



ATENEO DE DAVAO UNIVERSITY

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e-Mail: pres@addu.edu.ph * www.addu.edu.ph

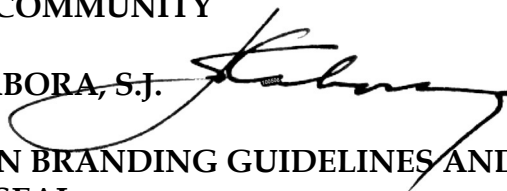
In Consortium with Ateneo de Zamboanga University and Xavier University

Office of the President

Memorandum No. 2016-24
February 18, 2016

PLEASE POST

MEMO TO: UNIVERSITY COMMUNITY

FROM: FR. JOEL E. TABORA, S.J. 

RE: REMINDER ON BRANDING GUIDELINES AND
UNIVERSITY SEAL

At the recommendation of the Institutional Communications and Promotions (iCommP) Office and the endorsement for approval by the President's Council, I approved last 7 October 2015 the Ateneo de Davao University Branding Guidelines, its standards style guide.

Offices that may need assistance for their official communication and promotion materials can avail of the services of the Institutional Communications and Promotions Office. For more detailed information, please go to www.addu.edu.ph/icommp/.

For your information and guidance.





Ateneo de Davao Branding Guidelines

The official University standards style guide.

Welcome

Introduction

Ateneo de Davao University is Mindanao's leading academic institution and one of the oldest, with a unique heritage that dates back centuries. Today, more than ever, the university has committed itself to transformative administration and services; integral formation; excellent instruction; robust research and publication; and vibrant engagement and advocacy.

As a university, the Ateneo is as diverse as the city where it is located. This diversity is both a major challenge and an opportunity to be able to communicate its achievements, missions, goals and advocacies. Communicating these ideas in this vastly multimedia-centered environment is a challenge in itself.

To be able to communicate these, a clear set of guidelines is needed for the university. These guidelines will help establish the university's identity in a visual manner. The guidelines will help the university community adhere to a singular brand and visual identity.

Brand/Visual Identity

The Ateneo de Davao University needs to present a singular visual identity to ensure that the university's brand stands out from among the crowd. Our visual identity is the graphic expression of who we are and what we represent. It has a major role to play in promoting a consistent and positive image of the University.

Brand Standards Manual

This manual serves as a guide to the proper execution and application of the Ateneo seal and logotype. This will enable all members of the university to proudly and respectfully use the school's visual identity devices in all forms of communication.

Design Standards

Any design project by and for the university must be carried out to a professional standard. That means it needs to be

produced by experienced designers working with industry-standard design software - Adobe Photoshop or Adobe Illustrator for photo editing and graphic design and Adobe InDesign for publication layouts.

University units can take advantage of the services provided by the Institutional Communications and Promotions Office (iCommP) to produce items such as brochures, leaflets, posters as well as integrated print and digital campaigns.

To find out more about how the iCommP can help with your publicity and marketing requirements please visit their website at: <http://www.addu.edu.ph/icommp>.

About the Style Guide

This style guide is written and created by Paolo Villanueva, Bernie Jereza and Roark Masbad of the Ateneo Communications Team; thoroughly reviewed by Jeremy Eliab of the Office of the President to address the issues with institutional branding.

For information & inquiries, email the team at commsteam@addu.edu.ph or visit <http://addu.edu.ph/icommp>.



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University Seal

The University Seal



The two top panels of the shield represent Davao. The gold and silver inverted crossed keys against a light blue background represent St. Peter, patron saint of the Davao Church (now the Cathedral). The light blue background represents Our Lady,

Patroness of the Philippines and of Ateneo de Davao University (under the title of Assumption of Our Lady). The green mountain peaks represent Mt. Apo and its neighboring landscapes that are clearly visible from Davao City.

The two lower panels of the shield are the family arms of the founder of the Society of Jesus, St. Ignatius de Loyola of the House Onaz y Loyola. The seven red stripes against a gold background represent the seven sons of the House of Onaz who fought under their king for the liberties of the Christians in Spain, while the wolves and pot (lobos y olla) are a pun on the family name Loyola.

The crest above the shield is a silver medallion containing the monogram of the Society of Jesus. IHS are the first three letters of the name “Jesus” in Greek. The cross and nails recall His passion and death as Savior of humanity.

The Latin motto Fortes in Fide (Strong in Faith) is from 1 Peter 5:9. It is also the gist of a passage from St. Paul’s letter to Ephesians 5:10-20.

The Logo Type

An integral identifier of the University, the logotype reinforces its position in the academic community.

ATENEO DE DAVAO UNIVERSITY

Addu

Font: Trajan
Weight: bold
Size: 15px
Line Height: 1
Text Color: #000000
Background: #FFFFFF

ATENEO DE DAVAO UNIVERISTY

Text Colors
Background Colors

Untitled Style

Font: Trajan-Regular
Weight: normal
Size: 12px
Line Height: 1
Text Color: #000000
Background: #FFFFFF

UNTITLED STYLE

Text Colors
Background Colors

The Visual Identity Device

This is the combination of the seal and logotype into a single identification device that distinguishes the University from all others.

Actual proportions of the seal and logotype are shown in the grids below with the logotype size assigned at 1/4 the size of the seal.



ATENEO DE DAVAO UNIVERSITY

Horizontal Format of the Visual Identity Device

The following figures presented in this section show the standard and preferred application of the visual identity device in its horizontal orientation.



ATENEO DE DAVAO UNIVERSITY



ATENEO DE DAVAO UNIVERSITY

Vertical Format of the Visual Identity Device

An integral identifier of the University, the logotype reinforces its position in the academic community.



ATENEO DE DAVAO UNIVERSITY



ATENEO DE DAVAO UNIVERSITY

Informal Identification Formats

The following identification device shows the seal partnered with Ateneo in an informal rendering of the official device. This device may be used for University merchandising. Authorized formats are as follows:



ATENEO



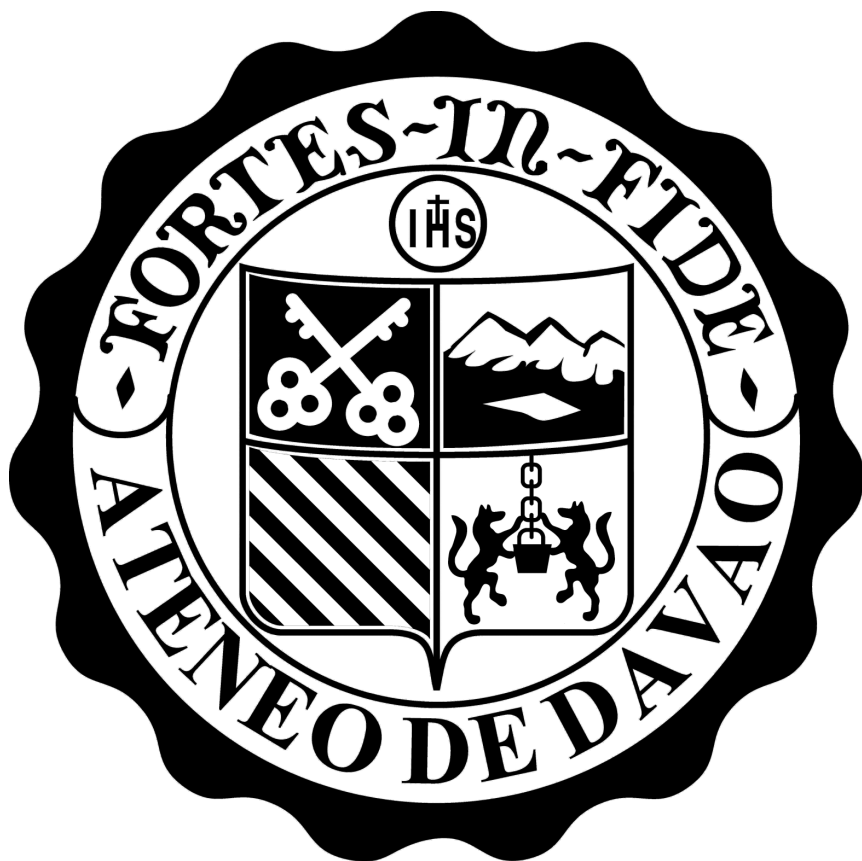
ATENEO

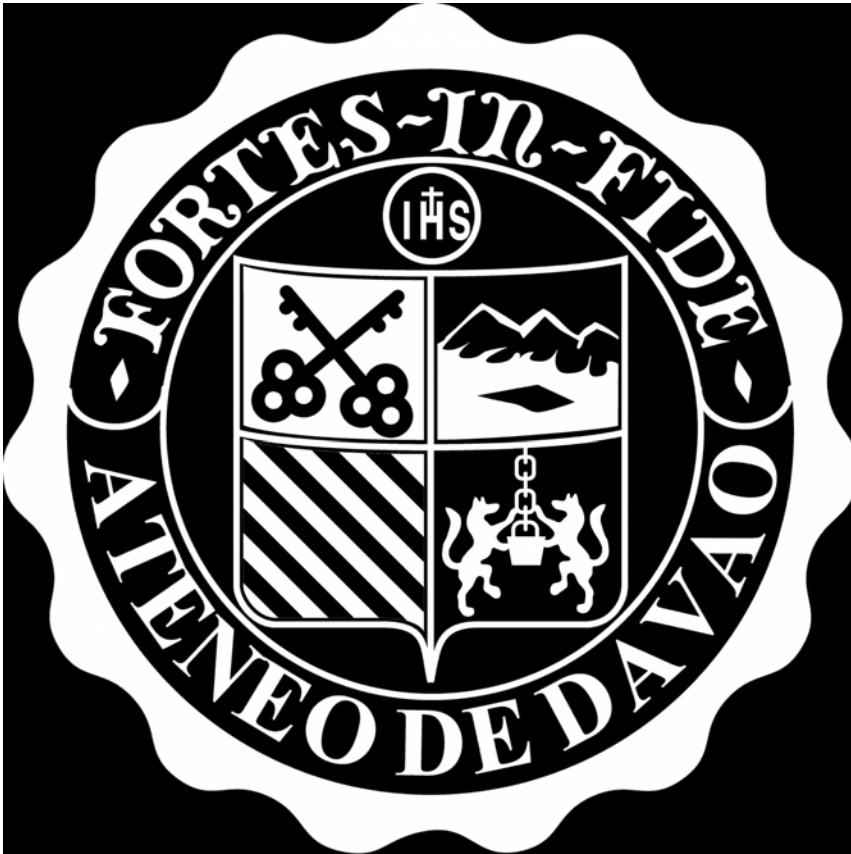
ATENEO

One Color Reproduction

Print ads and other materials limited to one color will require the use of the one-color variations shown below.

Note: Direct conversion of the full logo to grayscale via digital image manipulation is not permitted as details are lost, rendering the Seal unclear.





Incorrect Usage

Do's & Don'ts

The University Logo may not be used in the following manner:



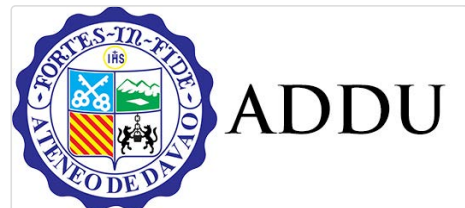
Never use this unapproved Seal.



Never Distort, Stretch the text or brand.



Never use this unapproved Seal.



Never use the Acronym of the University.



ATENEO

Never download a bad quality/distorted or cropped version of the seal.



ATENEO DE DAVAO UNIVERSITY

Never alter the color scheme of the seal.



AteN3o

Never use different fonts or lower case to represent the brand.



ATENEO



Never cut, break, slice the university seal.



Ateneo

Never use any other font in any Official University related correspondence, communication or promotion.



ATENEO

Never overlap any text on top of the seal.

ATENEO



Never use the seal as part of a sentence or text.



ATENEO

Never modify the Kerning of the Type Logo to more than 200px



Never Warp, Distort the University Seal

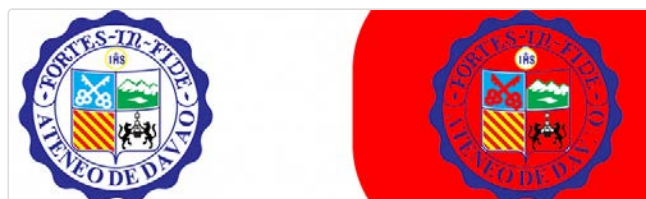


ATENEO

Never use the Jpeg version of the seal. The seal must have no white borders. (Use the PNG version)



Never Bevel, Emboss, Contour or add a stroke to the University Seal in any way that would alter its original appearance.



The University seal must contain its inside white background at all times.



Ateneo de Davao Branding Guidelines

The official University standards style guide.

Colors

Color Palettes



The Official Colors

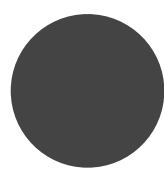
Shown here are the eight official colors of the seal as follows. These color guides are used to indicate if the seal used is

properly rendered and is not altered in any way as well as a guide if a design is centered around the color scheme of the seal.

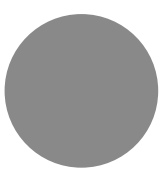
	Black	\$black	#000000	RGB	0, 0, 0	CMYK	0, 0, 0, 0
	White	\$white	#FFFFFF	RGB	255, 255, 255	CMYK	0, 0, 0, 0
	Gorse	\$gorse	#FDF036	RGB	253, 240, 54	CMYK	0, 0, 0, 0
	Jewel	\$jewel	#19A554	RGB	25, 165, 84	CMYK	0, 0, 0, 0
	Picton Blue	\$picton-blue	#1EAEEC	RGB	30, 174, 236	CMYK	0, 0, 0, 0
	Bay of Many	\$bay-of-many	#2F3590	RGB	47, 53, 144	CMYK	0, 0, 0, 0
	Alizarin Crimson	\$alizarin-crimson	#E9222E	RGB	233, 34, 46	CMYK	0, 0, 0, 0

SHADES OF GREY


A selection of grayscale colors for background or text color use.




Mine Shaft
\$mine-shaft
#444444
68, 68, 68




Gray
\$gray
#898989
137, 137, 137



Silver
\$silver
#CCCCCC
204, 204, 204



Alabaster
\$alabaster
#F8F8F8
248, 248, 248





White
\$white
#FFFFFF
255, 255, 255

Color Usage

Ateneo de Davao has many hues of blue, try to balance the usage evenly.

Ateneo Blue (Bay of Many): Used for Official Ateneo de Davao Headers and colors

Ateneo Bright Blue: Used for an Informal Ateneo Branding.

	Ateneo Bright Blue	\$curious-blue	#3498DB	RGB	52, 152, 219	CMYK	0, 0, 0, 0
	Ateneo Blue	\$bay-of-many	#2F3590	RGB	47, 53, 144	CMYK	0, 0, 0, 0



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Typography

Our Font Families

Our font families should be used for all modes of official communications. This to ensure the consistent look and feel of all literature in print and online.

Trajan Pro is the official font that represents the Ateneo de Davao University in all Official Communications and publicity materials.

Palatino will be used as our Serif Font style of choice where text is heavy.

Gotham or **Gotham Condensed** will be used as our Sans Serif font.

([Click here](#) to learn the difference between Serif & Sans Serif fonts & See Downloads for Font Downloads)

Serif Fonts

Trajan-Regular

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,,:?!\$&*)

Trajan-Regular

Weight: **normal**

Style: **normal**

Trajan-Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(,.;?!\$&*)

Trajan-Bold
Weight: normal
Style: normal

Usage

CSS	
1	font-family: 'Trajan-Regular', sans-serif;
2	font-family: 'Trajan-Bold', sans-serif;

Palatino Linotype Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;?!\$&*)

Palatino Linotype Bold Italic
Weight: normal
Style: normal

Palatino Linotype Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;?!\$&*)

Palatino Linotype Bold
Weight: normal
Style: normal

Palatino Linotype Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;?!\$&*)

Palatino Linotype Italic
Weight: normal
Style: normal

Palatino Linotype

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;?!\$&*)

Palatino Linotype
Weight: normal
Style: normal

Palatino Normal-Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Palatino Normal-Italic
Weight: normal
Style: normal

Palatino-Bold-Italic Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Palatino-Bold-Italic Regular
Weight: normal
Style: normal

Palatino-Normal Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Palatino-Normal Regular
Weight: normal
Style: normal

Palatino-Normal-Italic Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?!"\$%&*)

Palatino-Normal-Italic Regular
Weight: normal
Style: normal

Usage

CSS	
1	font-family: 'Palatino Linotype Bold Italic', sans-serif;
2	font-family: 'Palatino Linotype Bold', sans-serif;
3	font-family: 'Palatino Linotype Italic', sans-serif;
4	font-family: 'Palatino Linotype', sans-serif;
5	font-family: 'Palatino Normal-Italic', sans-serif;
6	font-family: 'Palatino-Bold-Italic Regular', sans-serif;
7	font-family: 'Palatino-Normal Regular', sans-serif;
8	font-family: 'Palatino-Normal-Italic Regular', sans-serif;

Sans Serif Fonts

Gotham-BlackItalic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Gotham-BlackItalic
Weight: normal
Style: normal

Gotham-BoldItalic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Gotham-BoldItalic
Weight: normal
Style: normal

Gotham-Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Gotham-Book
Weight: normal
Style: normal

Gotham-Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Gotham-Light
Weight: normal
Style: normal

Gotham-LightItalic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Gotham-LightItalic
Weight: normal
Style: normal

Gotham-Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Gotham-Medium
Weight: normal
Style: normal

Gotham-Ultra

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Gotham-Ultra
Weight: normal
Style: normal

Usage

CSS	
1	font-family: 'Gotham-BlackItalic', sans-serif;
2	font-family: 'Gotham-BoldItalic', sans-serif;
3	font-family: 'Gotham-Book', sans-serif;
4	font-family: 'Gotham-Light', sans-serif;
5	font-family: 'Gotham-LightItalic', sans-serif;
6	font-family: 'Gotham-Medium', sans-serif;
7	font-family: 'Gotham-Ultra', sans-serif;



Ateneo de Davao Branding Guidelines

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Downloads

University Seal

University Seal Set.zip
11 MB



The Ateneo de Davao University Seal is a trademark of the University, and its use is primarily limited to university related applications.

The Ateneo de Davao University Seal explicitly prohibits the use of any Ateneo de Davao University trademark or image in external political campaigns or by political organizations.

To request permission to use copyrighted materials (documents, websites, video productions, etc.), please send an email to commsteam@addu.edu.ph.

To expedite your request, please include as many details about the copyrighted work as possible, including title, author, date of publication, links to websites, etc.

Further information can be found on the Ateneo de Davao University website.

Fonts

Trajan.zip
68 KB



Palatino.zip
1 MB



Gotham.zip
1 MB





Ateneo de Davao Branding Guidelines

The official University standards style guide.

Posters

Posters should be printed in a dimension of 12 x 18 inches at 300DPI and must be approved at the Office of Student Affairs before posting around the campus.




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Business Cards

The format for business cards is landscape, allowing the Ateneo logo to be positioned top right while the contact details are ranged to the left of the logo.

Business cards can be produced on your behalf by the iCommp who hold the artwork template.

Office Name	
Name	
Post Description	
Email: name@addu.edu.ph	
Tel. 63 82 221-2411 local 8378	
Fax: (082) 123-4567	
Mobile: +63 (912) 3456789	
E. Jacinto Street 8016 Davao City Philippines www.addu.edu.ph	

Business Card.jpg



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Tarpaulins

Draft lay out (hard or soft copy) must first be submitted to OSA for approval before its final printing. Once the draft is approved, the student applicant may proceed with the printing of the tarpaulin and the same shall be returned to OSA for the “official sticker” indicating its approval and the allowed duration of its posting. (to avoid reprinting in case of disapproval; save cost)

Due to the limited space in the University, a student club or organization may only be allowed to post one tarpaulin with a dimension size of **32 x 62 inches (this is the maximum size)**. For the smaller dimension size (**16 x 31 inches**) it is allowed to post two tarpaulins. The same shall be posted at the place preferred by the student club and organization subject to space availability. If the preferred space is not available, the Physical Plant Office (PPO) shall have the discretion upon consultation with the concerned club and organization to post the same in another place within the confines of the University. (to give all student clubs and organization equal opportunity to post promotional and informative tarpaulins / posters)

For the poster size (**12 x 18 inches**), club and organization shall be allowed to post a maximum of 2 posters (two-limit rule) subject to the same guidelines as herein provided. However, student clubs and organizations in addition may also utilize their official bulletin boards for the same purpose.

Student clubs and organizations shall be responsible for the removal and disposal of their respective tarpaulin / poster after the expiration of the approved duration of posting. If assistance of the Physical Plant Office is necessary, a request shall be made accordingly. Used tarpaulins/ posters may be indorsed to PPO for proper disposal and recycling. A violation of this particular policy may warrant club and organization sanction following the usual procedure provided for by the Ateneo Student Handbook. (clubs and organizations shall also be responsible in maintaining the order and cleanliness of the University; dispose and clean as you go)

For tarpaulin / posters indorsed by offices in the University, the same shall be approved by OSA, however, the discretion as to how many tarpaulin / posters will be allowed to be posted shall be with the PPO subject to the availability of the space and arrangements with the requesting office.

Tarpaulins / posters for promotion, information and advertisement not related or connected with any student clubs, organization and Ateneo offices (non- Ateneo) shall be submitted to OSA for approval. The posting and non- posting of the said tarpaulins/ posters shall be at the sole discretion of the OSA subject to its internal guidelines and procedures.



Ateneo de Davao Branding Guidelines

The official University standards style guide.

Twitter

Profile Pictures

Profile Photos of Offices should not contain the University Seal as not to confuse users with the [Official Twitter Account](#). To have maximum resolution for Profile Pictures, upload at a resolution of 1000px x 1000px.

Cover Photo/Header

Cover Photos/Headers may contain the University Seal but however must be designed with the appropriate dimensions. A resolution of 1500px by 500px in 300dpi would be ideal.



Ateneo de Davao Branding Guidelines

The official University standards style guide.

Facebook

Profile Picture

Profile Photos of Offices should not contain the University Seal as not to confuse users with the Official Facebook Page To have maximum resolution for Profile Pictures, upload at a resolution of 1000px x 1000px

Cover Photo

Cover Photos/Headers may contain the University Seal but however must be designed with the appropriate dimensions. A resolution of 851 x 315px in 300dpi would be ideal.



Ateneo de Davao Branding Guidelines

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YouTube

Publishing Videos to Official YouTube Account

The Ateneo de Davao University has an official [YouTube Account](#).

All official video collaterals should be forward to the Ateneo Communications Team for upload and processing.

To expedited the process, all video collaterals should follow the standards below:

1. The file is in mp4 or mov file format in h.264 compression with resolution of 720p or above.
2. A Title Card which containing the video's title with a dimension of 1920x1080 pixels.
3. No Copyrighted Video/Audio is used in the video
4. Video title & description
5. Request email for upload



Title Card Sample



Ateneo de Davao Branding Guidelines

The official University standards style guide.

Keynote/Powerpoint Presentations

Slide Dimensions

Slides should always be in a 16x9 aspect ratio otherwise a 4:3 would be acceptable if used to present on older projectors.



16:9 Aspect Ratio

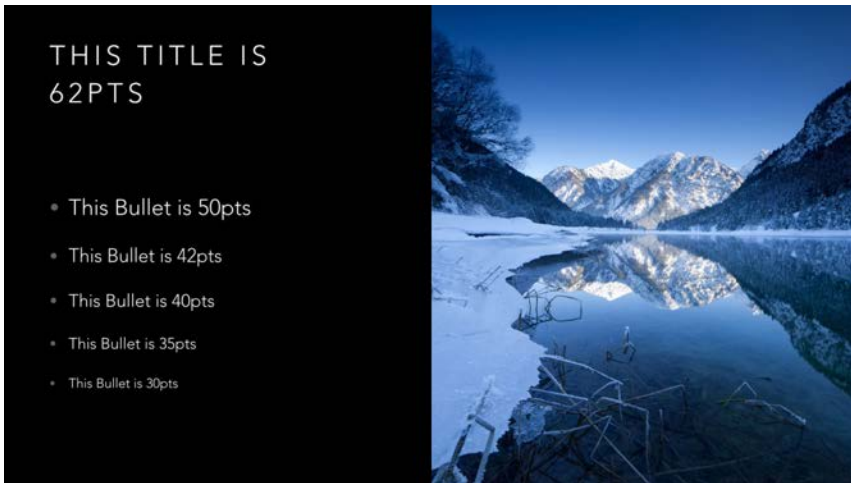
The Dimension Preferred



4:3 Aspect Ratio

Font Size & Bullets

A slide should not contain text whose font size is smaller than 30 pts



Font Size Samples

Slide Design

Slide design should be clear & concise and must contain no more than 8 bullet point at max. It must not contain word art or clip art but rather images.

Slide Samples

Below are examples of clear designed slides which puts more focus on a coherent design aesthetic to put more focus for the content.



Proper color tone usage on the slides



Simple Slide Titling

4 Stages of Processing

- Entering data into the IS (Input)
- Changing and manipulation the data in the IS (data processing)
- Getting information out of the IS (output)
- Storing data and information (storage)



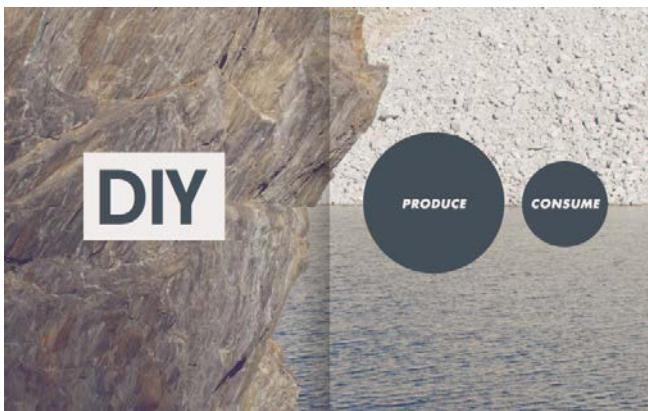
Relevant Image Overlay with the Text

Simple Black, Grey, White color scheme



Relevant Image Overlay with the Text

Visual Strength in coherence with the text.



Visual Strength in coherence with the text.

Bad Slides

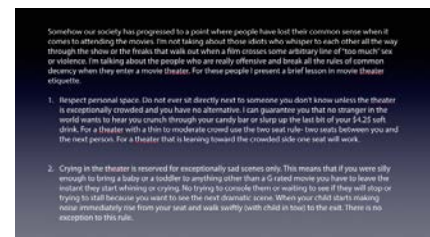
These are samples of bad slides for a presentation.



Using Bright Similar Colors to blind your audience



Using Outdated Clip Art



Writing Paragraphs



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Pages/Word Documents

Header

In order to create a unified letter header for offices. The structure of a letter header should contain:

- The Logo of the University
- The Logo Type of the University
- The Information of the Office
- Contact Information of the Office
- Website of the Office/University



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In Consortium with Ateneo de Zamboanga University and Xavier University

Office of the President

Where in the Logo should in relative size to the body of text on the right side and the font sizes should be in proper distribution.

- 15px for the Title
- 9px for the Body
- 9.5 for a highlighted text of the Body
- 12 for Office Title



Size:15.5

Trajan Font

Size:9

Gotham Light

ATENEODE DAVAO UNIVERSITY

E. Jacinto St., 8016 Davao City, Philippines

Tel No. +63 (82) 221-2411 local 8201; Fax +63 (82) 226-4116

E-Mail: pres@addu.edu.ph * www.addu.edu.ph

Size:9.5

Gotham Book

In Consortium with Ateneo de Zamboanga University and Xavier University

Office of the President

Gotham Medium

Size:12



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Email

Email Signature

Email correspondence inside and outside the University is essential to the Universities collaboration between, units, offices & organizations. Therefore proper signature design should be used in order to achieve a official look and feel.

University emails should adopt a uniformed Signature depending on which office you currently belong and are making correspondence too.

Email signatures should contain the seal, your name, position, office, contact information and the confidential statement if the information being sent is confidential

See the Sample below.



John Appleseed

Multimedia & Communications Director

iCommP Institutional Communications & Promotions Office

Ateneo de Davao University Office of the President

Address: E. Jacinto Street, 8016 Davao City Philippines

Tel: +63 (82) 221.2411 local 8738

Fax: +63 (82) 226.4116

Website <http://www.addu.edu.ph>

Confidentiality Notice: The information contained in this communication is intended solely for the use of the individual or entity to whom it is addressed and others authorized to receive it. It may contain confidential or legally privileged information. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or taking any action in reliance on the contents of this information is strictly prohibited and may be unlawful. If you have received this communication in error, please notify us immediately by responding to this email and then delete it from your system. Ateneo de Davao University is neither liable for the proper and complete transmission of the information contained in this communication nor for any delay of this receipt. The content of this information may contain views and opinions which do not constitute a formal disclosure or comment unless specifically stated by Ateneo de Davao University.

To create a signature:

- Open Preferences and select Signatures.
- Click Add Signature and type the name for this signature in the Signature Name field.
- Click Format As HTML to customize your signature if you want to create a signature style.
- In the Signature text box, type the signature information exactly as you want it to appear in your messages. If you use HTML, you can select from fonts, size, and color for text and add links and images to your signature. Images can either be downloaded or you can link to an image URL.
- In the Using Signatures section, select where the signature should be placed in your messages. Select Above included messages to add your signature at the end of the your composed, replied to, or forwarded text. Select Below included messages to add the signature at the end of the message.
- Click Save.

To apply this signature to your account name, go to the Personas folder, select the account persona name and in the Signature field, select the signature name from the drop down.



Ateneo de Davao Branding Guidelines

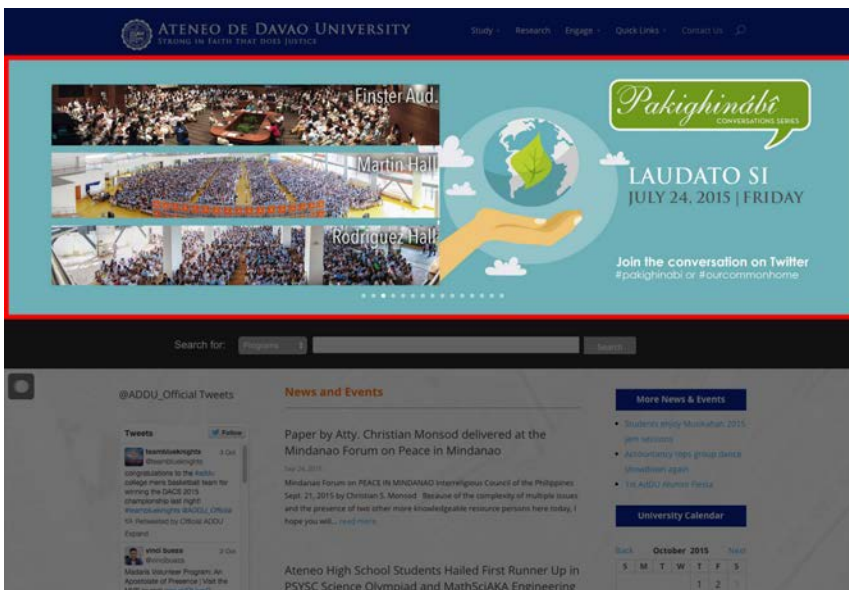
The official University standards style guide.

Website Slider

The website slider runs on top of the webpages for the Insite and all other Official Ateneo Websites. It is used to link or inform the University of upcoming events and articles.

It runs at a dimension of 3291 × 1041 pixels at 72dpi.

The slider display is relative to the screen size the user is viewing the website with.



Website Slider

The slider can stretch to monitor viewing as wide as **3840x2400 pixels** and above and as small as **320x480 pixels** on a mobile device.

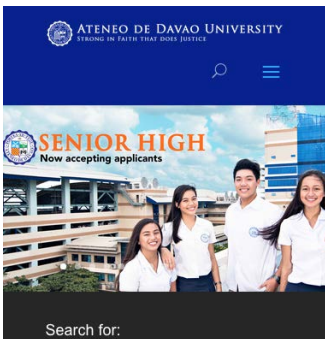
In order to achieve this, the slider must be dynamic and must contain additional spaces to accommodate the screen changes the user views the website on.



Original Slider Image

For example this is the Senior High Slider Original File.
It has extra spaces on the side to accommodate various screen resolutions.

See Various Resolutions Below



Mobile Device



640x480 | 800x600 CRT Monitor
Resolution



1280 x 800 Typical Laptop Resolution



1920x1080 HD TV Screens

In order to achieve this please follow the following guidelines or download the PSD file and overlay your image on it accordingly.

Slider PSD Template
4 MB





Image with Grid



Content Grid



Ateneo de Davao Branding Guidelines

The official University standards style guide.

Website Page Submission

To submit an article to be posted the Insite or official University Website please email us at commsteam@addu.edu.ph.
With your University Email with the following requirements.

- Slider Image (3291 × 1041 pixels at 72dpi) [See Website Slider for more information]
- Post Image (1280x720 pixels)
- Body of Text (Article)
- Request of Posting