



BRAND STANDARDS MANUAL

PANGASINAN STATE UNIVERSITY BRAND STANDARDS MANUAL

TABLE OF CONTENTS

I.	The Seal	
A.	Evolution	4
B.	Elements	5
II.	Visual Identity	
A.	Logotype Configurations	12
B.	Institutional Colors	17
C.	Typography	18
D.	Dimension	19
E.	Incorrect Usages of the Seal	20
III.	The Lion Symbol	23
IV.	Variations	25
V.	Multimedia Application	28

INTRODUCTION

Pangasinan State University holds the fundamental tenet, ‘We Learn As One’ as this binds every PSUnian who took the brave step towards inclusive quality education.

From its founding in 1979 through the Presidential Decree No. 1497 with then-two university system integrated institutions in Bayambang and Infanta, the University has grown to nine (9) campuses strategically spread across the province, namely Alaminos City Campus, Asingan Campus, Bayambang Campus, Binmaley Campus, Infanta Campus, Lingayen Campus, San Carlos City Campus, Sta. Maria Campus, Urdaneta City Campus.

Withstanding geographical distances, the campuses remain unified, sharing a single yet strong and distinctive identity as a premier state university renowned throughout the archipelago.

The PSU Brand Standards Manual establishes the cornerstone of the University’s upheld values and ideals through the standardization of its identity. This creates a deep sense of adherence to clearer and consistent visual presentation guidelines at full length of its designs in manifold media.

Henceforth, this manual shall be deemed as a paramount reference to the legitimate application of PSU’s official seal and logotype, thus, all members of the university are enabled and ensured as they present the Pangasinan State University brand identity, united in forging excellence in academics, advancement in research, significance in extension service, and efficiency in production.

THE SEAL

Historic Transformation of the University Seal

The transformation of the PSU Seal to its present design is synchronized to the adjacent changes done in the Vision and Mission statements of the University. These initiatives made far-reaching implications to likewise modify internal structures of the University as it adapts to the bolder challenge of its new institutional thrusts.

Both the changes in the institutional Vision and Mission and that of the University Seal were explored under the current administration of Dr. Dexter R. Buted, the Sixth President of the University.



Heraldic Description

References to the University Seal's meaning and symbolism signify the major elements and icons that characterize its graphic design. These include the “colors” of the Seal and the “icons” embedded in its structure.

The University Seal was graphically designed to comprehensively reflect the highlights of the institution's vision, mission, guiding philosophy, core values, and mandated functions.

Colors

The colors draping the University Seal are the official colors of Pangasinan State University namely, “Royal Blue” and “Golden Yellow”. These were the same official colors of the University perpetuated even across the evolution of the Seal's design.

- **Royal Blue** connects with the color of the sea, thereby pointing at the rich marine resources, livelihood, and industries that are culturally associated with the Province of Pangasinan. It represents the University's main thrust to provide Quality Education through its growing array of academic degree and non-formal programs.
- **Golden Yellow** is an idyllic symbol of the bountiful harvest of *palay* and corn, among other staple agricultural produce of Pangasinan. It signifies Academic Freedom which is foremost upheld by the University. Mimicking the color of a burning flame, the Seal's Golden Yellow also symbolizes the dynamic transformations in the history of the University's unending perennial stride for excellence in all its services.

Icons in the University Seal

The design of the PSU Seal strikes an impression of stark simplicity, with the presence of only a few icons that encompass a broad spectrum of symbolic references and interpretation.

The Seal is described accordingly: “Encasing the entirety of the Seal’s icons is a round crust of royal blue that bears in bold letters the institution’s name, Pangasinan State University, and the year that marks the commencement of its operation, i.e. 1979. Prominently placed as the central icon of the Seal is a robust lion. Above the lion as though overlooking it is a harmonious constellation of nine stars. At the base of the lion is a smoothly cradled lace with the inscription “Pilipinas”.

- **The Nine Stars**

The nine stars aligned in a dome-like formation symbolize the nine (9) geographic satellite campuses of the University at the time of the Seal's formulation. The stellar constellation is ordered to form a dome that depicts the University as a home, and as such, a venue for the cultural, moral, and intellectual formation of the youth mainly in the Philosophy and Core Values maintained by the University.



- **The Laurel Leaves**

The luscious laurel leaves attached to them symbolizes the vitality and harmonious clustering of the University's varied academic and non-formal program offerings. Across the variance in terms of their specialization, these program offerings are held together under the common Vision, Mission, Goals, and Objectives of the University. The same thing goes in the operation of all the other services offered by the University.



- **The Lace Inscribed with “Pilipinas”**

Gracefully draped at the base of the lion is a lace inscribed with the name of our country in its Filipino transcription, “Pilipinas”. This represents the general pursuits of the University not just to make a prominent mark as an institution in its provincial locale but to be a significant contributor to national pride and progress.



• The Lion

In a general sense, the lion that figures prominently at the center of the Seal has a shape that bears an analogous comparison to the geographic map of Pangasinan — the University's locale.

More specifically, the lion being conventionally associated with meritorious traits is a synthesized symbolism of the positive characteristics the University continuously manifests. The lion is a symbol of agility and bravery from which the University takes its inspiration to be undaunted and courageous in the face of all its challenges and constraints.

Described as the “mightiest of the beasts” (Proverbs 30:30), it is analogous to the University's efforts to sustain its strong and broad influence in society through the manifold services it offers. Referred to as the king of the jungle, PSU likewise asserts its supremacy as an educational service provider.

The powerful roar of the lion that can echo towards far distances signifies the mileage in which PSU excels in its various forms of achievement across the country and global expanse.

The lion is a quadruped with its kingly stature supported by its four hardy legs as its faculty of locomotion. Comparatively, the fourfold functions of PSU in Instruction, Research, Extension, and Production, are the bases upon which the University builds its accounts of accomplishment and advancement.

The upward pointed tail of the lion was figured identical to that of a lighted torch, the latter being a famous and conventional symbol of education. A torch that is brightly aflame resembles education as a ray of hope sweeping away the darkness of ignorance to instill a culture of moral refinement and productivity that is democratically accessible.

The lion's foot aimed forward and looking engaged depicts the University's eager initiatives for advancement and dynamism to adapt to the ever-changing demands of culture and industries, ready to leap and pace in concert with the rest of ASEAN institutions.



VISUAL IDENTITY

The Seal embraces the identity and prestige, values and ideals, history and tradition of the Pangasinan State University.

Essentially, the logotype is of commensurate significance and influence as it is an independent mark of the University's place in the educational realm. Hence, both visual identifiers should not be trivialized in any possible manner.

A. The University Logotype

The logotype serves as the primary identifying mark of the University. It constitutes the registered University Seal and the wordmark.

Full logotype must be used in all publications and specific letterheads of the University units. The logotype shall only be reproduced following the standard guidelines on sizes, colors, specific formats delineated in the PSU Brand Standards Manual.

PSU is the exclusive authority to use and issue the Seal and logotype. Any use, print or online, not issued by the University is prohibited and must seek approval from the Public Relations, Publication, and Information Office (PRPIO) prior to usage.

- Seal and Logotype Configuration



Pangasinan State University

The University logotype is signified through a spelled out text “Pangasinan State University” set in Old English Text styled on the upper-left-hand side. This configuration is used at the executive (presidential documents, commencement, investiture, accreditation, and other formal materials), registrar (transcripts, diplomas, certifications, dry Seal), official publications, communication documents, merchandise, and other representation materials.

- **Logotype Versions**

Alternate versions of the logotype are prescribed with the following labels, which may be opted to use in various media for appropriate designs or create better aesthetics and impact.

Pangasinan State University
(Old English Text)

Pangasinan State University **PSU**
(Arial Black)

Pangasinan State University PSU
(Times New Roman)

The University Seal accompanied by logotype is used following these configurations:



Vertical orientation

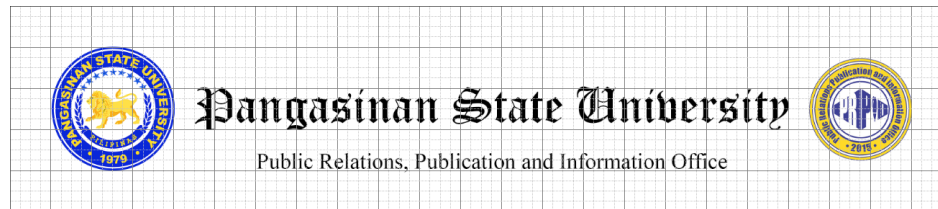


Horizontal orientation

- **Sub-brand Logotype**

The sub-brand logotype is comprised of the university seal, logotype, and name/label/logo/mark of the internal unit.

University seal and logotype are positioned on left-hand alignment. It shall be noted, however, that sub-unit/co-partner logo must not be in comparable size with the official seal; it must be in respectable smaller size positioned at the upper left alignment.

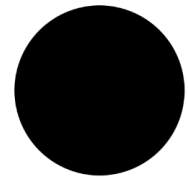
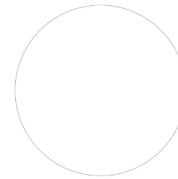
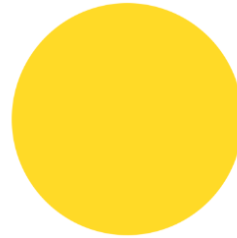
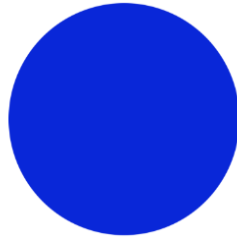


B. Institutional Colors

The Pangasinan State University has four official colors. These are:

- Royal Blue serves as one of the two primary colors of the University, and
- Golden Yellow accounts for the other dominant color.

Whereas, white and black are complementary colors which give defined edges, add details, and could also be used as alternate logotype color in varying designs.



Primary colors

Complementary colors

Royal Blue
RGB: 9,39,216
PANTONE: 2728C

Golden Yellow
RGB: 255,218,39
PANTONE: 115C

White

Black

Alterations of or deviations from the official institutional colors are impermissible to retain visual style.

C. Typography

To uphold consistency, the following typefaces are recommended according to suggested usages.

- For titles, heading, and akin labels

Old English Text

Arial Black

Times New Roman

- For long-running body text

Arial

Times New Roman

High Tower Text

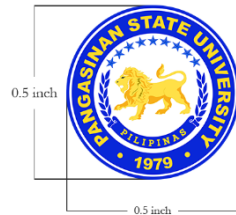
Garamond

D. Dimension

Distortion, re-construction, or any unwanted form of disfiguration of the Seal is disallowed. To ensure legibility, the size of the Seal must not be lower than 1 inch when used alone.



When accompanied by the logotype, the Seal must not be smaller than 0.5 inch.



Pangasinan State University

E. Incorrect Usages of the Seal

The Pangasinan State University registered Seal being its most notable visual identifying symbol, shall be displayed correctly and appropriately at all times. This included the usage of prescribed typefaces in varied media, placement, and size of elements.

The presentation of the Seal, logotype and other elements in the following pages illustrate incorrect usages.

a. Color values

In reproducing the Seal, only the institutional colors shall be applied.



b. Proportion

In scaling up or down the Seal, always adhere to the prescribed size proportions to prevent unnecessary distortions.



X



X



X

c. Overlapped logos

Keep all elements of the Seal perceivable.



X



X

d. Seal background

Refrain from using highly contrastive background colors.



X

e. Improper typeface

Abide by the official typeface appropriate in various documents.



THE LION SYMBOL

The use of the Lion symbol alone, detached from the PSU seal is valid.

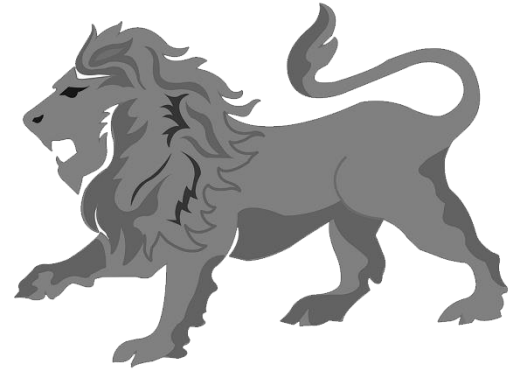
It must be noted that the Lion symbol is a combination of multiple significant details that are indispensable from one another. Therefore, the lion should not be cut into parts when used in artistic works. However, using the head of the lion alone may be used for it still embodies the symbolic icon of Pangasinan State University.

It is also noted that the Lion is designed with distinctive colors. Hence, the color must not be changed (except in black and white print), and no other objects or text must not be included.

Do's:



Plain Lion



Black and White Lion

Do's:



Lion Head

Don'ts:



Lion cut in half



Lion with design

VARIATIONS

The background hue must be observed not to outbalance the Seal, making it easily identified.

Black and White Printing

When the Seal is used in Black and White prints, the logotype and sub-signatures must be in black but must be placed on a white background.

The black and white version of the Seal is customized to accentuate the right colors for the wordmark (white) and other elements (black and lighter shades).



Pangasinan State University

Office of the President

Multi-color Printing Variations

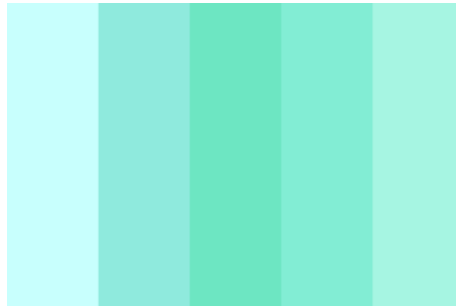
Generally, the PSU seal shall only be placed on white or light background hues.

However, the use of royal blue (insert RGB CMYK) is the exception, for it is accounted as one of the official colors of the PSU seal. Its tones, tint, and shades are also valid.

Below is the highly recommended color scheme under royal blue and golden yellow colors.



On the other hand, the use of the following background colors is prescribed and acceptable to cultivate a more comprehensive array of creative scope:



These configurations are still regulated and shall chiefly put forth legibility of the Seal and logotype over color backgrounds.

MULTIMEDIA APPLICATION

The use of print and non-print materials to communicate with stakeholders are platforms that can be used to constitute the branding of the University.

A. Business Letters

There are established specifications in printing external and internal official communication letters. These include the letterhead, office signature, and typeface.

- **Letterhead**

The approved official letterhead is available in print which the University Supply Office distributes.

- **Office Signature**

In memoranda, office advisories, and communication letters, the addressing official shall affix their Office Signature below the header in Arial Black or Times New Roman 12.

- **Typeface**

For uniformity, a standardized typeface for the content must be followed.
All text in the content of the letter must be printed in black, Times New Roman 11.



OFFICE OF THE UNIVERSITY PRESIDENT

Memorandum Order No. 001
Series 2021

[Date]

TO :

SUBJECT :

[Body]

[Signature]

Region's Premier University of Choice

[Alaminos] (075) 543-5258/2771 | [Bayambang] (075) 912-2307/3027/2794 | [Binalbinal] (075) 543-3012-4030 | [Dagupan] (075) 542-4464/4324/4055 | [San Carlos] (075) 532-2235-4030
[Sta. Maria] (075) 574-0051/2040 | [Urdaneta City] (075) 548-4075/2040 | [School of Advance Studies] (075) 548-2560/6694 | [OCS] (075) 542-4033

Sample Business Letter format

B. Envelopes

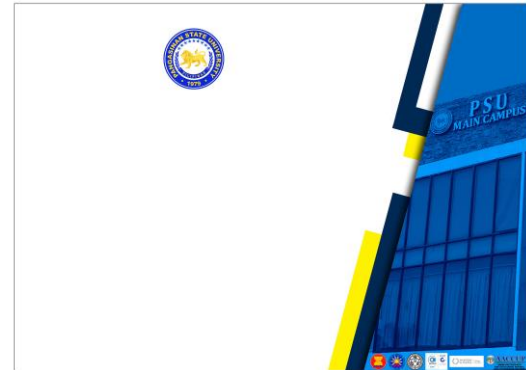
The existing official commercial envelope of PSU is 10.5 cm x 14 cm. The PSU seal is placed at the upper right part of the envelope with the logotype on its right.



C. Social Media Posts

Social media is another platform to disseminate information with an extensive reach to global stakeholders quickly. However, only selected offices are authorized to post relative content.

In some cases, the PSU seal is included in the images of the post as part of the branding and marketing strategies of the University. This applies to announcements, congratulatory posts, birthday posts, official statements, and short news articles.



It is a requirement that there is a footer added to the abovementioned posts. The footer consists of the PSU seal in the middle in a decent size larger than the subsequent logos. On its right are the co-branded accrediting bodies achieved by the university. The dimensions of these logos must be proportionately smaller than the Seal. The left part of the Seal must contain the official website and the social media page of the University.

BRAND STANDARDS MANUAL

Published S.Y. 2021-2022

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Published by the
Public Relations, Publication and Information Office
Pangasinan State University
Lingayen, Pangasinan

