

Policy No:	ADM-POL-PAO-0005
Policy Title:	Graphic Identity Policy
Implementation Procedure:	
Date of Issuance:	S.Y. 2009 to 2010
Effectivity:	S.Y. 2009 to present
Page Number:	One (1)
Office of Origin: (Policy Expert)	Public Affairs Office
"Supersedes" Notification:	
Purpose of Policy:	The Graphic Identity Policy aims to set the standard for the design of all the Colegio's public communications.
Detailed Policy Statement:	<ul style="list-style-type: none"> • The Standard Graphic Identity (Identity) for the Colegio (sample found in the Graphic Identity Program Handbook) should be used to mark all programs, projects, activities, and public communications that require acknowledgement of Letran. • Use the Letran logo and signature consistently, according to guidelines. • Employees and students should always use the digital artwork for the Letran logo. A copy of Letran Manila's official logo can be secured from the Public Affairs Office. • The Letran logo and wordmark should never be modified in any way. • The logo and wordmark is a stand-alone design, no words or parts of a statement, and must appear separate from other elements in all applications. • The logo may not be used within a sentence, phrase or headline. • Never re-draw or scan the logo, alter its shape with filters or other software, or try to recreate it using another font. Proportions of the logo must remain the same in either reduction or enlargement. It may not be stretched out of proportion in either direction. • Proportions must be maintained; logo and wordmark cannot be distorted. They must not be screened, made translucent, beveled, outlined, skewed or texturized. • No words or images should crowd, overlap or merge with it, nor should it be placed on as photo or design that obscures the words. • The elements of the logo may not be used independently or in conjunction with other designs. It may not be cropped; it must be used in its entirety. • Combining the logo or signatures with other logos or designs is prohibited. • The logo should not be rotated or tilted. • Fade ins and other transitions can be used for the interest on websites and video productions, however the logo and the wordmark should not be animated. • Do not add a border or geometric shape. • Don't stack the Letran logo over or under the other design elements. • Don't combine the Letran logo with other logos or symbols. • Don't use the Letran logo on merchandise without involving the Public Affairs Office. • All graphics associated with the Colegio (Letran Logo, Athletic Logo, Coat of Arms) should not be used as a graphic identity. It should not be used as a replacement for the logo.
Applicability:	All students and employees
Policy Approval Authority:	Director of the Public Affairs Office
Related Policies or References	Graphic Identity Program
Definition:	
Prepared by	Planning, Funding and Development Office
Approved by	<p>_____</p> <p>Ms. Jhennie Villar</p>
Date of Approval	

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