

# Guidelines for Use of Assumption Antipolo School Logo

Assumption Antipolo, as an educational institution, aims to establish a consistent identity in the use of the school logo. The logo should be consistent in all print and digital publications and presentations.

These guidelines apply to faculty, staff, students, parents, alumni, athletics staff, club moderators, suppliers, and vendors.

## USING THE SCHOOL LOGO

Use of the school logo in stationery (letterhead, envelopes, notepads, business cards, stickers, and other stationery), advertisements (print, digital, out-of-home, or television), brochures or literature, merchandise or apparel, and social media account/page/group or website should have the approval of the Administrative Team.

## USAGE REQUEST LETTER

The school logo may not be used without prior written consent of the School Director. Please email the School Director ([email account](#)) to request for the use of the school logo. The request letter should indicate the name, title / affiliation, and contact information of the person requesting, the reason for requesting the logo (e.g. advertising, merchandise), and the duration of use. The signed Terms of Use of the Assumption Antipolo School Logo form should be attached to the email.

Upon approval, the logo in PNG format will be sent to you.

## COLOR INFORMATION



Pantone 129U  
(Dark Gold)



Pantone 289U  
(Dark Blue)

## FONT

The logo words and school contact information are written in the font Baskerville.

## ACCEPTABLE VERSIONS OF THE LOGO



## INCORRECT VERSIONS OF THE LOGO



## UNACCEPTABLE LOGO TREATMENTS

Do not tilt or rotate.



Do not change the colors.



Do not put logo behind or in front of text.

Assumption Antipolo



Do not put stretch or squish.



Do not add elements.

