



UNIVERSITY OF MAKATI®

RISE. SHINE.
ANYWHERE.

Logo Guidelines





UNIVERSITY OF MAKATI®

Logo Guidelines

2022 Edition

2025 Sept 29 Reproduced

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Visit www.UMak.edu.ph/brandguide for online guide.

For more questions, contact
UMak Center for Integrated Communications
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The 'University of Makati', 'UMak', 'UMakPH' as well as its seal and wordmarks, are registered trademarks of the University of Makati (Philippines). All rights reserved.



indicators and legends



DID YOU KNOW?

The UMak seal was designed in 1972 by Prof. Diosdado Macapagal of the College of Engineering and Technology, who also created the Makati City logo.

Information relevance to the topic discussed



DOWNLOAD THE RESOURCES



bit.ly/UMakLogo

Get a copy of your own resources from the topic discussed at your own disposal. **Some resources require you to log-in your UMak GMail account to access.**

You are expected to avoid stuff that it is not allowed in the brand book.

Relevant tips, dos and best practices about the topic.



DONT'S OF LOGO OR SEAL

- The seal and its elements **cannot be redrawn or modified:**
 - Distortion (see applications);
 - Unauthorized changes to its color scheme; or
 - Manipulation of the elements within the seal is strictly prohibited.
- Such actions compromise the University's integrity and dignity.
- The colors inside the logo should be consistent in appearance and must stand out unmodified, along with the city's branding



TIP

- If you aren't sure when or how to use the official logos, feel free to **contact us via cic@umak.edu.ph**



REMINDER

- Any merchandise bearing University of Makati (UMak) visual assets, whether initiated by the University or in collaboration with external partners, requires prior authorization:
 - For commercial purposes (for sale and merchandising): A licensing agreement must be secured from the Innovation Technology Support Office (ITSO), along with brand approval from the UMak Center for Integrated Communications (CIC).
 - For non-commercial purposes (not for profit): A formal letter of intent and written permission must be obtained from ITSO, together with brand approval from CIC.
- No UMak-branded merchandise shall be produced, distributed, or sold without fulfilling these requirements.

Some matters you need to keep in mind

Critical stuff you need to take an extra caution



WARNING

- All University-branded visual assets—including but not limited to the official seal, wordmark, logos, taglines, and other registered institutional marks—are protected under Philippine intellectual property laws.

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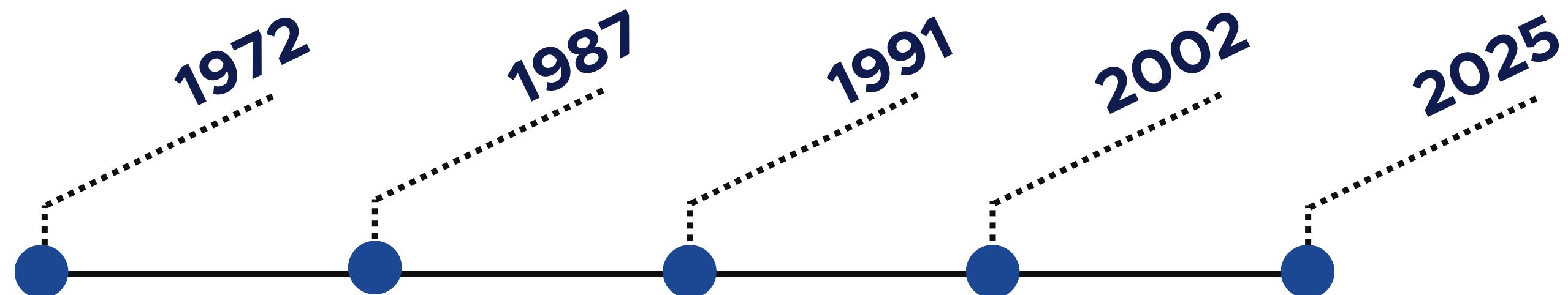


I.

The University of Makati® Seal



seal history



Makati Polytechnic Community College

The very first logo of the logo used in 1972

Makati College

Pamantasan ng Makati

Tertiary and Technical High School

University of Makati

University of Makati with Registered Trademark Icon

The Intellectual Property Office of the Philippines (IPOPHL) issued a certification to the University, signifying its exclusive ownership of the UMak logo in the Philippines.



DID YOU KNOW?

The UMak seal was designed in 1972 by Prof. Diosdado Macapagal of the College of Engineering and Technology, who also created the Makati City logo.

the seal



The UMak University Seal is the official visual representation of the institution. It symbolizes the university's history, culture, and values.

These variations of the official logo may be used on all print media, all advertising platforms, websites, and other external communications.



TIP

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DOWNLOAD THE RESOURCES



bit.ly/UMakLogo

seal anatomy



The **TORCH** symbolizes the light that guides the University in its devotion to serve the nation through instruction, research and community extension.



The **RAYS OF THE TORCH** represent the geographic pattern of Makati and its 33 barangays that the University has pledged to serve.



The **HANDLE OF THE TORCH** has three nodes historically signifying the progressive transformation of the school from Makati Polytechnic Community College to Makati College and finally to UNIVERSITY OF MAKATI.



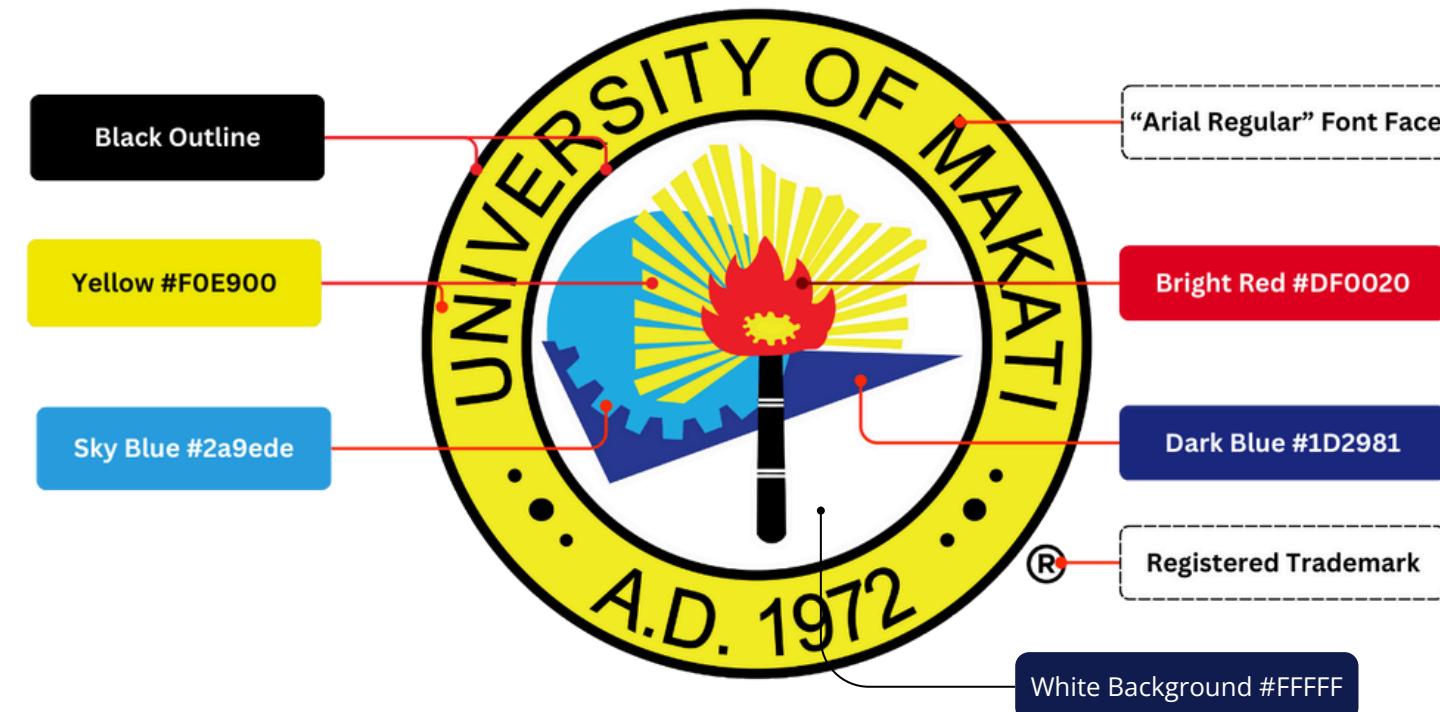
The **GEAR** stands for the business course the University initially offered when it was established in 1972. It aims to meet the demands of Makati and to further affirm the city's distinction as the foremost business center of the country.



The **TRIANGLE** denotes technology, Industrial Technology, one of the original courses the institution developed. The University also aims to utilize all existing technologies in order to provide the highest quality of instruction in the academe.

seal specifications

The official seal of the University of Makati serves as the primary visual symbol of the institution and must be treated with the utmost respect in all contexts and for all purposes.



This symbol can be identified as a seal or a logo.



DON'TS OF LOGO OR SEAL

- The seal and its elements **cannot be redrawn or modified**:
 - Distortion (see applications);
 - Unauthorized changes to its color scheme; or
 - Manipulation of the elements within the seal is strictly prohibited.
- Such actions compromise the University's integrity and dignity.
- The colors inside the logo should be consistent in appearance and must stand out unmodified, along with the city's branding



DOWNLOAD THE RESOURCES



bit.ly/UMakLogo

incorrect seal applications



INCORRECT PROPORTION

When adjusting the size of the logo, make sure that all elements have the correct proportions.



Sample distortion of logo



OVERLAPPED OR OBSCURED SEAL

Keep the logo clear and free from any obstruction.



Sample overlap of elements to the logo



LOGO MODIFICATION

Do not isolate, cut, alter or remove logo elements. This includes changes in the color and font style in the logo.



Sample logo modification



INCOMPLETE BRAND ELEMENTS

Keep the logo elements intact when using background-removal software.



Missing white background

Missing outer outline

Cropped Outline

incorrect variations



Unauthorized and Outdated Variations



Previous
College of Nursing Logo



Incorrect font face used,
not aligned colors



Early 2000s logo
Outdated



Fan made- logo
unauthorized



Taken from a video project,
not applicable on current brand



Incorrect color palette,
wrong font face used

Figure . Sample of Unauthorized and Outdated Logos.

Incorrect Logo

- To promote uniformity and brand consistency, we discourage the use of these logos.



DON'TS

- Incorrect use of the logo not only **violates this guideline but also disrespects the seal and the institution** it represents.
- Do not download and use logos that appear online**, such as those found on search engines (Google, Yahoo!, or Bing), or on digital and online media platforms (Facebook, X, Wikipedia, or Wikimedia Commons), as this compromises the quality and resolution of the logos.
- Another possible consequence of **committing these errors may lead to disapproval of submitted design proposals**.
- Do not recreate the seal using Artificial Intelligence (AI) software **that may lead to inaccurate appearance**.



TIP

- Only the official University seal from the brand kit must be used to secure approval for any collaterals containing the seal.

II.

The University of Makati® Brand



brand name

Our brand name speaks for itself. It's often the first element people recognize about our brand and plays a central role in building brand identity.



Proper variations of the brand name

ENGLISH

**University of Makati
UNIVERSITY OF MAKATI**

Any of these proper variations may be used in all materials.

Full name written in correct letter case

Full name written in upper case

FILIPINO

**Unibersidad ng Makati
UNIBERSIDAD NG MAKATI**

Full name written in correct letter case

Full name written in upper case

ABBREVIATED

**UMak
UMAK**

Abbreviation where 'U' and 'M' is written in upper case

Abbreviation written in upper case

OTHER VARIATIONS

**UMakPH[®]
UMAKPH[®]**

The abbreviation with PH means 'Proud Herons,' with 'PH' written in uppercase.

**UMakProudHerons[®]
UMAKPROUDHERONS[®]**



TIPS

- The full brand name can be used altogether with abbreviations. **Example:** The University of Makati (UMak) celebrates its anniversary.
- The full brand name with abbreviation can also be partnered with ® symbol for public and legal purposes if necessary.
Example: The University of Makati (UMak) ® is a local government funded university owned by City Government of Makati.

brand name



Incorrect variations of the brand name

university of makati
unibersidad ng makati

Umak

umak

Any of these variations should NOT be used in all materials.

Full Name written in lower case

Abbreviation where 'U' is the only letter written in upper case

Abbreviation written in lower case



DON'TS

- Do not use alternate casings such as “Umak”, “umAK” or “uMak”.
- Avoid using the abbreviation in legal, official, or first-use contexts without first stating the full name

Incorrect: Umak celebrates its anniversary.

wordmark

ENGLISH

UNIVERSITY OF MAKATI®

FILIPINO

UNIBERSIDAD NG MAKATI



The “University of Makati” wordmark (also called a logotype) is a type of logo composed entirely of the brand’s name, designed in a fixed and distinctive typographic style.

Unlike logos that use symbols or icons, a wordmark relies solely on custom fonts, spacing, color, and styling to create a recognizable visual identity.



TIP

- The University of Makati wordmark distinct the “U” and “M” which is relatively bigger than the rest of characters
- It observes the hidden bar called **Bar** after the first character of wordmark.



DOWNLOAD THE RESOURCES



bit.ly/UMakLogo

wordmark



Incorrect variations of wordmark

UNIVERSITY OF MAKATI
University of Makati
UNIVERSITY OF MAKATI
UNIVERSITY OF MAKATI

UNIBERSIDAD NG MAKATI
Unibersidad ng Makati
UNIBERSIDAD NG MAKATI
UNIBERSIDAD NG MAKATI



DON'TS OF UMAK WORDMARK

- **Do not retype the wordmark.** Instead, download the PNG of the University of Makati's wordmark.
- Reproducing the wordmark is highly discouraged.
- **Do not use any modified version of wordmark**, such as the “U” and “M” not in camel-casing, among other characters, with different character spacing.
- **Do not substitute fonts for wordmark** when placing the seal in the graphic and video materials.



DOWNLOAD THE RESOURCES



bit.ly/UMakLogo

combination mark



UNIVERSITY OF MAKATI®

Full color in horizontal stacked.



UNIVERSITY OF MAKATI®

Full color in vertical stacked

A combination of logo and wordmark, or “Combination Mark” can also be used (see applications).

A combination mark is a type of logo that includes both the seal (or icon) and the text (usually the brand name in a wordmark or lettermark form).

These elements can be placed horizontally or vertically stacked which is integrated into one cohesive design.

 DOWNLOAD THE RESOURCES

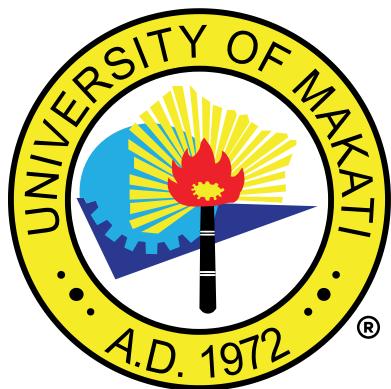


bit.ly/UMakLogo

combination mark



Incorrect variations of combination mark



UNIVERSITY OF
MAKATI

Full color in horizontal stacked where wordmark is in two line and
“Makati” is emphasized.

U M a k



Heavily modified logo and wordmark



DON'TS OF UMAK COMBINATION MARK

- **Do not modify** the University of Makati's combination mark by splitting the words into a new line.
- **Do not isolate each element** to create other logos.

copyright notice

The ‘University of Makati’, ‘UMak’, ‘UMakPH’ as well as its seal and wordmarks, are registered trademarks of the University of Makati (Philippines). All rights reserved.

Generic Copyright Notice

Since 2025, the assets of the University of Makati have been registered, including the seal, wordmark, Rise of the Herons statue, and variations of brand names such as ‘UMakProudHerons’ and ‘UMakPH’ (see Annex).

In the context of this handbook, the assets frequently referenced are the seal, wordmark, and variations of the brand name.

It is strongly encouraged to include the copyright notice in all produced materials, indicating the assets owned by the University of Makati®.



BRAND APPLICATIONS

- The copyright notice may be placed subtly as fine-print text in any material produced.

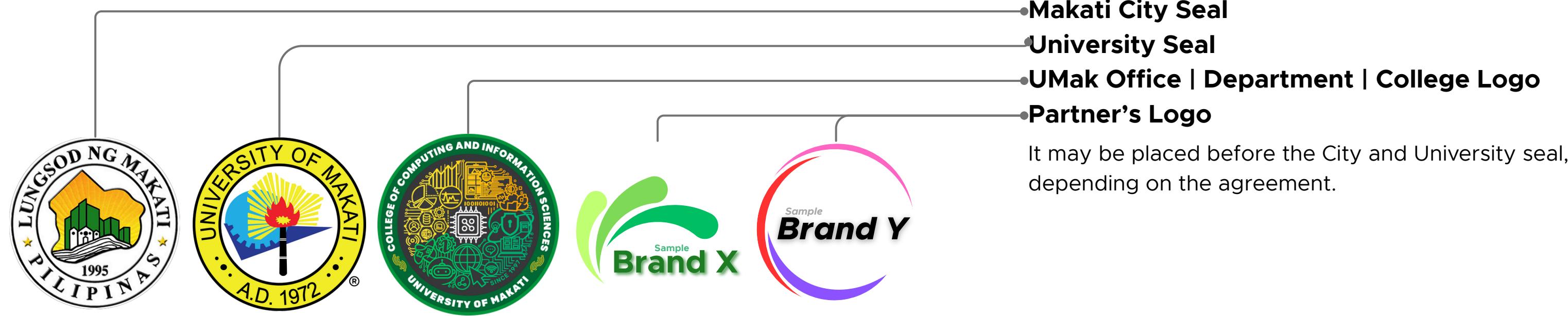
III.

Applications of the University of Makati® Seal



external brands

Logo hierarchy for instances when a company or organization partners with the City Government of Makati and the University of Makati for events.



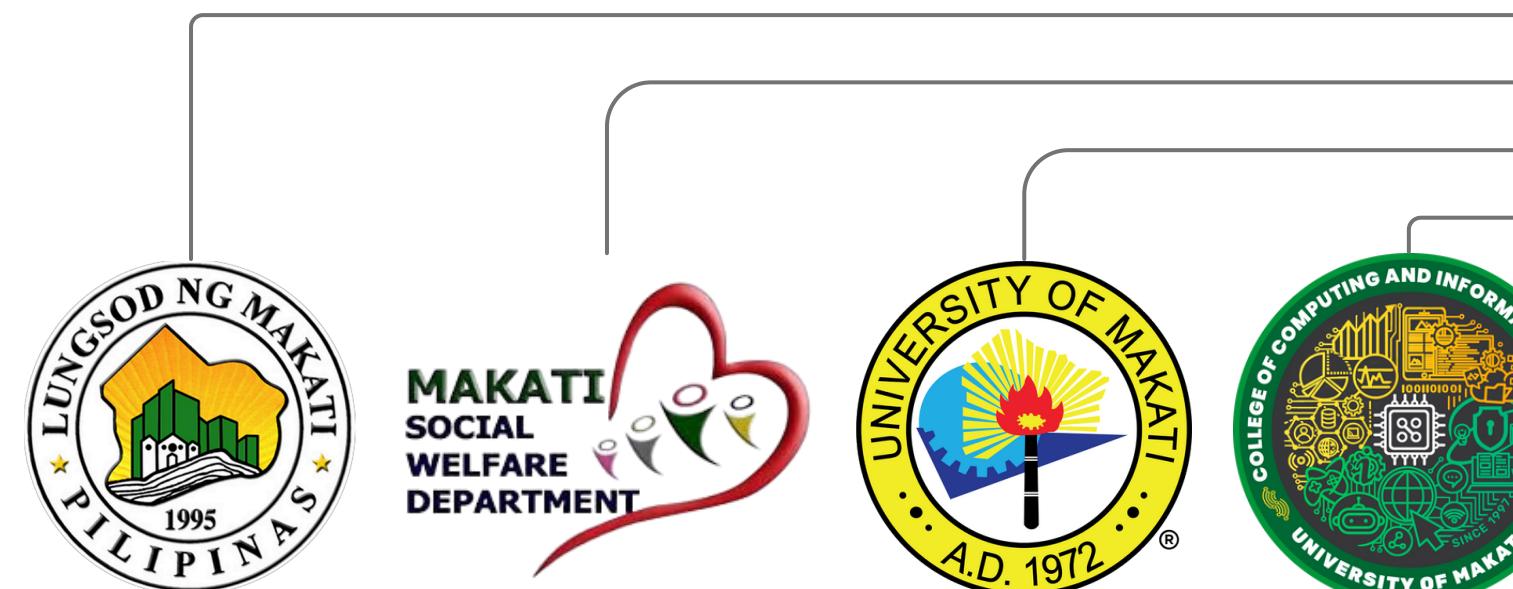
REMINDER

- Any external engagements initiated by the University of Makati and/or external brands with the inclusion of different Makati City LGU assets, such as the “Makati City Seal” or “City Government of Makati” wordmark, **must obtain clearance and approval from the City Administrator’s Office and Information and Community Relations Department (ICRD)**.

city brands

UNIVERSITY SEAL WITH CITY LOGOS AND INTERNAL OFFICE LOGO/COLLEGE LOGO

If the material is from a collaboration with a UMak department, college, or office, it must be placed as shown below



- Makati City Seal
- Makati Office | Department Logo (if applicable)
- University Seal
- UMak Office | Department | College Logo



TIP

- If the engagement or collaboration is in partnership with the city, the University seal must be included, followed by the logos of the UMak office, department, or college.

internal brands

UNIVERSITY SEAL WITH INTERNAL OFFICE LOGO/COLLEGE LOGO

If the material is from a collaboration with a UMak department, college, or office, it must be placed as shown below



- **University Seal**
- **UMak Office | Department | College Logo**
- **Sub-Department | Office**



TIP

- If the engagement or collaboration involves three or more offices or colleges, the main proponent's logo must appear first, followed by the logos of the other offices or local school organizations.

 DOWNLOAD THE RESOURCES



bit.ly/UMakInternalLogos

internal brands

UNIVERSITY SEAL WITH INTERNAL OFFICE LOGO/COLLEGE LOGO

If the material is from a collaboration with a UMak department, college, or office, it must be placed as shown below



- **University Seal**
- **UMak Office | Department | College Logo**
- **Local School Organization Logo**



TIP

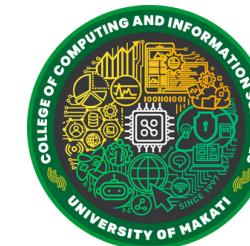
- If the engagement or collaboration involves three or more offices or colleges, the main proponent's logo must appear first, followed by the logos of the other offices or local school organizations.

wordmark hierarchy

DIGITAL

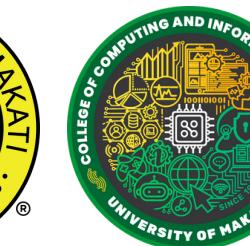


UNIVERSITY OF MAKATI®
COLLEGE OF COMPUTING AND
INFORMATION SCIENCES



UNIVERSITY OF MAKATI®
COLLEGE OF COMPUTING AND
INFORMATION SCIENCES

PRINT AND FORMAL



UNIVERSITY OF MAKATI®
College of Computing and Information Sciences

INTERNAL PORTALS

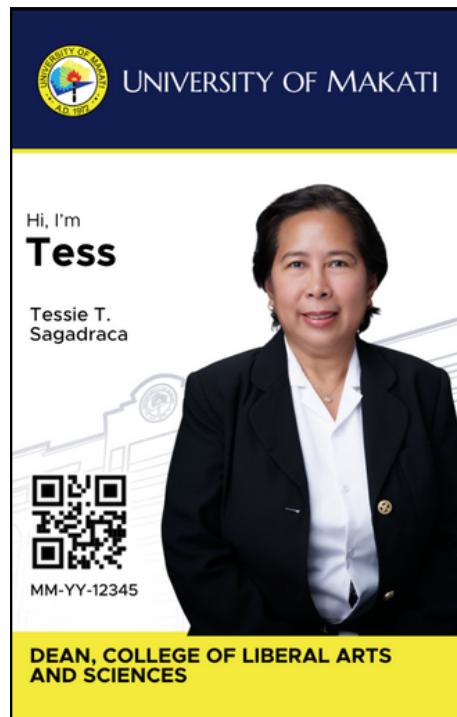


UNIVERSITY OF MAKATI®
ONLINE JOURNALS

approved ID designs



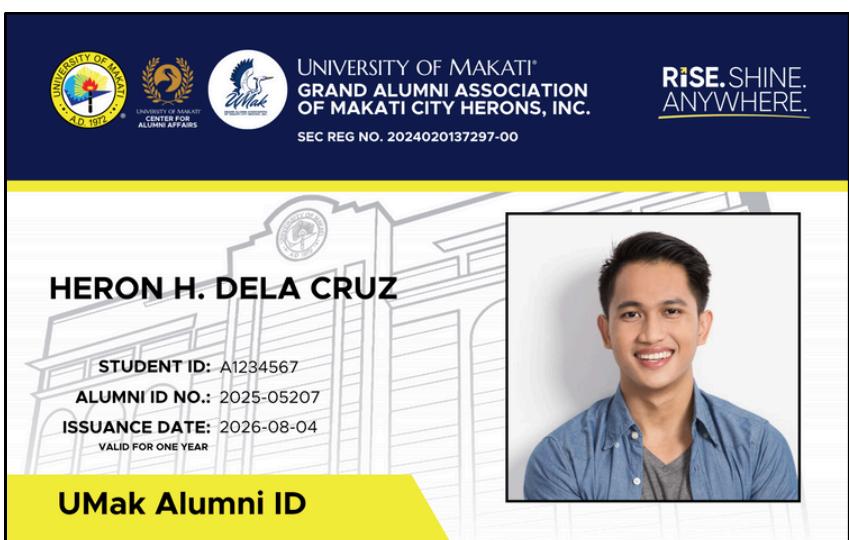
Administrative Personnel's ID



Academic Personnel's ID



Student ID



Alumni ID



Visitor's Pass/ID



Visitor's Pass/ID 2

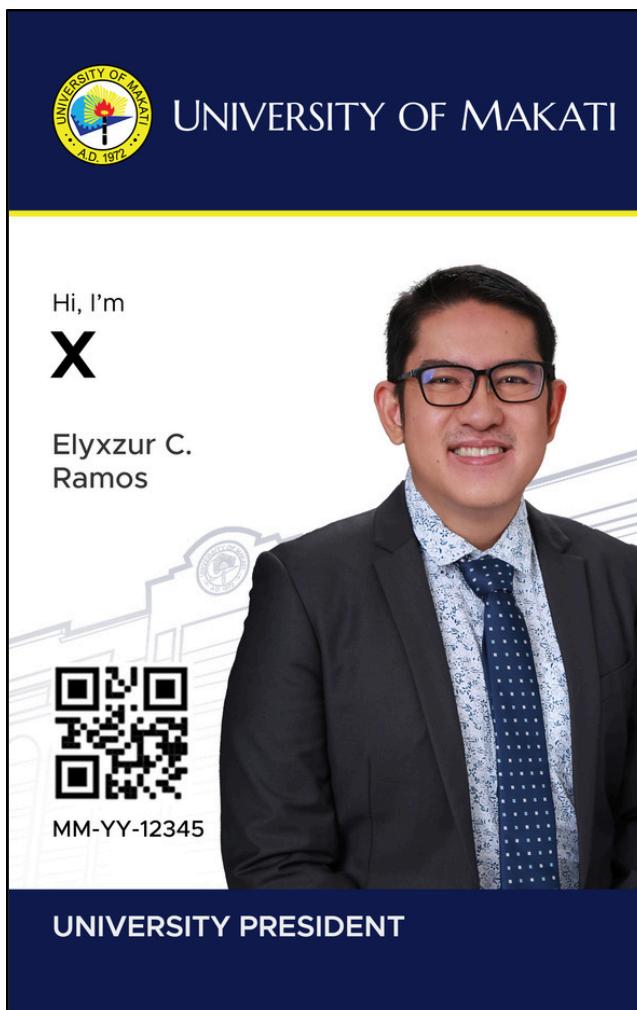


BRAND APPLICATIONS

- The current and approved UMak IDs for employees and students use a **Combination Mark** type.
- The typeface applied is Metropolis, in accordance with the approved Brand Guide 2022 edition, with variations in font weights (see Annex).
- Employee and student IDs are also equipped with Near-Field Communication (NFC) chips and are ready for future implementation of e-attendance, turnstile entry, and other functions.

approved ID designs

EMPLOYEE ID



Administrative Personnel's ID



Academic Personnel's ID



BRAND APPLICATIONS

- The current and approved UMak IDs for employees and students use a Combination Mark type.
- The typeface applied is Metropolis, in accordance with the approved Brand Guide 2022 edition, with variations in font weights (see Annex).
- Color identifiers are used to distinguish academic or administrative plantilla positions.

Administrative
#111C4E

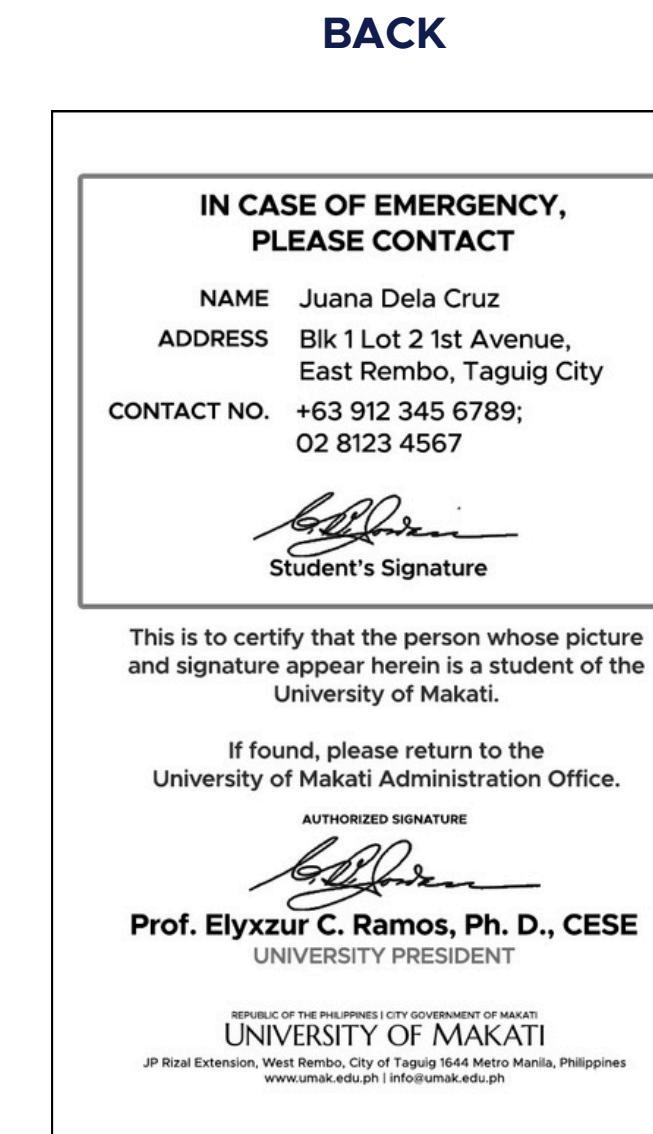
Designation Texts
#FFFFFF

Academic/Faculty
#F5EC3A

Designation Texts
#111C4E

approved ID designs

STUDENT ID



The color bar behind the ID Picture should apply the color scheme below:



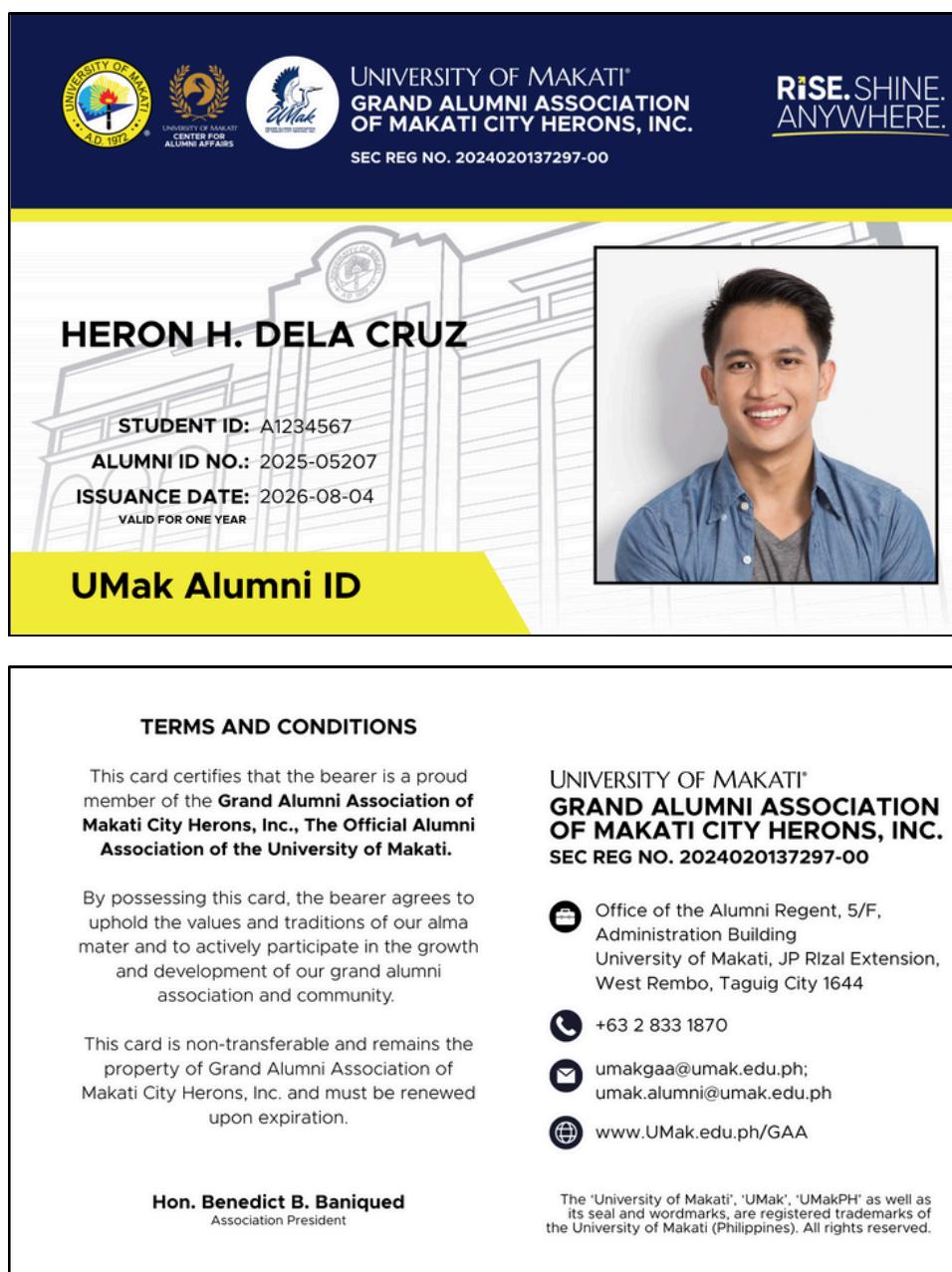
BRAND APPLICATIONS

- The current and approved UMak IDs for employees and students use a Combination Mark type.
- The typeface applied is Metropolis, in accordance with the approved Brand Guide 2022 edition, with variations in font weights (see Annex).

Approved at 1st ManCom Meeting A.Y. 2024-2025 held on August 20, 2024

approved ID designs

ALUMNI ID

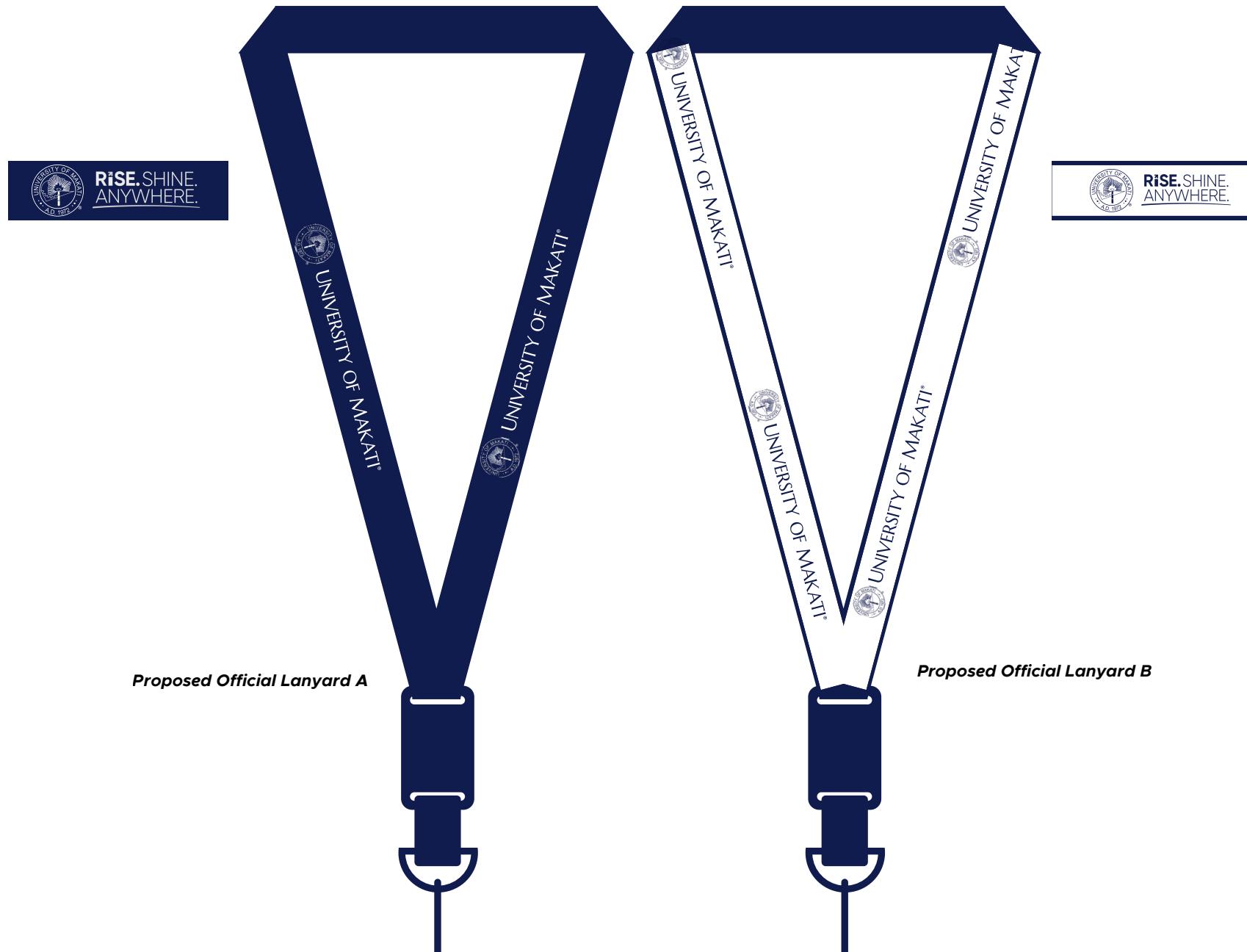


With the help of the Center for Integrated Communications, the alumni ID has been redesigned to align with the current University visual identity.

BRAND APPLICATIONS

- The hierarchy of logos as applied: the University seal appears first, followed by the UMak Center for Alumni Affairs logo, and then the external organization's logo.
- The typeface applied is Metropolis, in accordance with the approved Brand Guide 2022 edition, with variations in font weights (see Annex).

ID lace



BRAND APPLICATIONS

- The seal and wordmark **can be combined altogether if it will be placed in ID Lanyard**
- Make sure that the assets stand out from the background. Observe proper contrasts.

REMINDER

- Any merchandise bearing University of Makati (UMak) visual assets, whether initiated by the University or in collaboration with external partners, requires prior authorization:
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- No UMak-branded merchandise shall be produced, distributed, or sold without fulfilling these requirements.

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- All University-branded visual assets—including but not limited to the official seal, wordmark, logos, taglines, and other registered institutional marks—are protected under Philippine intellectual property laws.
- Any unauthorized reproduction, modification, distribution, or use of these assets without prior written permission from the University shall be subject to accountability and enforcement to the full extent of the law, as provided under the Intellectual Property Code of the Philippines (Republic Act No. 8293) and related regulations.

corporate giveaways



2025 Corporate Giveaways



2024 Corporate Giveaways

BRAND APPLICATIONS

- A Combination Mark type is used.
- Ensure that the assets stand out from the background by observing proper contrast.

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apparels and merch



Centralized Bar Ops Jacket (2025)



Specialized Token - IOP - Mug



BRAND APPLICATIONS

- The seal and wordmark **can be combined altogether; it may be horizontal or vertical.**
- Make sure that the assets stand out from the background. Observe proper contrasts.



REMINDER

- Any merchandise initiated by the University of Makati and/or external brands with the inclusion of different Makati City LGU assets, such as the “*Makati City Seal*” or “*City Government of Makati*” wordmark, **must obtain clearance and approval from the UMak Center for Integrated Communications (CIC) and Makati City Information and Community Relations Department (ICRD).**



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certificate jackets



Certificate Jacket (2025)



BRAND APPLICATIONS

- A Combination Mark type is used.
- Ensure that the assets stand out from the background by observing proper contrast.

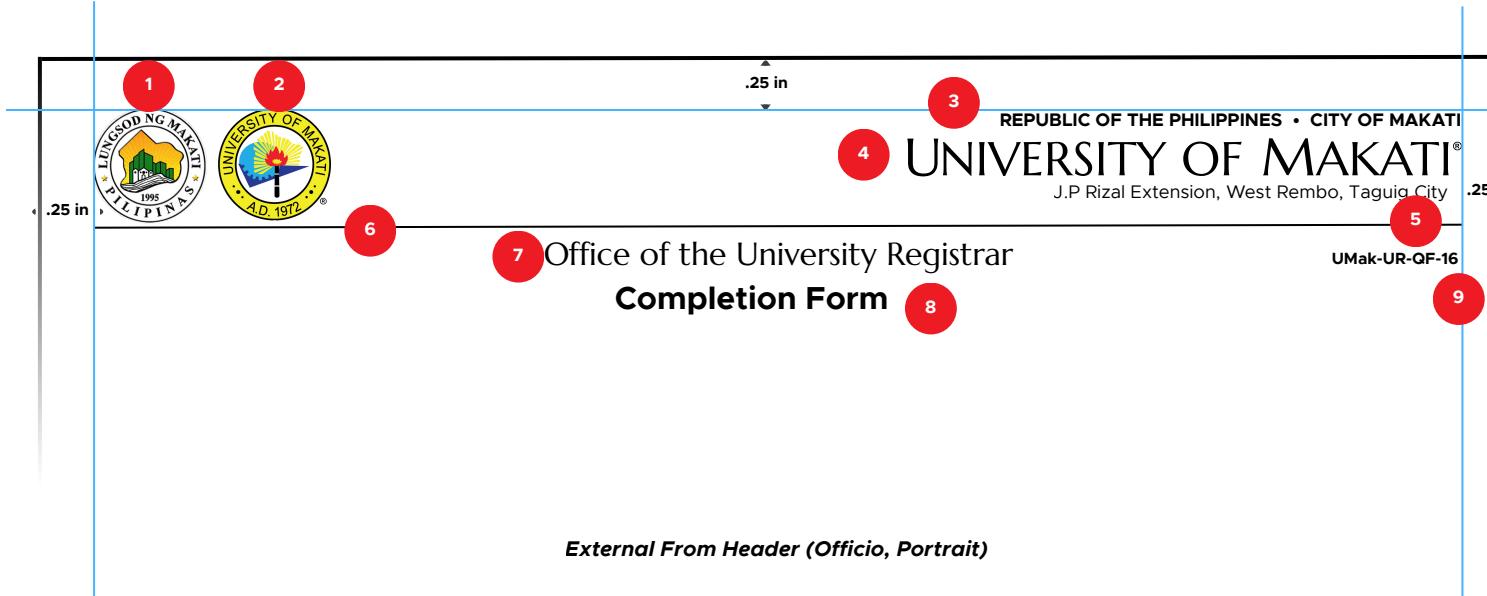
forms

DOWNLOAD THE RESOURCES

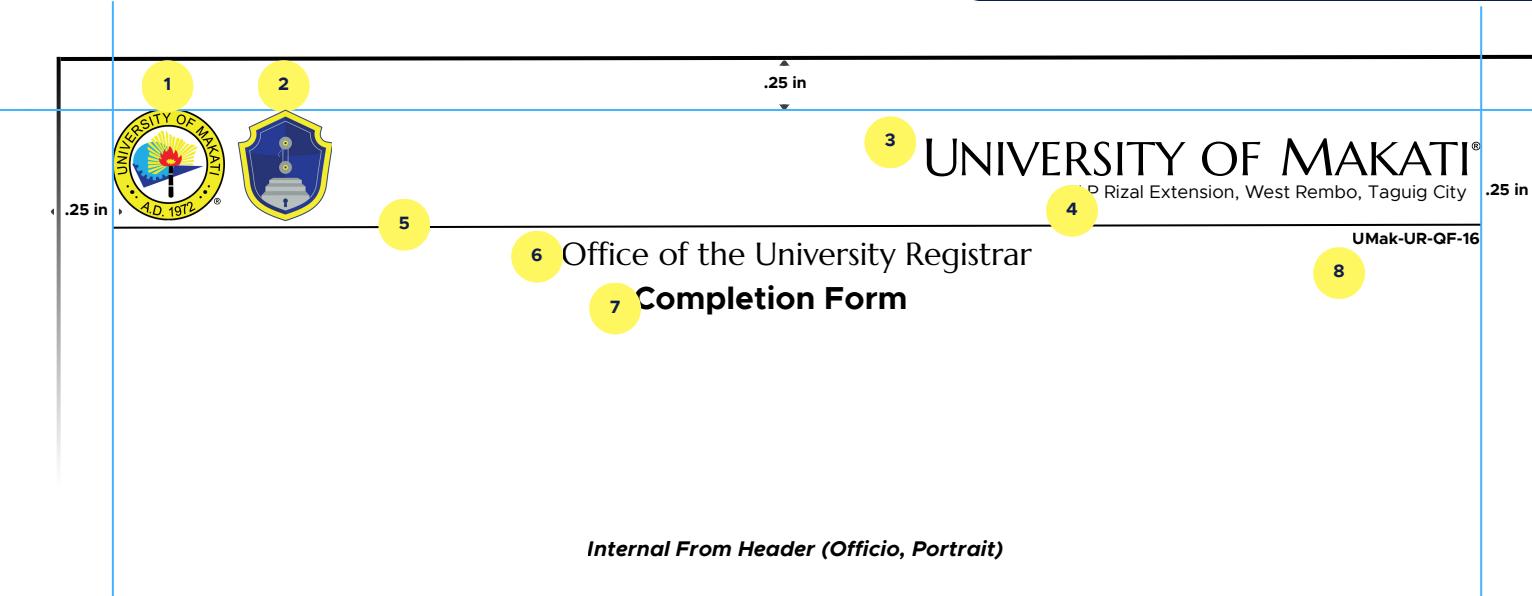


UMak Student Org
Letterheads

bit.ly/UMakFormHeader



External Form Header (Officio, Portrait)



Internal Form Header (Officio, Portrait)

PARTS OF THE EXTERNAL FORM HEAD

1. City Logo
2. University of Makati® Logo
3. Mother Unit
4. Updated University of Makati® Wordmark
5. Current address¹
6. Divider
7. Office name in Marcellus font²
8. Form Name
9. Form Number

PARTS OF THE INTERNAL FORM HEAD

1. University of Makati® Logo
2. Office/College Logo
3. Updated University of Makati® Wordmark
4. Current address¹
5. Divider
6. Office name in Marcellus font²
7. Form Name
8. Form Number

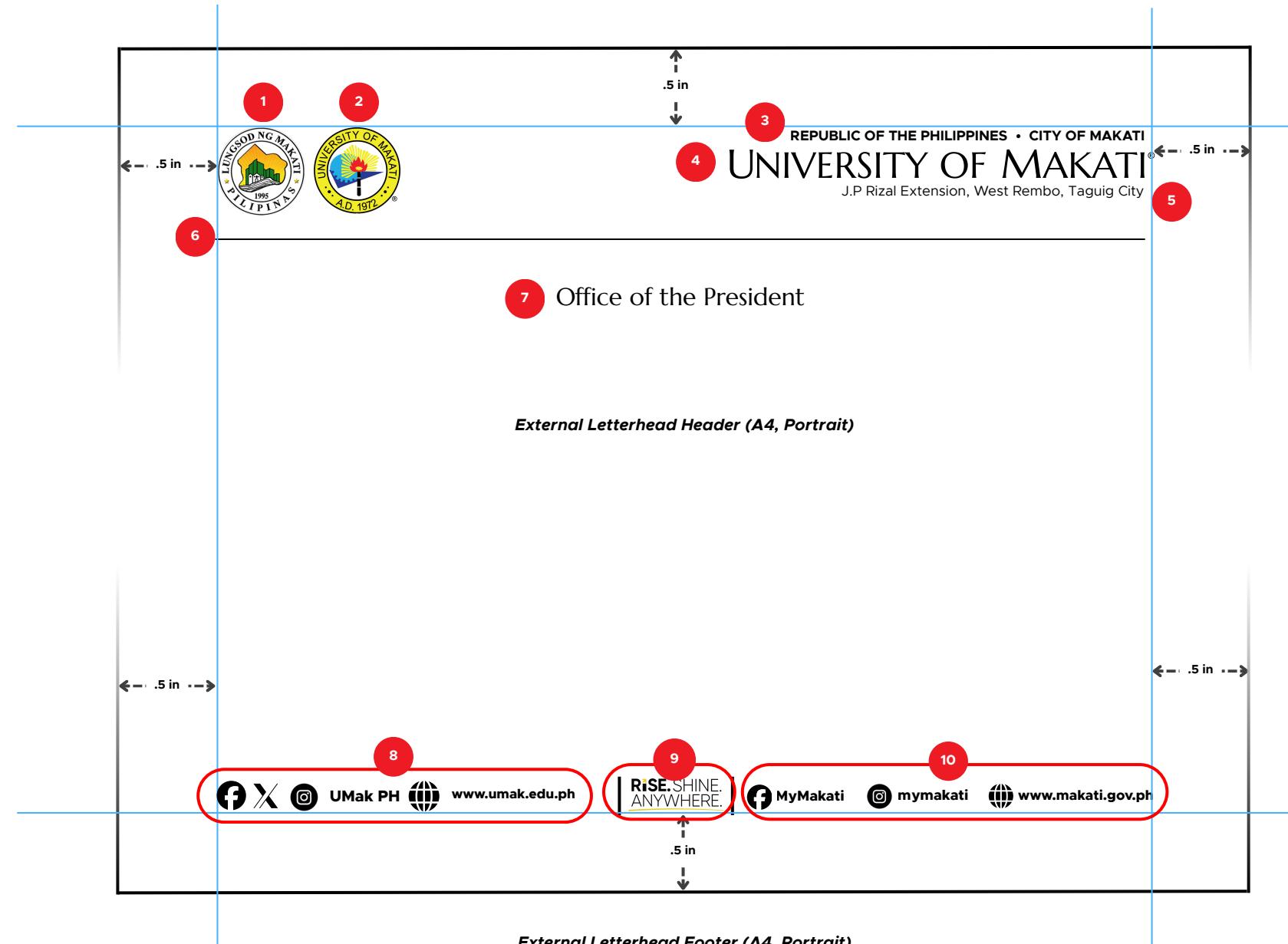
BRAND APPLICATIONS

- The **external form can be used for outbound communications if applicable.**
- Unlike regular letter head, a 0.25-inch paper margin must be observed regardless of size and the orientation.

1. Based on PhilPost All Office Message No. 24-02P Issued 13 Feb 2024.

2. Andrade, A., & Grate, M., Jr. (2022, September). UMAK Brand Book. Approved September 2022

external letterhead



PARTS OF THE EXTERNAL LETTER HEAD

1. City Logo
2. University of Makati® Logo
3. Mother Unit
4. Updated University of Makati® Wordmark
5. Current address¹
6. Divider
7. Office name in Marcellus font²
8. Social Media of UMak.edu.ph²
9. Current University Tagline (formerly X of Makati City Gov)
10. Makati City Social Media



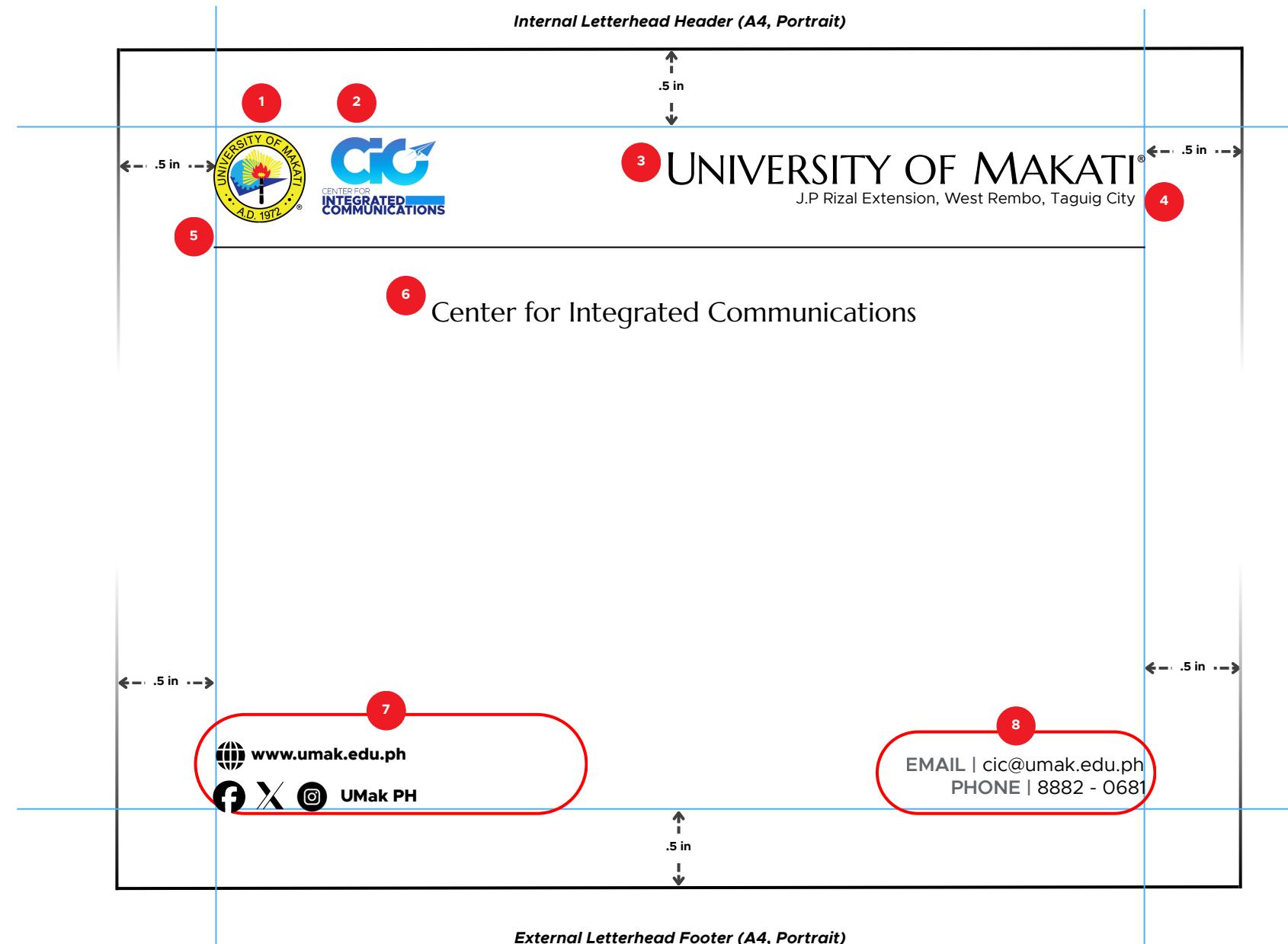
BRAND APPLICATIONS

- The **external letterhead can be used for outbound communications.**
- The Makati City seal must come first, then followed by the University of Makati® seal.
- A 0.5-inch paper margin must be observed regardless of size and the orientation

1. Based on PhilPost All Office Message No. 24-02P Issued 13 Feb 2024.

2. Andrade, A., & Grate, M., Jr. (2022, September). UMAK Brand Book. Approved September 2022

internal letterhead



PARTS OF THE INTERNAL LETTERHEAD

1. City Logo
2. University of Makati ® Logo
3. Updated University of Makati ® Wordmark
4. Current address¹
5. Divider
6. Office name in Marcellus font²
7. Social Media of University of Makati ®²
8. Contact Details (e-mail, phone in +63 123 456 7890, or (02) 1234 5678 format), align right



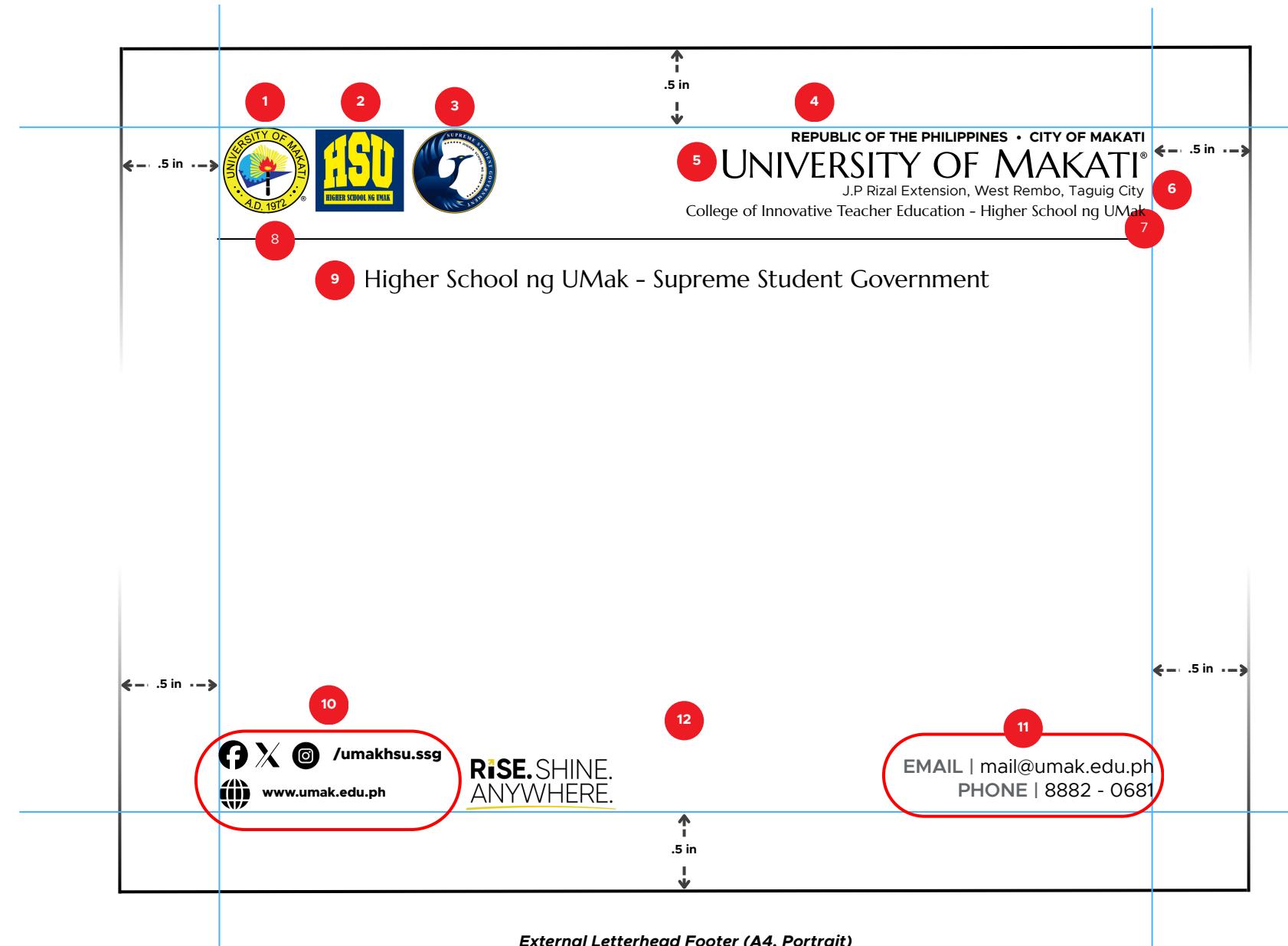
BRAND APPLICATIONS

- The **internal letterhead can be used for inbound communications.**
- The Makati City seal must come first, then followed by the University of Makati® seal.
- A 0.5-inch paper margin must be observed regardless of size and the orientation

1. Based on PhilPost All Office Message No. 24-02P Issued 13 Feb 2024.
2. Andrade, A., & Grate, M., Jr. (2022, September). UMAK Brand Book. Approved September 2022

letterhead

STUDENT ORGANIZATION



1. Based on PhilPost All Office Message No. 24-02P Issued 13 Feb 2024.

2. Andrade, A., & Grate, M., Jr. (2022, September). UMAK Brand Book. Approved September 2022

PARTS OF THE LETTERHEAD FOR STUDENT ORGANIZATIONS

1. University of Makati® Logo
2. Umbrella Unit/College/Institute Logo
3. Mother Unit
4. Student Organization Logo
5. Updated University of Makati® Wordmark
6. Current address¹
7. Umbrella Unit/College/Institute Full Text in Proper Case
8. Divider
9. Full Organization Name and Proper Case in Marcellus font²
10. Social Media of Organization
11. Contact Details (e-mail, phone in +63 123 456 7890, or (02) 1234 5678 format), align right

DOWNLOAD THE RESOURCES

UMak Student Org
Letterheads
bit.ly/UMakSOLetterhead

BRAND APPLICATIONS

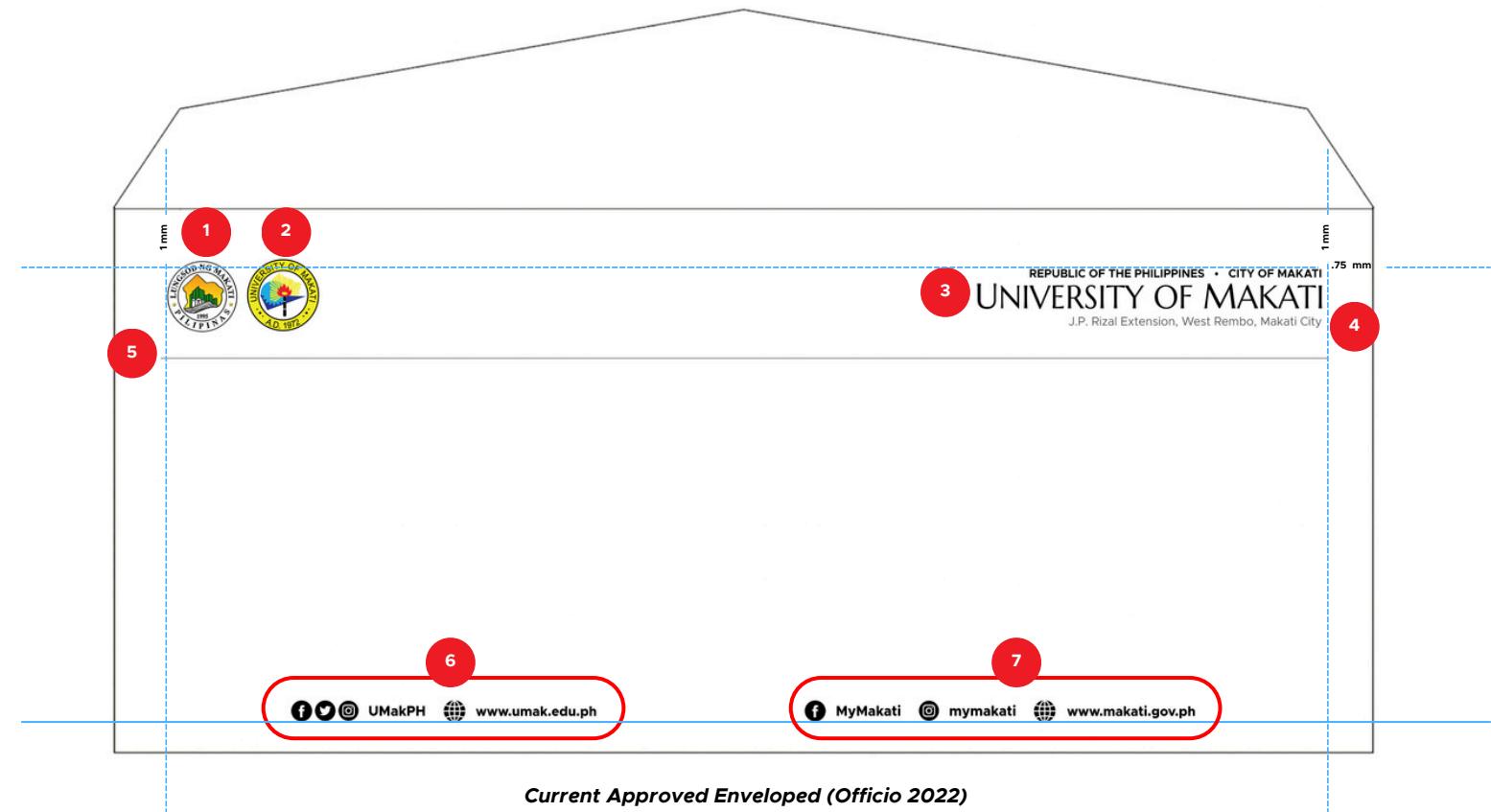
- The letterhead for student council can be used for official internal and outbound communications.
- A maximum of 3 logos can be included in the letterhead.
- A 0.5-inch paper margin must be observed regardless of size and the orientation
- Official Student Media Organization and University Student Council can use the internal and external letterhead used by the offices.

WARNING

- The official letterhead of the University of Makati is strictly reserved for official communications. If you are not an authorized officer of your organization, you must not use the letterhead when you are not acting in your official capacity or representing the organization in an official matter. Unauthorized or personal use of the letterhead is prohibited and may be subject to administrative action.

creative letter head

envelopes



PARTS OF THE ENVELOP

1. City Logo
2. University of Makati Logo
3. Updated University of Makati Wordmark
4. Legacy address
5. Divider
6. Office name in Marcellus font¹
7. Social Media of University of Makati ^{®1}
8. Contact details of the office

BRAND APPLICATIONS

- The Makati City seal must come first, then followed by the University of Makati® seal.
- A 1 mm paper top and bottom margin, and 0.75 mm left and right margin must be observed regardless of size.
- The details such as address, University's social media and Makati social media should be perpetual in details.

1. Andrade, A., & Grate, M., Jr. (2022, September). UMAK Brand Book. Approved September 2022

calling cards



PARTS OF THE CALLING CARDS

1. University of Makati® Wordmark
2. University of Makati® Seal
3. Full Name (Given Name, Middle Initial, Surname) with title and post-nominal
4. Designation/Position
5. E-mail Address (UMak e-mail address first)
6. Contact Number (office contact first)
7. Office Location
8. School Address
9. University's official website, UMak.edu.ph
10. Contact QR Code containing the details of the calling card holder (can be generated using online apps)



BRAND APPLICATIONS

- The University of Makati® wordmark on the front.
- The University of Makati® seal should be placed at the back.
- University Colors must be applied at all times (see annex).

signages



Annex C (Informative)								
This annex is not an official part of the body of this standard								
Table C-1								
ANSI Z535.1 Safety Colors—Cross-reference Table. Use this Table to specify ANSI Safety Colors. ANSI Safety Colors fall within ISO Safety Color boundaries. Use Table C-2 to specify ISO Safety Colors.								
SAFETY COLOR	MUNSELL NOTATION	PROCESS COLOR	sRGB	HTML CODE	C	M	Y	K
Safety Red (or PANTONE® 196 C)	7.5 R 4.0 / 14	2 100 85 6 200 16 46	C8102E					
Safety Orange (or PANTONE® 151 C)	5.0 YR 6.0 / 15	0 60 100 0 255 130 0	FF8200					
Safety Yellow (or PANTONE® 109 C)	5.0 Y 8.0 / 12	0 9 100 0 255 209 0	FFD100					
Safety Green (or PANTONE® 335 C)	7.5 G 4.0 / 9	97 6 69 19 0 123 95	007B5F					
Safety Blue (or PANTONE® 285 C)	2.5 PB 3.5 / 10	90 48 0 0 0 114 206	0072CE					
Safety Purple (or PANTONE® 256 C)	10.0 P 4.5 / 10	67 100 4 5 109 32 119	6D2077					
Safety White	N 9.0 /		255 255 255	FFFFFF				
Safety Black (or PANTONE® Process Black C)*	N 1.5 /	0 0 0 100 44 42 41	2C2A29					

Ansi Z535.1 2017 Safety Color page 19
<https://www.scribd.com/document/705719130/ANSI-Z535-1-2017-SAFETY-COLOR>

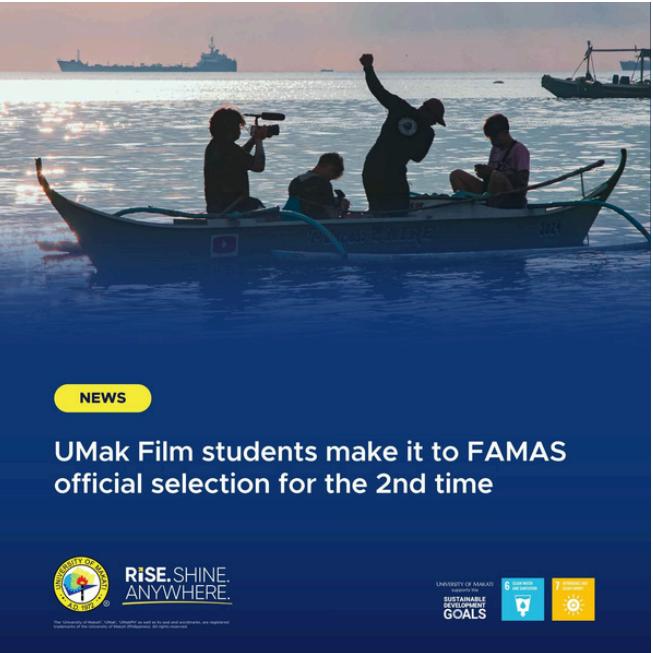
BRAND APPLICATIONS

- The University seal and tagline may be used together in wayfinding and signage.
- Add an English and Filipino translation on the wayfinding texts.
- The color scheme of the upper header is based on ANSI Z535.1 2017 Safety Colors.

REMINDER

- Any signages with the inclusion of different University assets such as seal, and wordmark **must obtain clearance and approval from the UMak Center for Integrated Communications (CIC) and General Services Office (GSO).**

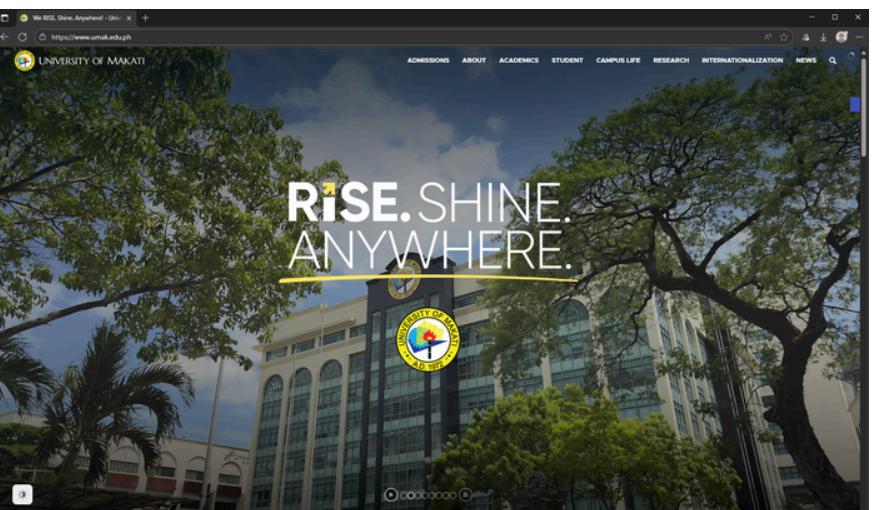
digital and social media



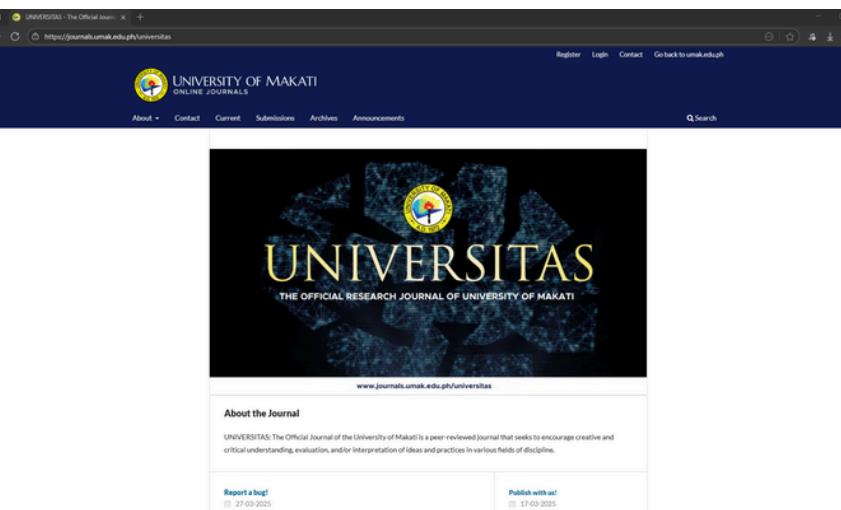
Social Media Post (2024-2025)



Cover Photo of an internal office/unit (2024-2025)



Official University Website, umak.edu.ph (2022-present)



Official Online Journals, journals.umak.edu.ph (2023-present)



BRAND APPLICATIONS

- A social media post used the official seal and the current tagline.
- For cover photos, the proper wordmark hierarchy should be used, featuring the UMak Administration Building facade and the office's contact details.
- Web portals should use the combination mark or the proper wordmark hierarchy if the system is for internal use.
- For brand alignment and more information, you may consult the Center for Integrated Communications.

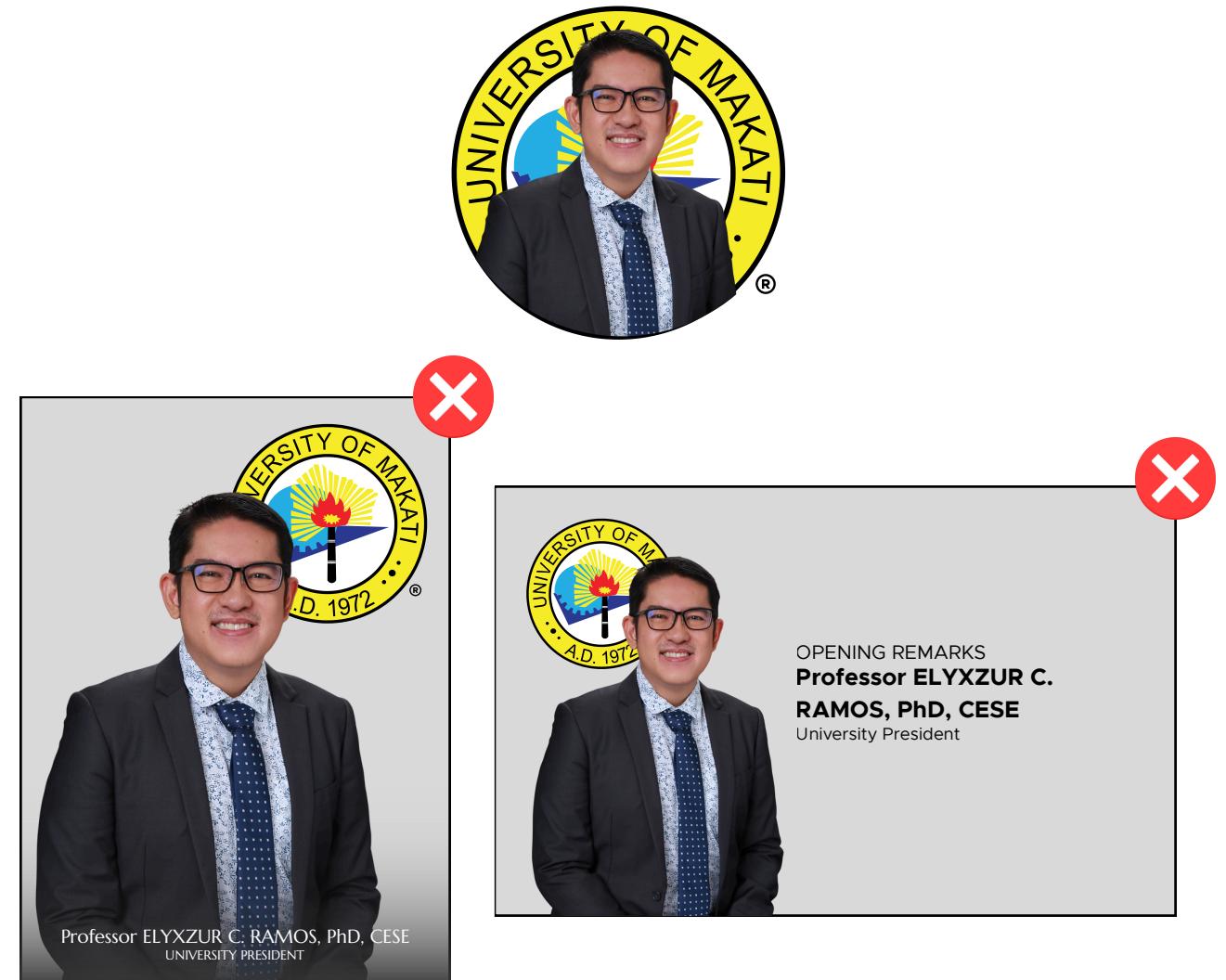
official portraits

 Incorrect applications



BRAND APPLICATIONS

- The seal should not be obstructed by the person represented in the portrait or any representation in digital use.
- The seal should have a safe margin distance from the portrait



Annex



UMak-owned Brands, Assets in Intellectual Property Office Philippines (IPOPHIL)

≡ WIPO

Help English IP Portal login

BRAND NAME BRAND LOGO ADVANCED SEARCH EXPLORE VIENNA ASSISTANT G&S EXPLORER REPORTS

Owner: contains the word 'University of Makati'

Displaying 1-6 of 6 results (Most relevant first)

Edit your search TMview Results view Statistics view

Change layout Sort results Results per page Download results

Filters →

<input type="checkbox"/> Select all	<input type="checkbox"/> UMAKPROUDHERONS	<input type="checkbox"/> UMAK	<input type="checkbox"/> UMAKPH
Owner University of Makati (Philippines) IPR National Trademark Application Country of filing Philippines Status Pending (October 16, 2024) Number PH/4/2024/00528726 Nice class 35, 41, 16	Owner University of Makati (Philippines) IPR National Trademark Registration Country of filing Philippines Status Registered (January 3, 2025) Number 4/2024/00528702 Nice class 28, 41, 16	Owner University of Makati (Philippines) IPR National Trademark Registration Country of filing Philippines Status Registered (December 9, 2024) Number 4/2024/00528716 Nice class 16, 18, 41	Owner University of Makati (Philippines) IPR National Trademark Registration Country of filing Philippines Status Registered (January 13, 2025) Number 4/2024/00528622 Nice class 41, 16, 35
<input type="checkbox"/> UNIVERSITY OF MAKATI 	<input type="checkbox"/> [View details] 	<input type="checkbox"/> UNIVERSITY OF MAKATI 	

Page 1 / 1

typography

The following font styles are recommended to be used for an official document, designs:

Different Typeface Weight

NUMERIC VALUE	FONT WEIGHT	SAMPLE
100	Thin	ABCdef123
200	Extra Light	ABCdef123
300	Light	ABCdef123
400	Normal	ABCdef123
500	Medium	ABCdef123
600	Semi Bold	ABCdef123
700	Bold	ABCdef123
800	Extra Bold	ABCdef123
900	Black	ABCdef123

Marcellus

Font commonly used for headers and sub-headers, as well as for the institutional name and the names of offices or units.

NUMERIC VALUE	FONT WEIGHT	SAMPLE
100	Thin	ABCdef123
200	Extra Light	ABCdef123
300	Light	ABCdef123
400	Normal	ABCdef123
500	Medium	ABCdef123
600	Semi Bold	ABCdef123
700	Bold	ABCdef123
800	Extra Bold	ABCdef123
900	Black	ABCdef123

Metropolis

Font used to accompany Marcellus, applied to sub-headings and body text.

color palette

University of Makati



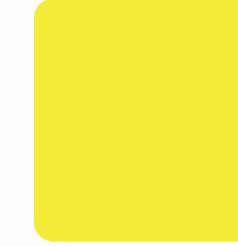
UMak Blue

HEX: 111c4e

CMYK: 100, 96, 37, 38

RGB: 17, 28, 78

PANTONE: 2766 C



UMak Yellow

HEX: f5ec3a

CMYK: 7, 0, 88, 0

RGB: 245, 236, 58

PANTONE: 394 C



UMak Blue 2

HEX: 105389

CMYK: 93, 58, 28, 2

RGB: 15, 83, 137

Shades Color of Space Cadet

#47528a #28336b #060e33 #01061c

Shades Color of Maximum Yellow

#fff989 #fef760 #060e33 #01061c

Shades Color of Silver Lake Blue

#c0d5f0 #8bb0dc #406fa5 #275996

The color palette sets a visual tone for the university's brand. Colors can also create a strong brand recall when it is associated with your brand.

- The official UMak colors are used to complement the UMak logo.
- A secondary color palette may be used to complement, but never replace, the primary palette, and may include up to three (3) colors.
- Official college colors may also be incorporated into the secondary palette.
- Consistent use is important.

color palette & graphics

Makati City (July 2025)

#001478

#497ccf

#ffffff

#FF0000

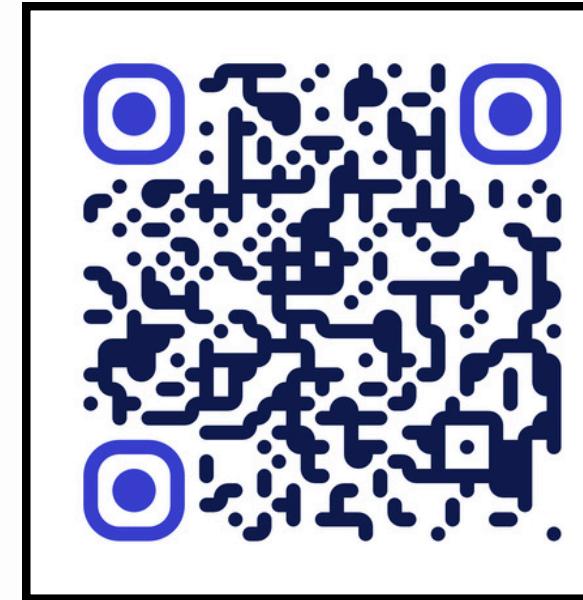
#020727



BRAND APPLICATIONS

- The City Seal can be applied if the program and nomenclature are purely organized and funded by the City Government of Makati.
- The B in Circular Logo, B as wordmark, and Paglingkuran ang Bayan wordmark should be used when the City Mayor's Office initiates a program.
- **The Makati Seal must always be placed at the topmost part of the material.**

continue online...



UMak Brand Central

<https://www.umak.edu.ph/brandcentral>



UNIVERSITY OF MAKATI®

RISE. SHINE.
ANYWHERE.

For more questions, contact
UMak Center for Integrated Communications
cic@umak.edu.ph

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