

A large, faint, light-colored Fibonacci spiral and a grid of dashed lines are overlaid on the dark red background. The spiral starts from a small square in the upper left and expands outwards. The grid consists of vertical and horizontal lines that intersect to form a series of squares and rectangles of varying sizes.

The University of Mindanao

Official Brand Book 2026



The University of Mindanao

Official Brand Book





Welcome

It is my pleasure to present the University Brand Book, a vital resource that reflects who we are, what we stand for, and how we aspire to be recognized within and beyond our academic community. As a growing institution committed to excellence, it is essential that our identity remains clear, consistent, and grounded in our core values.

This Brand Book serves not only as a guide for visual and written communication, but also as a reminder of our shared responsibility in upholding the integrity of the University's image. Every publication, digital post, presentation, and official material bearing our name contributes to the story we tell the world. By adhering to these standards, we strengthen our reputation, enhance trust, and create a unified presence that honors our mission.

We are proud to introduce this as the first-ever brand book of the University. As the First Edition, this document marks a significant step in our professional evolution.

I invite all members of our community, faculty, staff, students, and partners to embrace this guide and use it as a foundation for meaningful, cohesive, and impactful communication. Together, let us continue building a brand that reflects the excellence, innovation, and commitment that define our University.

Warm regards,

A handwritten signature in black ink, appearing to read 'Guillermo P. Torres, Jr.', with a stylized flourish extending from the end.

Guillermo P. Torres, Jr., Ed.D.
President, University of Mindanao



The University of Mindanao

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Guideline Overview

01

Introduction to the Brand

This section provides an overview of the University of Mindanao's brand guidelines, explaining the project's purpose and the importance of maintaining consistency in the university's identity. It sets the context for how the guideline will support cohesive and unified communication across all platforms.

Project Overview



The University of Mindanao Brand Guideline Project aims to establish a unified identity system for the university. It will produce a comprehensive manual to ensure consistency across all visual, written, and digital communications, defining proper logo use, color palette, typography, visual elements, and the institution's tone, voice, and messaging style.

The Importance of Brand Guideline

01

A brand guideline serves as the **foundation** of how the University of Mindanao presents itself to the world. It upholds the **integrity, clarity, and unity** of the university's **visual and verbal identity** by defining **consistent standards** for logo use, colors, typography, and tone across all media. This consistency builds **trust, recognition, and pride** within the academic community while reinforcing **professionalism and credibility**.

More than a design tool, the brand guideline reflects UM's commitment to **excellence, unity, and purposeful communication**—ensuring every representation of the university embodies its **values and vision**.



Brand Voice

Verbal Identity

The Brand Voice expresses how the University of Mindanao communicates its identity through words. It defines the tone, style, and attitude that shape every message—from official statements to marketing materials. Consistent use of this voice ensures that all communications sound unified, authentic, and reflective of the university's character and values.

02

UM Brand Voice



Authoritative

UM speaks with **credibility** and **confidence**, backed by verified national and international quality recognitions (PQA Level 4, AUN-QA, QS Stars).

How to Apply?

- Use **active voice** (“UM achieves,” “We deliver”)
- **Avoid exaggeration**—let data and awards show credibility.
- Use **precise, official terms** when discussing standards and accreditations.



Forward-looking

UM **embraces progress** through AI innovation and sustainability (ESG/SDGs). The tone should feel dynamic, relevant, and future-oriented.

How to Apply?

- Use words like **future-proof, pioneering, integrated, next-generation**.
- Emphasize **how UM's innovations prepare students for future careers**.



Impactful

UM focuses on **real results** and the positive impact its graduates have on society and the workforce.

How to Apply?

- **Lead with the benefit** (“We offer X to drive career employability”).
- **Highlight metrics** (e.g., topnotchers, above-national passing rates).

Key Phrases Guide

Category	 Avoid These	 Use These
Quality	<i>“High quality”; “We strive for excellence” (too vague)</i>	<i>Globally validated quality; PQA-recognized excellence; Rigorous quality assurance.</i>
Innovation	<i>“We use computers”; “We’re trying to keep up”</i>	<i>Future-proofing education; Integrated AI Systems; Adopting next-generation skills; Strategic, data-driven approach.</i>
Students	<i>“Students are smart”; “We enroll many students”</i>	<i>Future-ready leaders; Globally competitive graduates; Success beyond the classroom.</i>

UM Positioning and Pillars



RANKED
1st

PRIVATE UNIVERSITY IN MINDANAO

The University of Mindanao once again reaffirms its standing as a top-tier research institution.

Out of 338 universities in the Philippines, UM ranked an impressive 65th nationwide, solidifying its position as the number one private university in Mindanao and the second overall university in Davao Region.



#ChooseUM #ChooseMindanao
umindanao.edu.ph @uniminoofficial



RANKED
188TH

TOP PRIVATE UNIVERSITY IN ALL ASIA 2026

The University of Mindanao ranks among Asia's Best Private Institutions in Expanded AppliedHE Ranking.

The University of Mindanao has achieved another significant milestone in global recognition, debuting in the expanded AppliedHE Private University Ranking All Asia.



#ChooseUM #ChooseMindanao
umindanao.edu.ph @uniminoofficial



RANKED
203RD



QS ASIA UNIVERSITY RANKINGS 2026

The University of Mindanao on its QS Asia University Rankings debut.

The University of Mindanao has been included in the QS Asia University Rankings 2026, placing #203 in South-Eastern Asia and within the #1301-1400 band overall.



#ChooseUM #ChooseMindanao
umindanao.edu.ph @uniminoofficial

The University of Mindanao is the premier future-ready academic institution in Southern Philippines—recognized as the first PQA Level 4 awardee in the nation. UM delivers globally validated quality and career success through AI innovation and sustainability standards (ESG/SDGs), shaping future-proof leaders and changemakers.

Brand Pillars



Validated Global Quality and Excellence

*Quality that's verified and
recognized globally.*

- Only PQA Level 4 institution in the country
- 3 QS Stars (5-Star in Governance and Facilities)
- AUN-QA certified programs
- Most accredited programs in the Philippines



Future-Proof Innovation and Systems

*Continuous modernization and
tech integration.*

- In-house AI systems and frameworks
- Strong performance in global rankings
- Guided by the Centennial Roadmap and MLEXSI Monitoring Paradigm



Career-Driven Impact and Employability

*Real results and social
contribution.*

- 278+ topnotchers and above-national passing rates
- 5 QS Stars in Social Impact
- Integration of UN-SDGs and ESG principles in education

03

Brand Visual

Identity in Design

The Brand Visual defines how the University of Mindanao presents its identity through design. It encompasses the use of logos, colors, typography, and imagery to create a cohesive and recognizable look. Consistent visual expression strengthens brand recognition, ensuring that every material reflects the university's distinct character and professionalism.

Primary Logo

03



Emblem

The core symbol of the university represents its heritage, values, and academic excellence. It stands as a timeless mark of institutional pride, and it is used for **formal, ceremonial, and official purposes.**

Secondary Logo

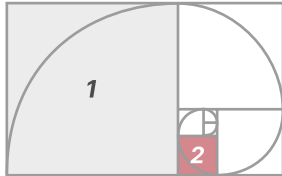
03



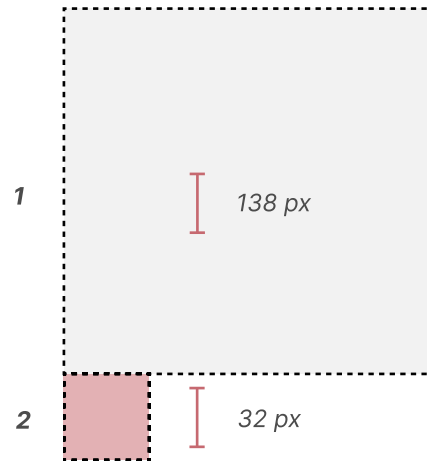
Combination Mark

A modern representation that integrates the emblem with the university's wordmark. It ensures clarity and recognition in diverse media platforms and is suitable for **general communications, marketing, and digital use.**

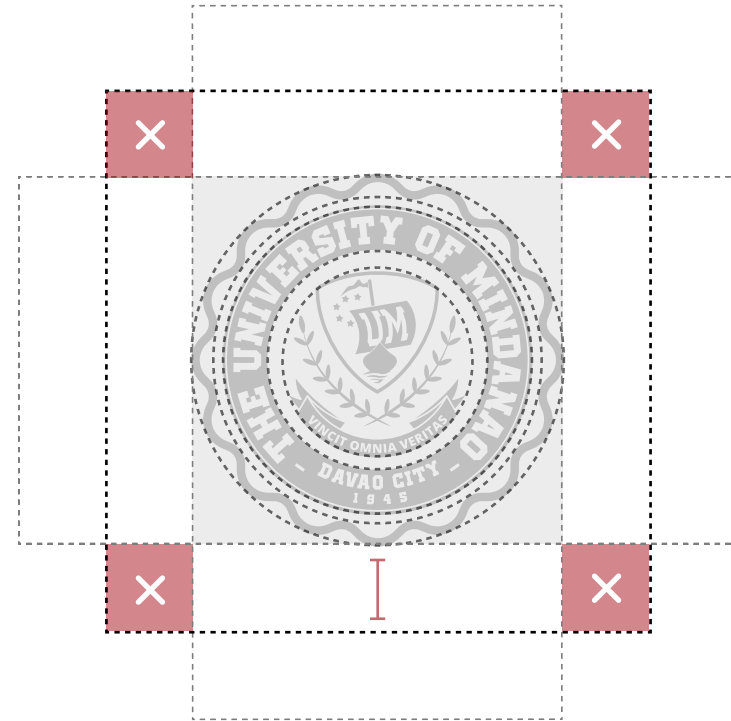
Logo Exclusion Zone



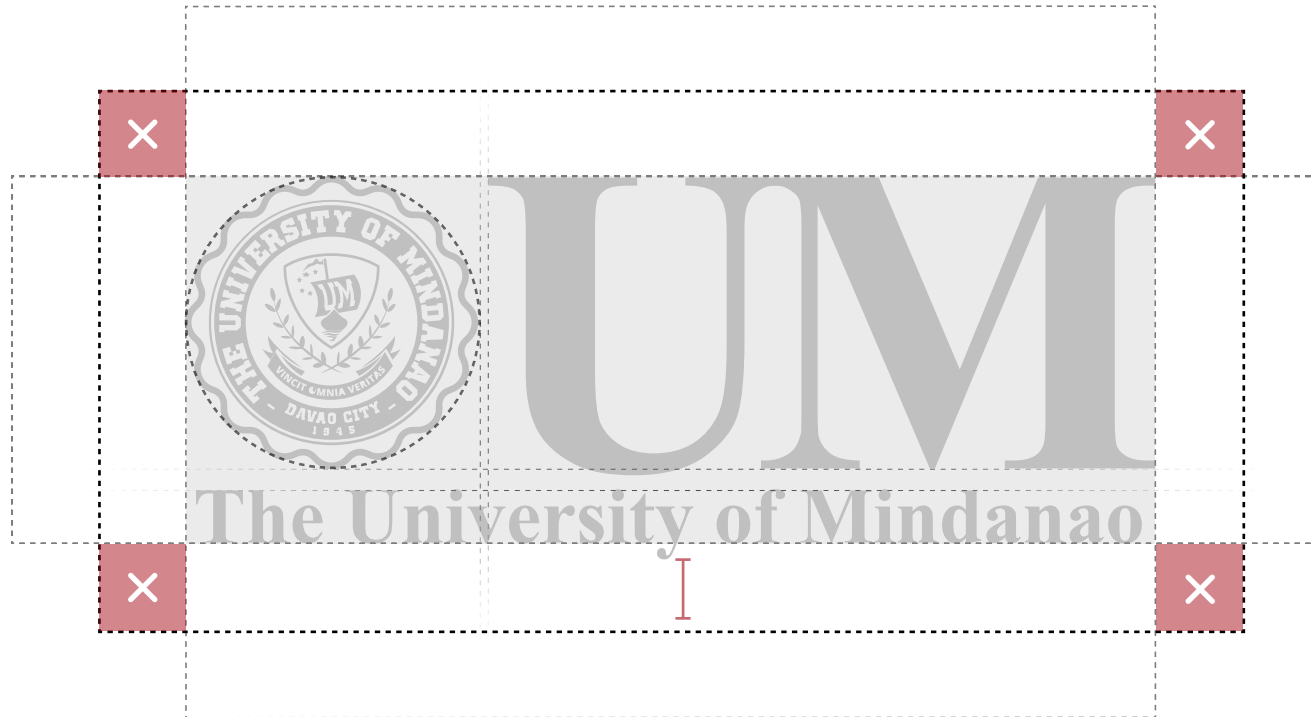
Golden Ratio



Logo and its **minimum margin**



Primary Logo



Secondary Logo

Clear Space

The logo's **exclusion zone** is determined using the **golden ratio** to maintain **balanced spacing**. Using the logo's size as a guide, this clear space ensures that it remains unobstructed and preserves a **visually consistent** and **orderly relationship** with surrounding elements **across all applications**.

Background Contrasts

Primary Logo

Using the correct background color is vital to preserve the integrity and visibility of the University of Mindanao's primary logo. Proper contrast ensures that the emblem remains **clear**, **distinguished**, and **consistent** across all applications. The recommended color palette provides suitable background options that enhance legibility while maintaining the emblem's formal and institutional character.





Secondary Logo

For the combination mark, appropriate background colors help maintain balance and clarity between the emblem and wordmark. Strong contrast ensures the logo remains readable and recognizable across various media. The suggested color palette offers optimal background choices that support **versatility**, **consistency**, and **visual harmony** in both print and digital use.

Don'ts

Primary Logo

Do not change the color.



Do not use gradient.



Do not flip/mirror the logo.



Do not use effects.



Do not use pixelated logo.



Do not blur the logo.



Do not cut the logo.



Do not overlap with other elements.



Do not outline the logo.



Do not rotate the logo.



Do not stretch the logo.



Do not alter the elements in the logo.



Do not add graphics to the logo.



Do not place the logo on elements without sufficient contrast.



Do not create other variation/s.



The University of
Mindanao

Do not distort the logo.



Emblem

To keep the University of Mindanao's emblem looking its best, it's essential to use it exactly as designed. **Avoid altering its typography, shape, colors, or proportions, and steer clear of adding effects** or placing it on backgrounds that reduce visibility.

Don'ts

Do not change the color.



Do not use gradient.



Do not flip/mirror the logo.



Do not use effects.



Do not use pixelated logo.



Do not blur the logo.



Do not cut the logo.



Do not overlap with other elements.



Secondary Logo

Do not outline the logo.



Do not rotate the logo.



Do not stretch the logo.



Do not alter the elements in the logo.



Do not add graphics to the logo.



Do not place the logo on elements without sufficient contrast.



Do not create other variation/s.



Do not distort the logo.



Combination Mark

The combination mark works best when its elements stay perfectly balanced. Please **refrain from rearranging, resizing, or recoloring** the emblem and wordmark, and **avoid using backgrounds with busy or low contrast**. Keeping the logo consistent helps maintain a professional, unified look that represents the University of Mindanao with confidence and clarity across all platforms.

Logo Pairings



Sample Logo

Samples of **Primary Logo** paired with another logo.



The University of Mindanao



Sample Logo

Samples of **Secondary Logo** paired with another logo.

Order and Hierarchy

Logo pairing establishes the proper visual relationship between the University of Mindanao's logo and those of its partners or affiliates. **The UM logo must always appear first, except when paired with the Commission on Higher Education (CHED) logo**, to reflect its leading role in any collaboration. Proper spacing, alignment, and proportion should be maintained to ensure clarity and balance. Following the correct hierarchy in logo placement upholds professionalism and reinforces the university's authority and identity in all joint or co-branded materials.



1. 

2. 

Primary Logo paired with another logo.

1.  

2. 

Secondary Logo paired with another logo.

Unit Lockups



1. University Logo



2. University Colleges, Branches, Departments, and Offices

What is it?

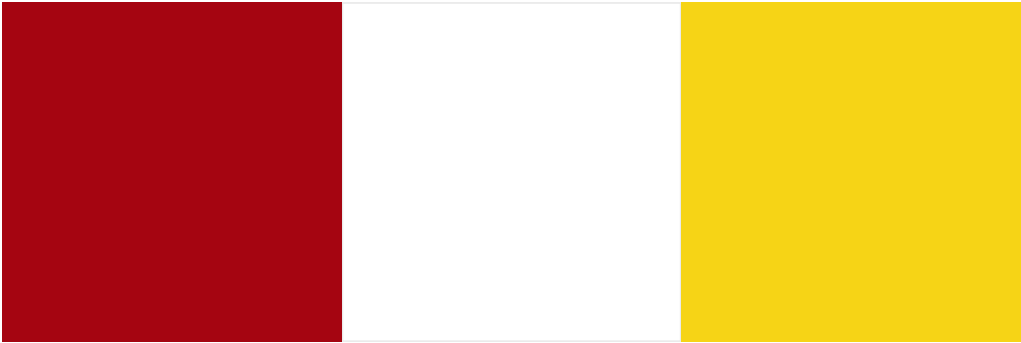
Unit lockups visually connect the University of Mindanao with its colleges, branches, departments, and offices through a **unified logo system**. Each lockup pairs the official university mark with the unit name in a **consistent arrangement**, reinforcing both individuality and institutional identity. Proper and consistent use of unit lockups reinforces brand recognition, ensuring that every unit remains in alignment with the university's overall image and identity.



Color Palette

Primary Palette

UM's primary colors capture the essence of the university's identity —**bold**, **confident**, and **enduring**. They are the primary colors used to establish a recognizable and unified presence in all communications.



UM Maroon

CMYK
0,97,90,35

RGB
165,5,17

HEX
#A50511

UM White

CMYK
0,0,0,0

RGB
255,255,255

HEX
#FFFFFF

UM Gold

CMYK
0,14,91,3

RGB
247,213,23

HEX
#F7D517

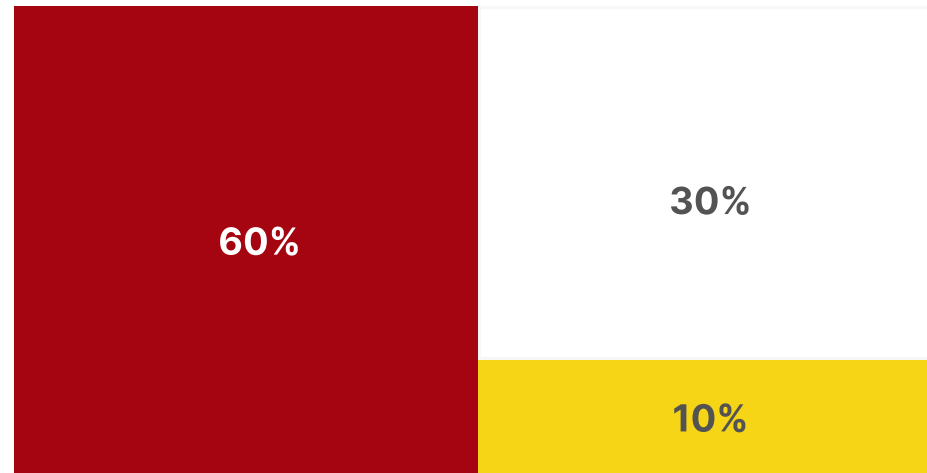
Maroon	#690008	#7D030C	#AC3F47	#D8767E
Gray	#4D4D4D	#919191	#BEBEBE	#D7D7D7
Gold	#FF9500	#FFB600	#FFCC4D	#FFDD88

Secondary Palette

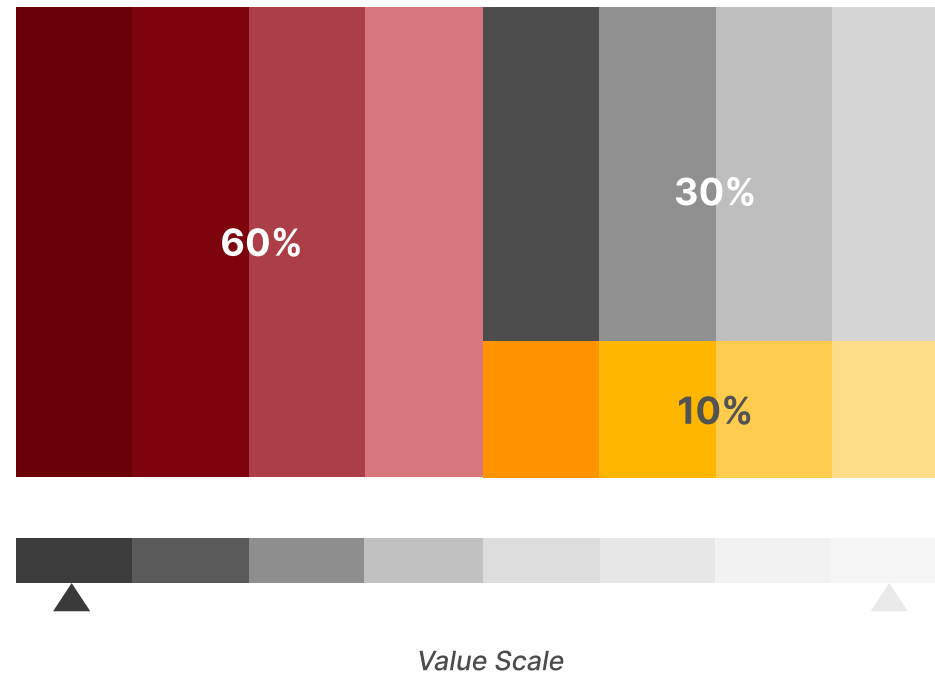
The secondary palette adds **versatility** to the brand system, offering **complementary tones** that enhance **visual balance** and **creativity**. These colors complement the primary palette without overpowering it, ensuring designs remain **cohesive** and accurately reflect the university's image.

Color Application

03



The University of Mindanao branding should apply the **60-30-10** principle to ensure balance and consistency in color use across all designs. In the primary palette, **UM Maroon** (#A50511) serves as the dominant color (60%), supported by **UM White** (#FFFFFF) at 30%, and highlighted by **UM Gold** (#F7D517) at 10%, adding vibrancy and emphasis.



For the **Secondary Palette**, the same hue family is maintained, but with **different values** to create depth, variety, and flexibility in design. This careful adjustment of color values ensures harmony across all applications while preserving the distinct identity and visual consistency of the University of Mindanao.

Typography

03

Primary Typeface

Times New Roman

Bold

Bold Italic

Regular

Italic

Aa

The University of Mindanao uses **Times New Roman** as its **Primary Typeface**. Its balanced letterforms and classic serif style ensure excellent readability in both print and digital formats. This font should be used consistently across all **official documents** and communications to maintain a refined visual identity for the university.

Application:

- Communication Letters

Secondary Typeface

Arial

Black

Bold Italic

Bold

Italic

Regular

Aa

The University of Mindanao uses **Arial** as its **Secondary Typeface**. Clean and modern in appearance, Arial complements Times New Roman by providing a simple and versatile option for everyday use. It is recommended for **communication letters, internal documents, and digital materials** where clarity and legibility are essential.

Application:

- Official Documents

Typography

Accessory Typefaces

Inter

Extra Bold
Bold
Semi Bold
Regular

Medium
Light

Aa

OLD SCHOOL UNITED

REGULAR	ITALIC
INLINE ALT	INLINE ALT ITALIC
INLINE	INLINE ITALIC
SHADOW	SHADOW ITALIC
HAIRLINE	HAIRLINE ITALIC

AA

Old London

Regular

Aa

The University of Mindanao uses **Inter**, **Old School United**, and **Old London** as accessory typefaces. These fonts **add character** and **visual variety** to creative materials such as **merchandise**, **promotional items**, and **special publications**. While they offer flexibility in design, they should be **applied thoughtfully** and **never replace the primary or secondary typefaces** in official communications.

Application:

- Official Merchandise Items

Brand Application

04

Visual Identity System

The Brand Application section showcases how the University of Mindanao's identity comes to life across various materials and platforms. Through a series of mockups, the section demonstrates the proper and consistent use of brand elements in real-world applications, ensuring clarity, cohesion, and a strong visual presence in every execution.

STATIONERY

04



The University of Mindanao's stationery includes designed items such as calendars, envelopes, mugs, letterheads, etc. The consistent application of brand elements across these materials ensures a cohesive and recognizable university identity.

Letterhead

04



Business Card

04



04



Pen

04



Mug

04





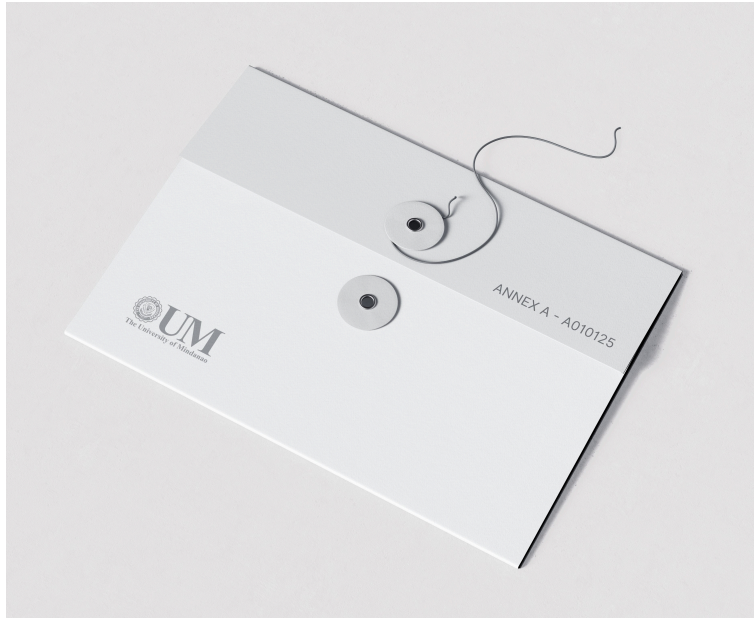
Planner

04



Envelopes

04



Polo Shirt

04



PRINT MATERIALS

The University of Mindanao's print materials should consistently reflect the official brand identity. Proper use of colors, typography, and logo placement ensures a cohesive and professional look across all printed outputs.



Billboard

04



Poster

04



Flyer

04



Signboard

04



Room ID

04



Hanging Signage

04



**TECHNOLOGY AND
BUSINESS INCUBATOR**

WORKSHOP AREA

Directory Signage

04



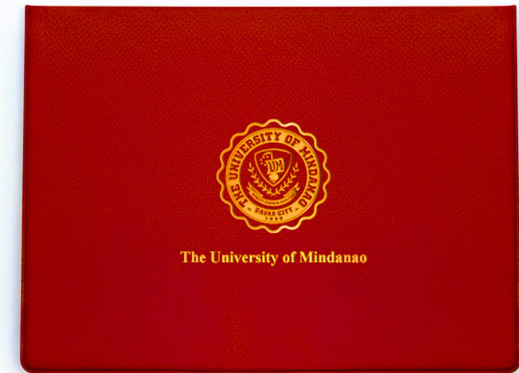
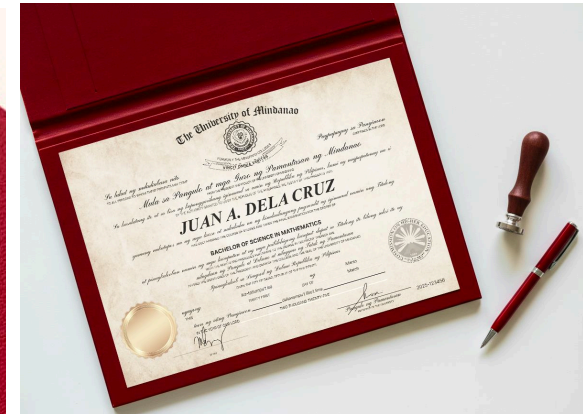
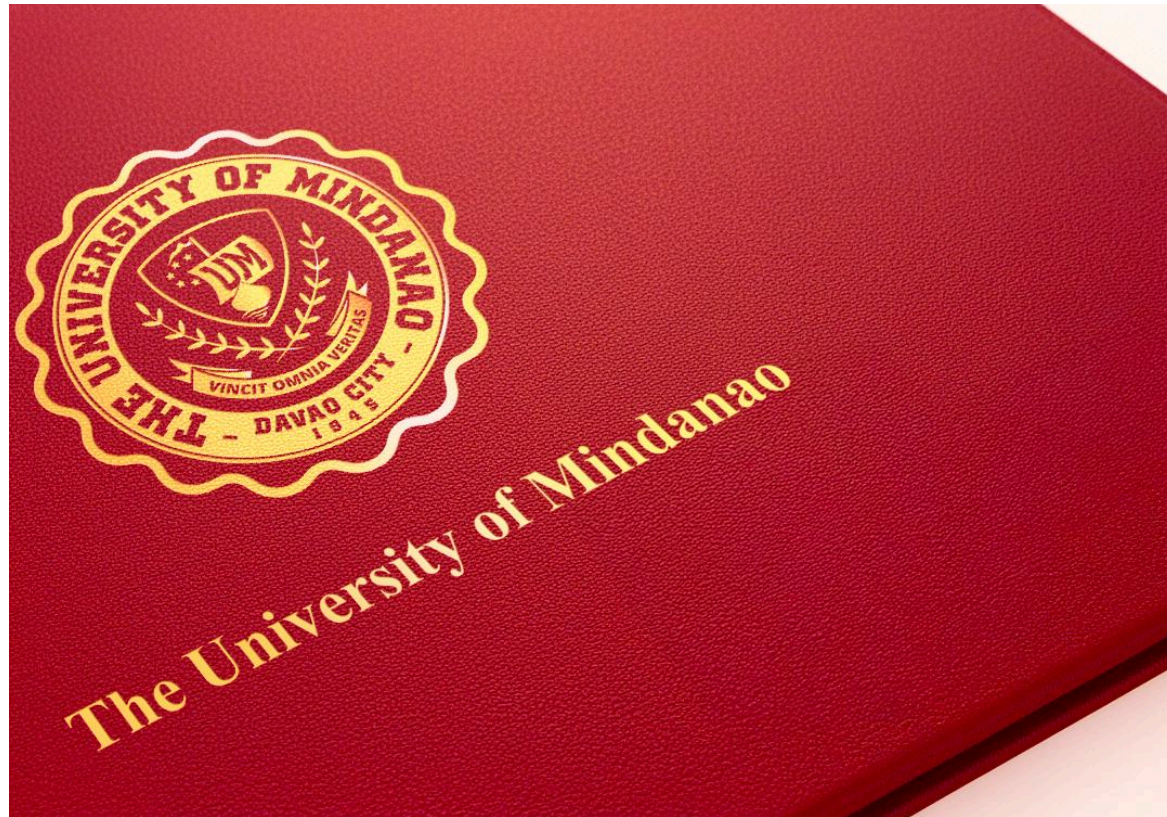
Certificate

04



Diploma Holder

04



DIGITAL AND WEB





This section presents how the University of Mindanao's visual identity adapts to digital platforms. It features UI layouts displayed across various devices to illustrate consistency, clarity, and proper brand execution in online environments.

Advertisement and AVPs





Bachelor of Multimedia Arts Studio

Advertisements and Audio Visual Presentations should consistently use the **official UM color palette** in every visual detail. **Clothing, props, and surrounding elements** must align with the approved colors to maintain a **unified** and **accurate** brand presentation.

Slide Deck



Presentation Title

Presentation Subtitle



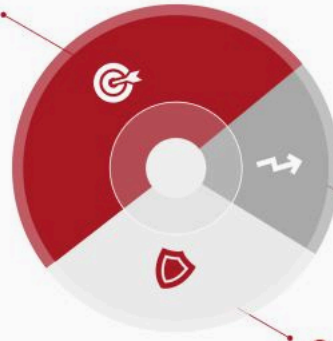
Presenter Name, Position, and Date



Caption to be placed here.

01
First Item
Provide a concise overview of each item, including sufficient context to ensure clarity.

Provide a brief description of each item.



02
Second Item
Provide a concise overview of each item, including sufficient context to ensure clarity.

03
Third Item
Provide a concise overview of each item, including sufficient context to ensure clarity.

01 **First Item**
Provide a concise overview of each item, including sufficient context to ensure clarity.

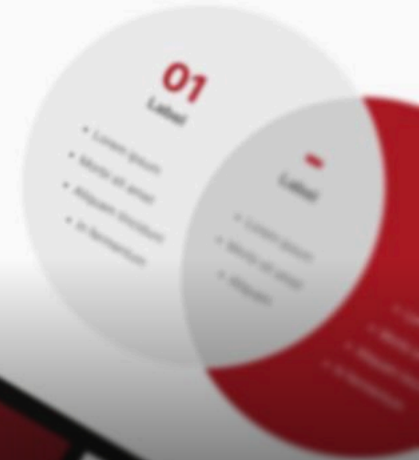
02 **Second Item**
Provide a concise overview of each item, including sufficient context to ensure clarity.

03 **Third Item**
Provide a concise overview of each item, including sufficient context to ensure clarity.

04

Venn Diagram

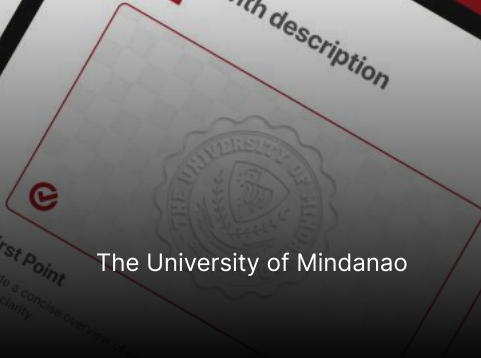
Show how a few concepts overlap, and how they're unique.



“
This is a stellar quote from a user or customer that really stands out.
”

Full Name
Position

Image with description



First Point
Provide a concise overview of each item, including sufficient context to ensure clarity.

Thank You!
Insert desired text here.

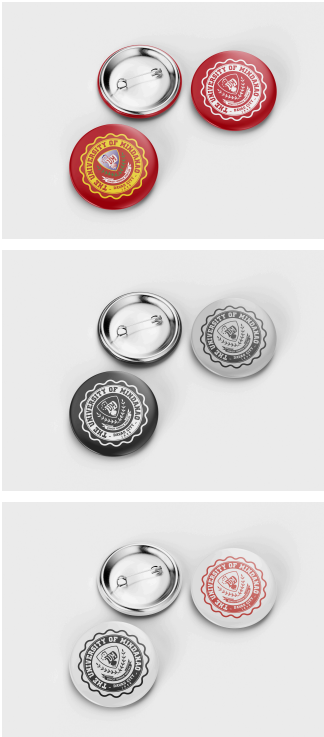
MERCH

04

University of Mindanao
est. 1946

This section showcases how the University of Mindanao's brand is applied to merchandise. It highlights product mockups that demonstrate a clean and consistent use of visual elements across wearable and collectible items.

Pins



Tumbler

04



Baseball Cap

04



Bucket Hat

04



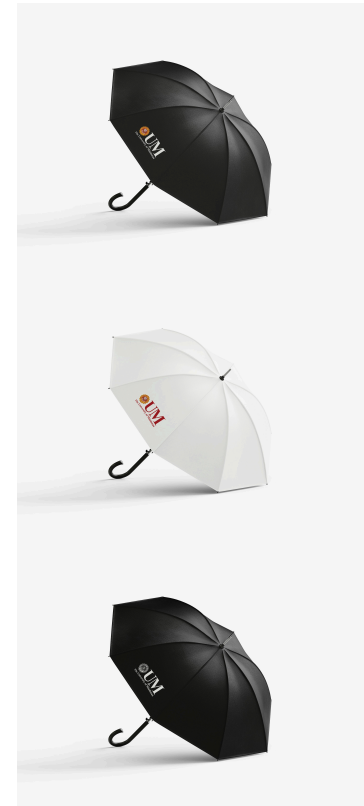
Pillow

04



Umbrella

04



Tote Bag

04



T-Shirt

04



Hoodie

04



05

Brand Resources Library

The Brand Resources section provides access to the University of Mindanao's official assets and materials. It includes logos, templates, color codes, typefaces, and other essential tools that support consistent and proper use of the university's brand across all platforms. Appropriate use of these resources ensures that every application aligns with the established visual and verbal identity.

A decorative graphic consisting of two perpendicular dotted lines intersecting. The vertical line starts with a small dot at the top, and the horizontal line starts with a small dot on the left. They intersect in the middle-left area of the slide.

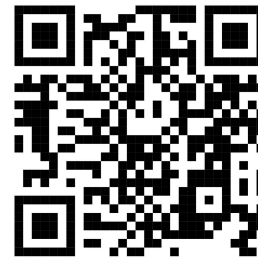
Brand Resources

Asset Library

05



Download Typeface Here



Request Logos Here

Contact Information

05

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Acknowledgement

06

A Message of Gratitude

The Acknowledgement section formally recognizes the individuals and offices whose support, guidance, and contributions made the development of the University of Mindanao Brand Book possible. Through this acknowledgement, we honor the collective effort that enabled the successful completion of this project.

Acknowledgement

Brand Book Development Team

- Simon Marlo C. Fabillaran
- Marie Louise Victoria E. Amor
- Dyle S. Legaspi, MM - *Project Supervisor*
- Engr. Jetron J. Adtoon, MSCpE - *Project Supervisor*
- Reynaldo C. Castro, Ph.D. - *Contributor*
- Maria Linda B. Arquiza, Ed.D. - *Contributor*

Contributing Offices

- Office of the President
- Quality Management Office
- External Relations and International Affairs Office
- Research and Innovation Center - Technology Transfer and Intellectual Property Management Office
- College of Computing Education - Multimedia Arts Program



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Official Brand Book 2026



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The University of Mindanao

Official Brand Book- First Edition





The University of Mindanao