

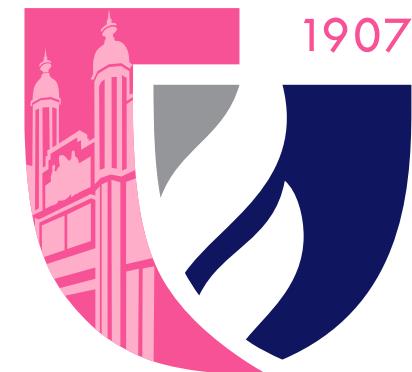
**CEU**  
BRAND GUIDELINES



THE CEU SEAL

The CEU Seal shall be used for highly formal documents and records, which require authentication.  
*(transcript of records, diploma, certificates)*

CENTRO  
ESCOLAR  
UNIVERSITY



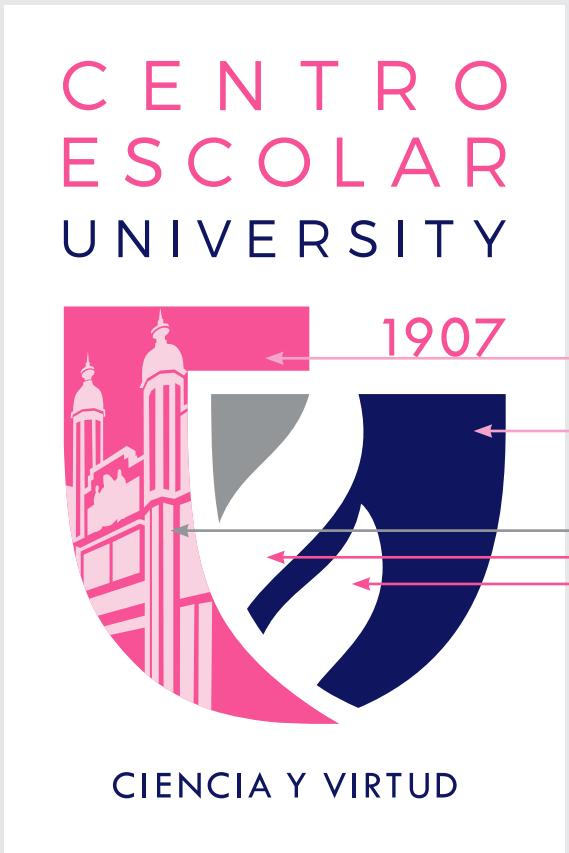
CIENCIA Y VIRTUD

THE CEU LOGO

The CEU Logo shall be utilized for marketing communication purposes. (*advertisements, campus exteriors & interiors, instructional materials, office memos, communications, records, and forms*)

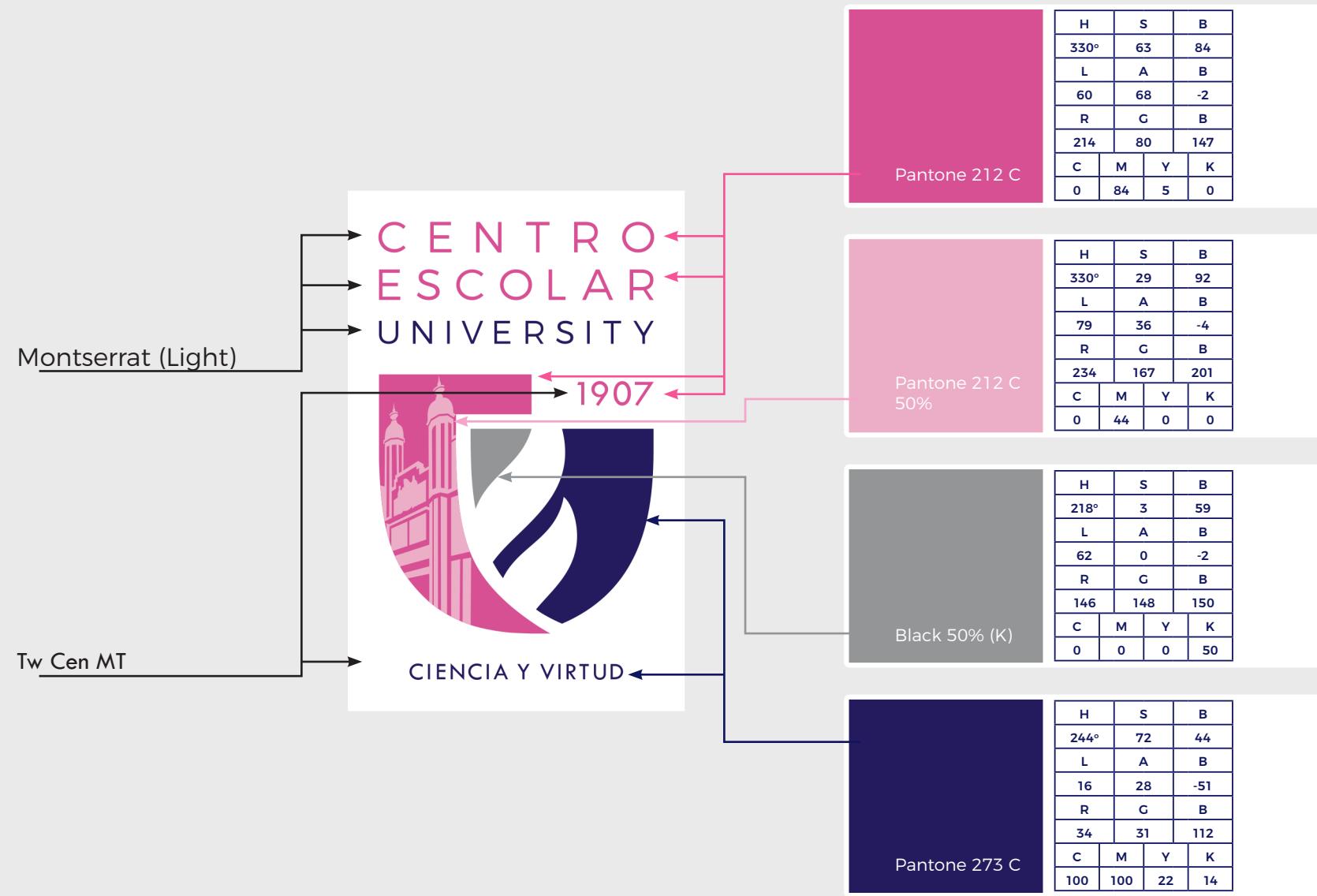
## CEU LOGO

The logo of Centro Escolar University tells a story of tradition and distinction that began in 1907, the University's foundation year.



- Two shields, heraldic emblems, embedded in each other, represent the inseparable elements of education in CEU – Science and Virtue, as articulated in its philosophy, Ciencia y Virtud, handed down by its founders, Doña Librada Avelino and Doña Carmen de Luna.
- The iconic twin towers found in CEU campuses, imprinted in pink, are iterations of these two facets of CEU education. Pink evokes the University's quintessential core value of caring for others and thus, serves as its signature color.
- The curving silhouettes in the middle of the logo are stylized representations of the torch, a traditional symbol of education, and the laurel wreath, of excellence – images that are also found in the University seal.

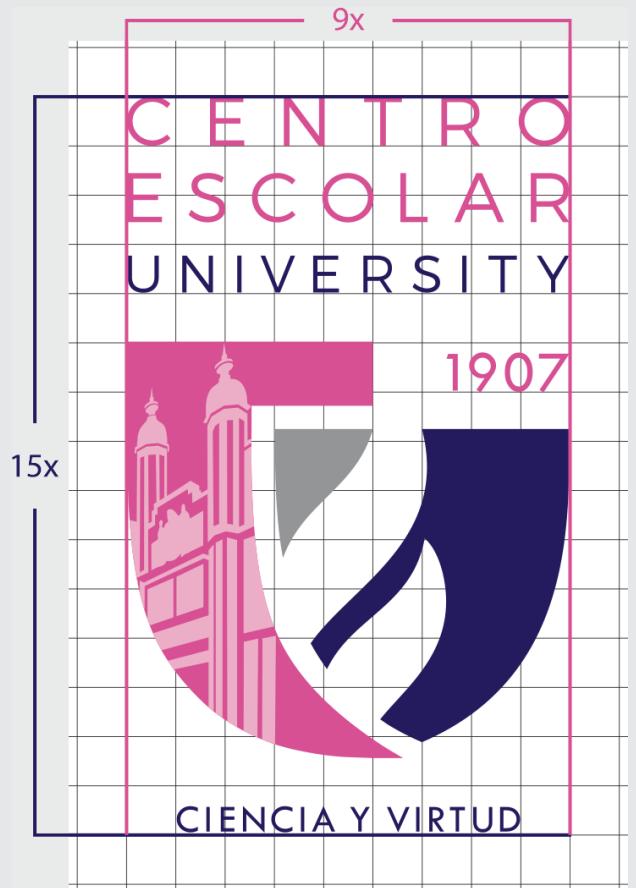
The silhouette of the various logo elements, set together, form the initials of the school, CEU.

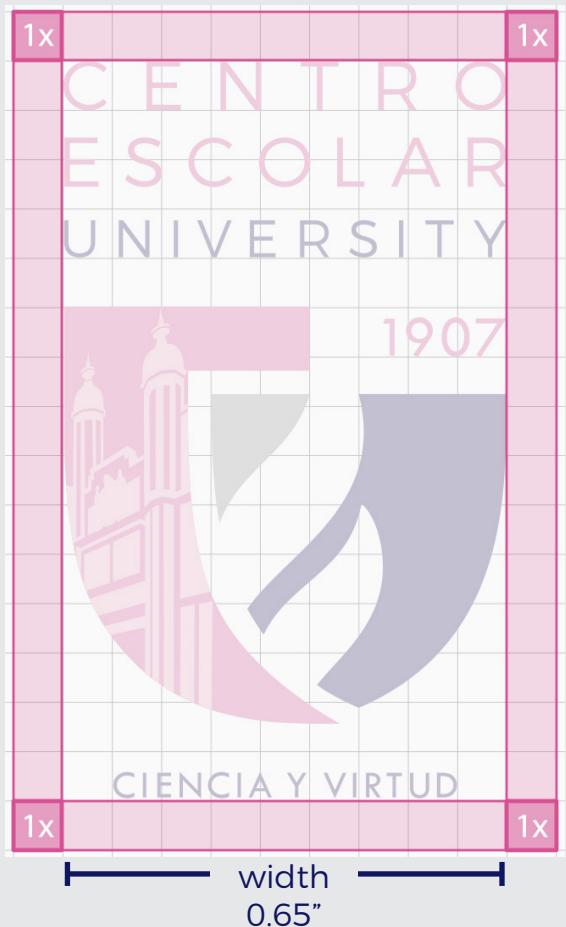


## CEU LOGO (VERTICAL)

It is made of 9 by 15 of grid units.  
The height of the letters in CENTRO  
ESCOLAR is the equivalent size of 1 grid  
unit.

The logo must not be stretched or  
distorted and the correct proportion must  
be followed.



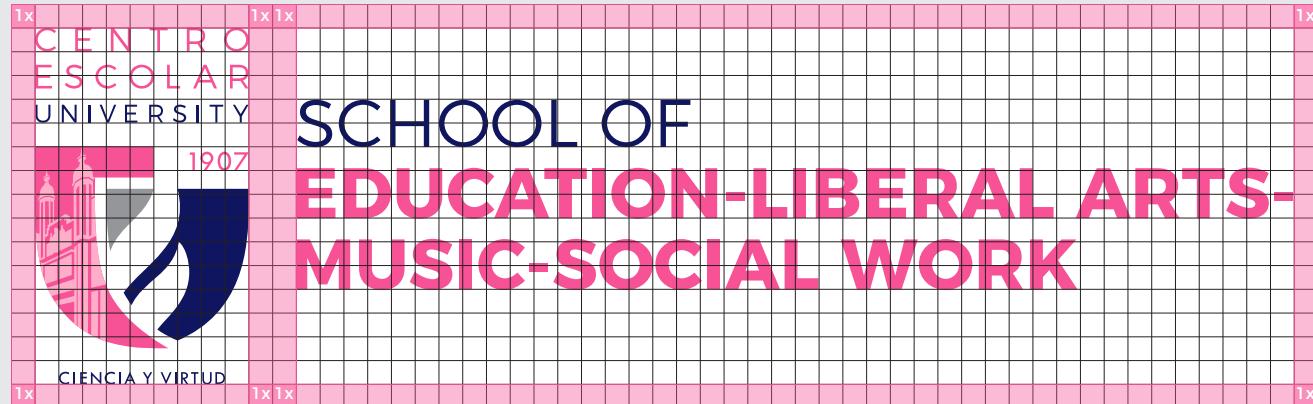


## CEU LOGO (VERTICAL)

It should have a clear space (represented in the illustration as color pink) of 1 grid unit on all sides, and should always be applied with a white background for clarity and impact.

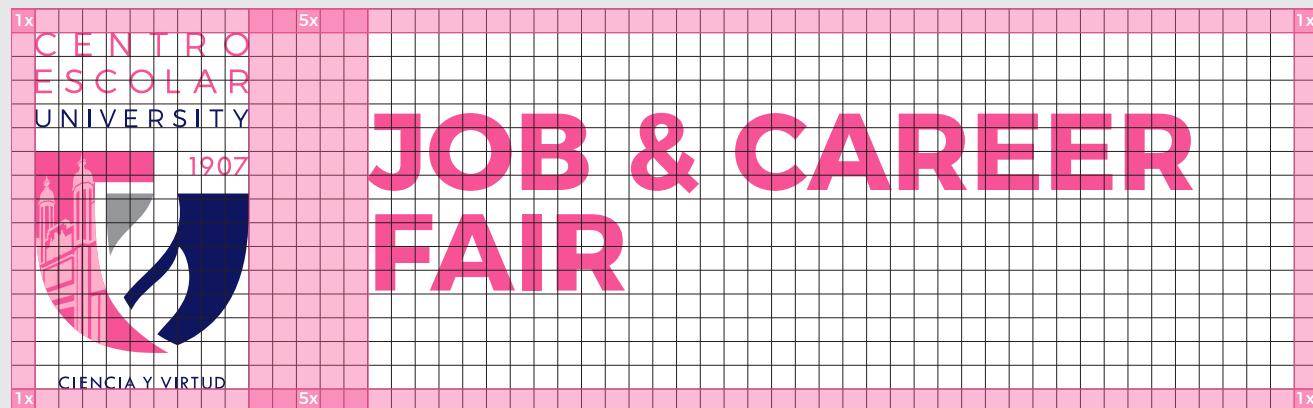
The minimum size of the vertical logo should have a width of 0.65" as shown in the sample below:





## CEU LOGO (WITH TEXT ATTACHMENT)

In instances that the vertical CEU logo will be used together with other text (e.g. School, Office, Department name) the text shall be put on the right side part, placed with two (2) grid units from the logo, and for event name and other texts, the text shall be put also in the right side part placed with a minimum of five (5) grid units from the logo.

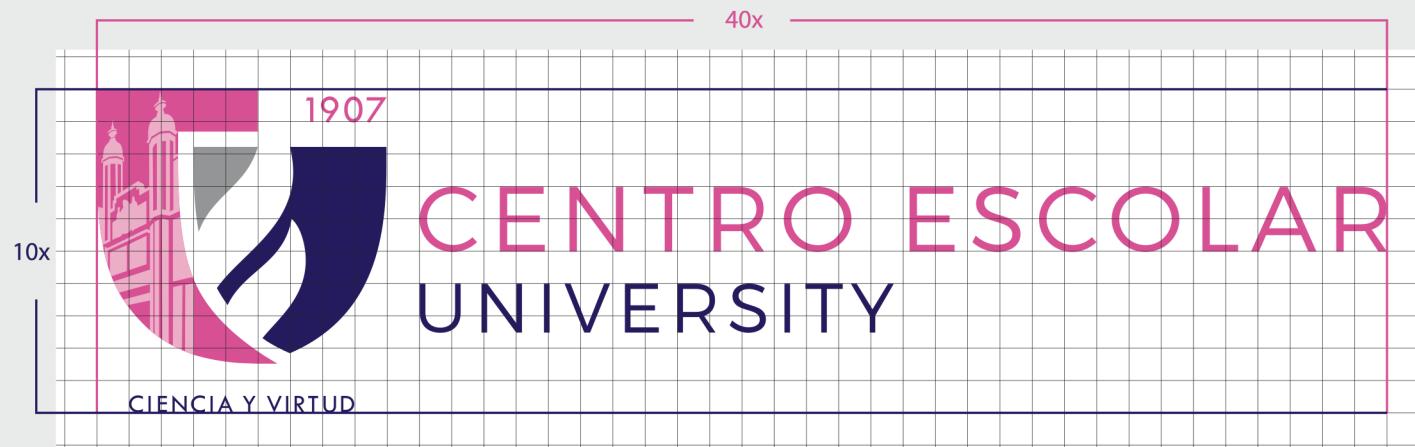


**CEU LOGO**  
(HORIZONTAL)



## CEU LOGO (HORIZONTAL)

It consists of 40 by 10 grid units.





## CEU LOGO (HORIZONTAL)

This version also requires 1 grid unit clear space on all sides and should be applied with a white background for clarity and impact.

The minimum size of the horizontal logo should have a width of 3.50" as shown in the sample below:



## CEU LOGO

(WITH INDIVIDUAL CAMPUS INDICATOR)



This is to identify the campus location.  
It should be written along with the word  
“UNIVERSITY” but separated with  
a bullet (•).

**CEU LOGO**  
(WITH ALL CAMPUSES INDICATOR)





## CEU LOGO

(WITH CAMPUS & SCHOOL INDICATORS)

In instances, the School needs to be identified, the name of the School should be written 1 grid unit below the logo and in CEU blue color and the campus location should be written with the word "UNIVERSITY" but separated with a bullet (·).

Long School or Office/Department names can be written in two (2) lines.



## CEU LOGO

(WITH CAMPUS AND OFFICE/DEPARTMENT INDICATOR)

In instances, the Office/Department needs to be identified, the name of the School should be written 1 grid unit below the logo and in CEU blue color and the campus location should be written with the word “UNIVERSITY” but separated with a bullet (·).

Long School or Office/Department names can be written in two (2) lines.



## CEU INITIALS LOGO (VERTICAL)

In cases where the CEU Logo with spelled out CEU is not appropriate, the CEU Initials Logo is the option. This is more straight forward but less formal. Readability from a particular distance is the advantage of this logo version.



## CEU INITIALS LOGO (VERTICAL)

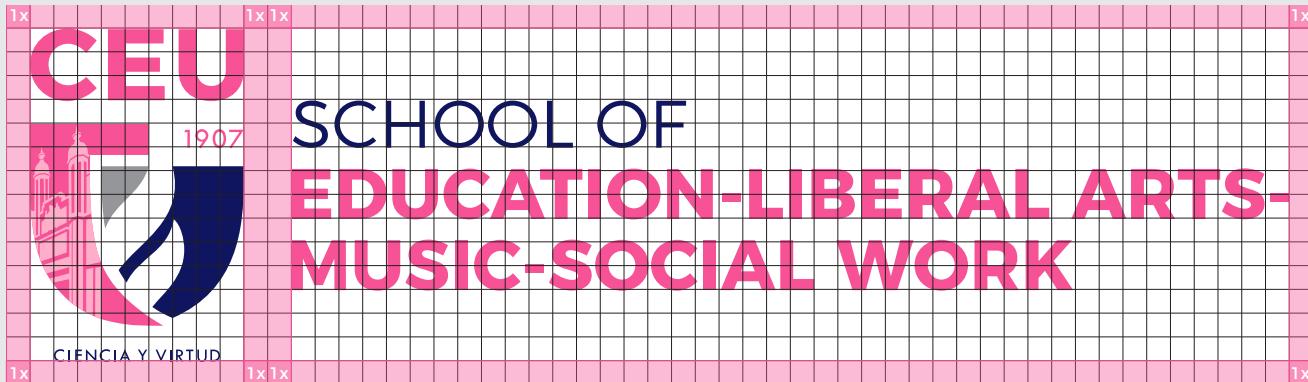
It is made of 9 by 14 grid units.

## CEU INITIALS LOGO (VERTICAL)

It must also have a clear space of 1 grid unit, and should always be applied with a white background for clarity and impact.

The minimum size of the vertical logo should also have a width of 0.65" as shown in the sample below:





## CEU INITIALS LOGO (WITH TEXT ATTACHMENT)

In instances that the CEU initials logo will be used together with School, Office, Department name the text shall be put on the right side part, placed with two (2) grid units from the logo, and for event name and other texts, the text shall be put also in the right side part placed with a minimum of five (5) grid units from the logo.

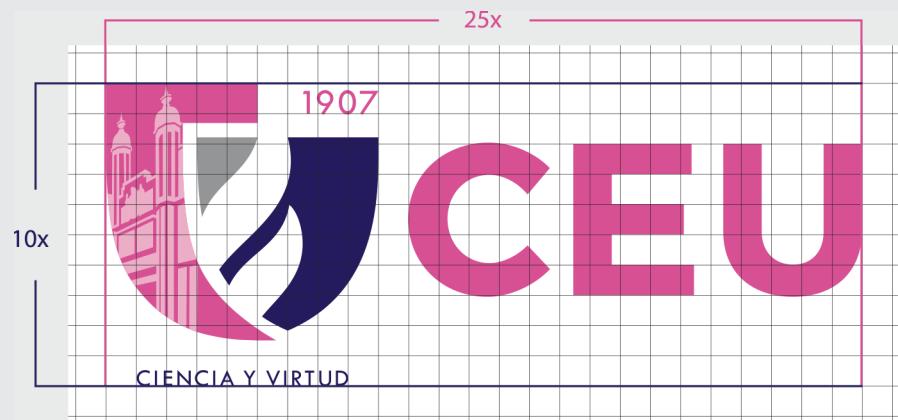
## **CEU INITIALS LOGO (HORIZONTAL)**

This is for productions which require CEU initials in horizontal orientation.



## CEU INITIALS LOGO (HORIZONTAL)

It is made of 25 by 10 grid units. In any cases, scale/size proportion should be observed.



## CEU INITIALS LOGO (HORIZONTAL)

It must also have a clear space of 1 grid unit, and should always be applied with a white background to maximize clarity and impact.

The minimum size of the horizontal logo should have a width of 1.75" as shown in the sample below:



Culled and measured from the CEU  
Logos and in Montserrat Typeface

C E N T R O  
E S C O L A R  
U N I V E R S I T Y

CENTRO ESCOLAR  
UNIVERSITY

CEU

**CEU LOGOTYPE 1**  
Montserrat (Light)

**CEU LOGOTYPE 2**  
Montserrat (Light)

**CEU LOGOTYPE INITIALS**  
Montserrat (Bold)



## CEU LOGO (ONE COLOR)

The one color CEU logo should always be applied in the following colors:

- white
- black
- blue
- pink

Using the background as in the following shades of:

For CEU logo in black:

- white
- blue
- pink

For CEU logo in white:

- dark gray
- medium pink
- medium blue

For CEU logo in blue:

- white
- light gray
- light pink

For CEU logo in pink:

- light pink
- white
- light gray

CENTRO  
ESCOLAR  
UNIVERSITY



CIENCIA Y VIRTUD

CENTRO  
ESCOLAR  
UNIVERSITY



CIENCIA Y VIRTUD

CENTRO  
ESCOLAR  
UNIVERSITY



CIENCIA Y VIRTUD

## CEU LOGO (ONE COLOR)

Sample executions in CEU official white color and acceptable plain, without pattern and gray, pink, blue backgrounds.

CENTRO  
ESCOLAR  
UNIVERSITY



CIENCIA Y VIRTUD

CENTRO  
ESCOLAR  
UNIVERSITY



CIENCIA Y VIRTUD

## CEU LOGO (ONE COLOR)

Sample executions in CEU official black color and acceptable plain, without pattern and light gray, light pink, white backgrounds.

CENTRO  
ESCOLAR  
UNIVERSITY



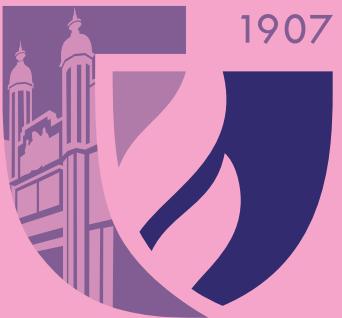
CIENCIA Y VIRTUD

CENTRO  
ESCOLAR  
UNIVERSITY



CIENCIA Y VIRTUD

CENTRO  
ESCOLAR  
UNIVERSITY



CIENCIA Y VIRTUD

CENTRO  
ESCOLAR  
UNIVERSITY

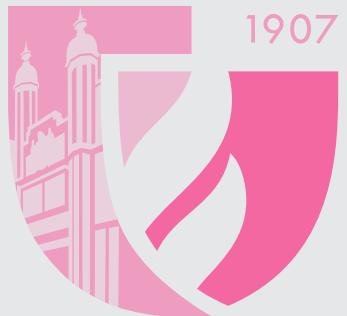


CIENCIA Y VIRTUD

## CEU LOGO (ONE COLOR)

Sample executions in CEU official blue color and acceptable plain, without pattern and light gray, light pink, white backgrounds.

CENTRO  
ESCOLAR  
UNIVERSITY



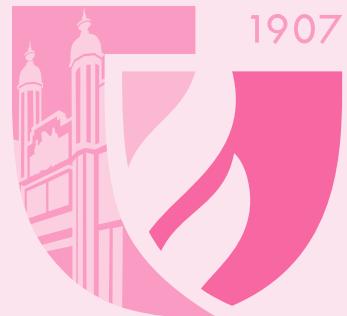
CIENCIA Y VIRTUD

CENTRO  
ESCOLAR  
UNIVERSITY



CIENCIA Y VIRTUD

CENTRO  
ESCOLAR  
UNIVERSITY



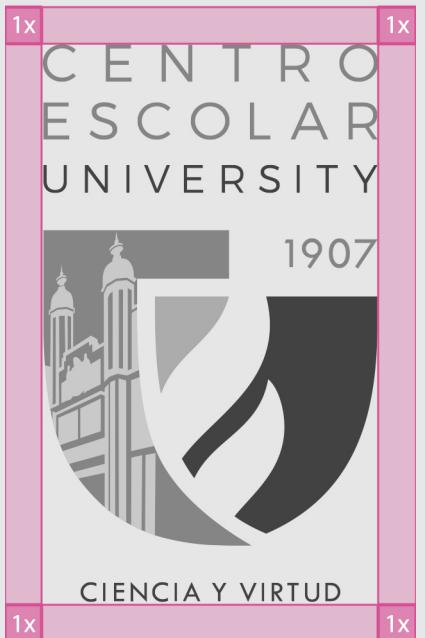
CIENCIA Y VIRTUD

## CEU LOGO (ONE COLOR)

Sample executions in CEU official pink color and acceptable plain, without pattern and light gray, white, light pink backgrounds.

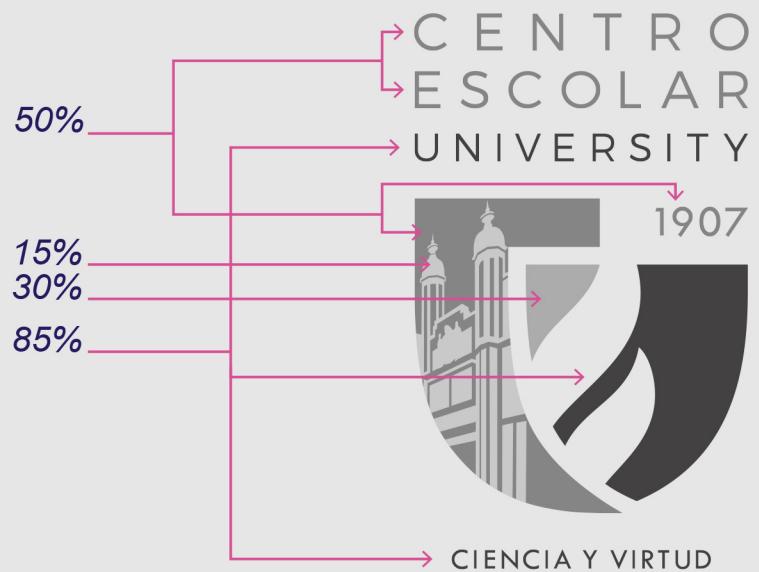
## CEU LOGO (ONE COLOR)

It should also have 1 grid unit of clear space on all sides.



## CEU LOGO (ONE COLOR)

The one color application is translucent or semitransparent. The required rendition of the colors have percentages to achieve color differences.



## Montserrat (Light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## Tw Cen MT (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## TYPOGRAPHY PRIMARY TYPEFACE

The primary font styles in the CEU logo are MONTserrat (Light), and Twentieth Century MT (Tw Cen MT-Regular).

## Arial (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3  
4 5 6 7 8 9

## Cambria (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## TYPOGRAPHY SECONDARY TYPEFACE

Arial Font Family and Cambria Font Family are the other two (2) acceptable typefaces. Arial Font Family is a complimentary sans-serif for the Montserrat typeface, while the Cambria Font Family is a serif typeface for the primary typefaces.

These secondary typefaces are for headers, sub-headers and body text.

## TYPOGRAPHY

### Header Sub-header

Body Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque facilisis, sem in eleifend pretium, magna elit scelerisque lorem, vitae feugiat lacus libero ut lacus. Mauris dapibus est et condimentum pulvinar. Sed ut tincidunt libero. Phasellus gravida ante nec lorem aliquet viverra vel non velit. Sed ex lectus, finibus nec ligula in, placerat ornare justo. Nam vitae risus at justo gravida scelerisque. Interdum et malesuada fames ac ante ipsum primis in faucibus.

### Header Sub-header

Body Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque facilisis, sem in eleifend pretium, magna elit scelerisque lorem, vitae feugiat lacus libero ut lacus. Mauris dapibus est et condimentum pulvinar. Sed ut tincidunt libero. Phasellus gravida ante nec lorem aliquet viverra vel non velit. Sed ex lectus, finibus nec ligula in, placerat ornare justo. Nam vitae risus at justo gravida scelerisque. Interdum et malesuada fames ac ante ipsum primis in faucibus.

### Header Sub-header

Body Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque facilisis, sem in eleifend pretium, magna elit scelerisque lorem, vitae feugiat lacus libero ut lacus. Mauris dapibus est et condimentum pulvinar. Sed ut tincidunt libero. Phasellus gravida ante nec lorem aliquet viverra vel non velit. Sed ex lectus, finibus nec ligula in, placerat ornare justo. Nam vitae risus at justo gravida scelerisque. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Montserrat + Montserrat  
A sample of Montserrat Font Combination for header, sub-header, and body text.

Cambria + Montserrat  
A sample of Cambria for header and sub-header and Montserrat Font Combination for body text.

Montserrat + Cambria  
A sample of Montserrat for header and Cambria for the sub-header and body text.

## GOOD PRACTICE



Full color logo on a white background with clearance

## BAD PRACTICE



Use of low resolution CEU logo and without white background

## GOOD PRACTICE



## BAD PRACTICE



Use of CEU logo in appropriate variation  
It should always be visible and recognizable  
and its integrity ensured through observing set  
guidelines for its use and application.

Use of any of the CEU logo variation as a  
background or watermark

## GOOD PRACTICE



Rendition of one color logo on a background  
with contrasting colors

## BAD PRACTICE



Alteration or distortion of the CEU logo and its  
elements

**Reviewed and Approved by the CEU Administrative Council  
on March 20, 2018**