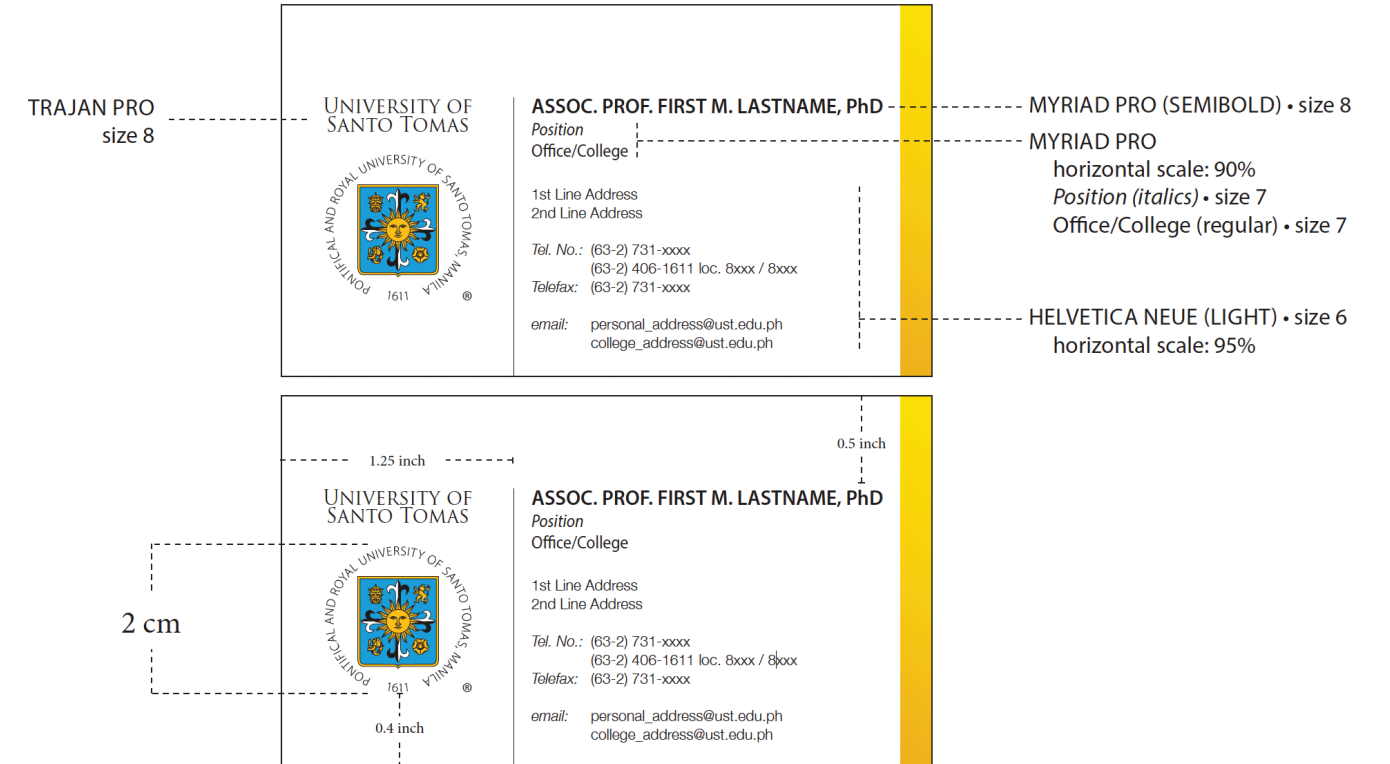
Business cards or name cards bear professional information about a person or institution. They tend to be shared during formal introductions. These circulated materials represent the University in a professional manner. Therefore, following the guidelines below shall unify communication and assist Thomasian officials and faculty in making a clear and positive impression.

The UST registered seal, two centimeters in diameter and 0.4 inch away from the bottom edge of the card must appear on the left-hand side of the front of the card. The section of the card containing the seal will occupy 1.25 inches of the card. The University of Santo Tomas logotype must use the typeface *TRAJAN PRO* in font size 8 and appear above the seal.

To the seal's right, the name of the person, along with any post-nominal appendices if applicable, must be placed. The required typeface for the name is *Myriad Pro* (semibold) in font size 8.

Right below the card owner's name is his position and the Office or College to which he belongs, using the typeface *Myriad Pro* (italics) for the Position, and *Myriad Pro* (regular) for the unit, both in font size 7, with 90% horizontal scale.

The address, contact numbers, and email addresses may be presented using the *Helvetica Neue* (light) typeface in font size 6, with 95% horizontal scale.





The reverse side of the business card must contain the seal, three centimeters in diameter, at the center of a UST Gold background. The URL to the University’s official website must appear below it in font size 7, with the typeface Helvetica Neue (light).



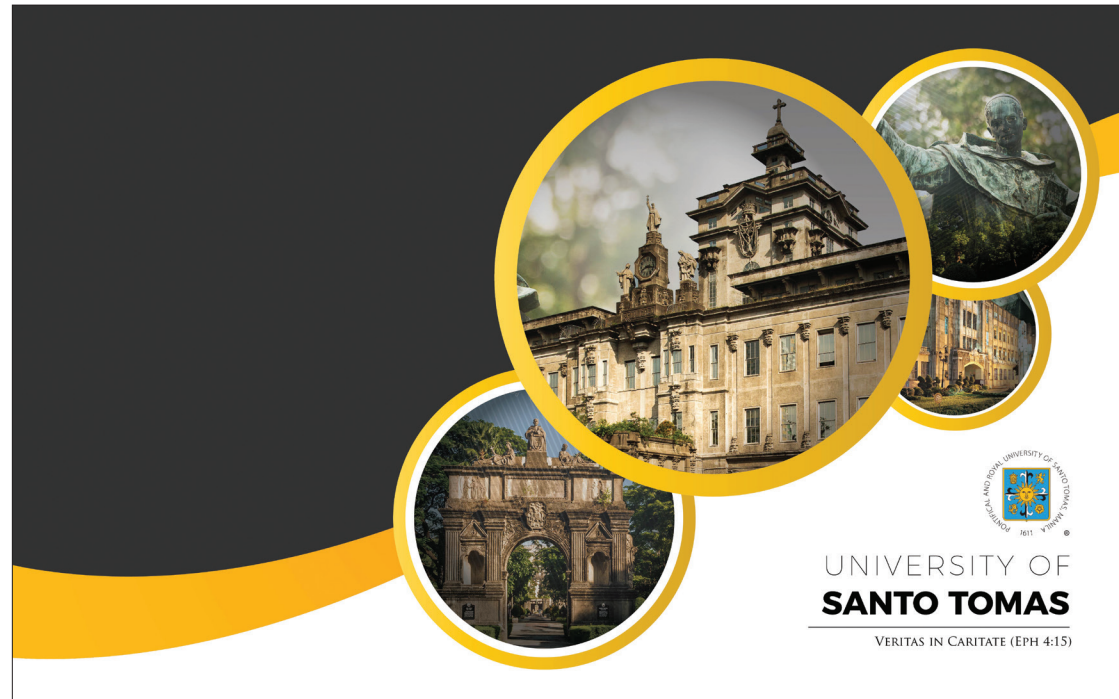
*Based on a circular issued by the Office of the Secretary-General dated 16 May 2018, the official template for the business card may be downloaded from the following link: <https://goo.gl/szwHHc>*

## Wallpapers

All office and laboratory computers, as well as other electronic gadgets used within campus, are required to use the official wallpaper.

It contains iconic images of the University’s most representative structures within a neatly professional yet bright design, which serves as a unifying reminder of the University’s identity.

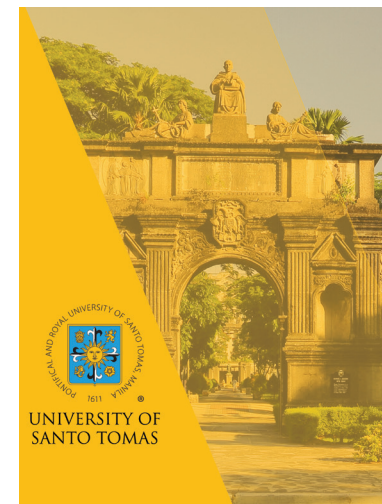




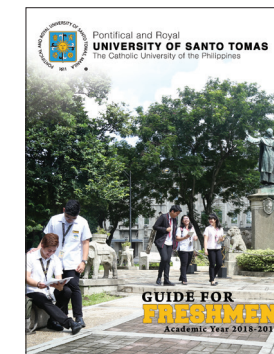
Based on a circular issued by the Office of the Secretary-General dated 23 April 2018, the official wallpaper may be downloaded from the following link:  
<https://goo.gl/e9cXvE>

### Non-stationery Printed Communication Materials

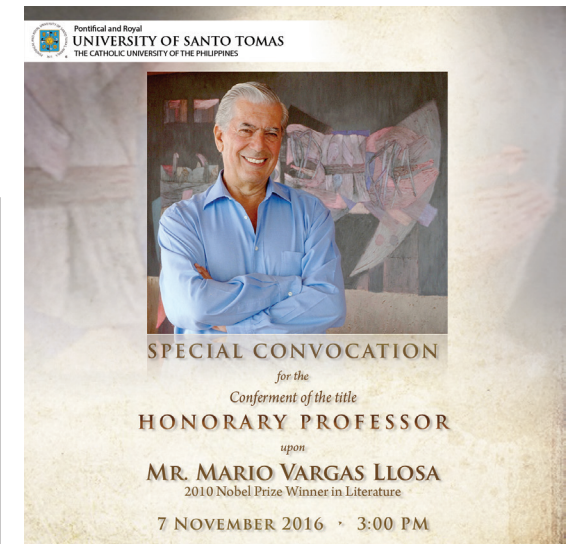
The corporate color UST Gold or Pantone 123 C, is an integral part of color usage in printed communication materials such as brochures, posters, program sheets, and the like. Along with this color, the registered seal with logotype must be positioned with primacy, either on the left-hand corner or center. In the absence of the distinct UST color, the official registered seal and logotype, and/or a recognizable structure or symbol of the University must be visible.



Folder



Guide for Freshmen



Event promotional material

# References

Carnegie Mellon University. (2016). Brand Standards. Retrieved from <https://cmu.edu/marcom/brand-standards/index.html>

University of Cambridge. (2012). Identity Guidelines (5th ed.). Retrieved from [https://www.cam.ac.uk/system/files/identity\\_guidelines.pdf](https://www.cam.ac.uk/system/files/identity_guidelines.pdf)

University of Santo Tomas. (2006). *UST @ 400: Graphic Standards Manual*. Manila, Philippines: ArtOne.

Circulars from the University of Santo Tomas Office of the Secretary-General:  
30 March 2016 – Registered UST Seal  
24 March 2018 – Use of letterheads, envelopes, and other stationery  
23 April 2018 – Official wallpaper for computers  
16 May 2018 – Business cards

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