



IMS Certified
ISO 9001:2015
ISO 14001:2015
OHSAS 18001:2007

Tarlac State University
Brand Manual

INTRODUCTION

Being a premier institution for higher learning in the province of Tarlac, the beginning of the Tarlac State University (TSU) is synchronous with the beginning of public education in this heartland of Central Luzon and the whole Philippines. With various academic offerings, Tarlac State University houses 22,000 students in three extension campuses within Tarlac City – Main Campus, Lucinda Campus, and San Isidro Campus, and in two other extension campuses across the province – Capas and Concepcion.

It was during President Cosme's administration that R.A. 6764 was signed into law by then President Corazon C. Aquino on October 13, 1989, converting TCT into Tarlac State University (TSU); thereby serving as its acting president. The conversion was made possible through the sponsorship of Tarlac's three congressional district congressmen namely, Jose Cojuangco Jr., Jose Yap, and Herminio S. Aquino.

As the years pass, TSU has become steadfast in responding to the evolving societal demands and challenges through its four primary functions: Instruction, Research, Extension, and Production.

To establish meaningful and lasting connections, Tarlac State University, as an organization and a community, shall adhere to cohesive standards of its visual representation. Tarlac State University, while constituted in five geographical locations, communicates in a unified tone through consistent use of standardized branding approaches.



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Dr. ARNOLD E. VELASCO
University President

The Tarlac State University (TSU) is extremely delighted to present the TSU Brand Manual which comprises the set of visual guidelines of the TSU Official Seal. The manual seeks to exhibit the standard usage of our institutions' registered trademark ensuring that it is positioned in its best light.

Similarly, the crafting of the TSU Brand Manual is remarkable to establish the right kind of recognition our institution has to offer.

The Technology Development, Transfer and Commercialization Office (TDTCO) is highly admirable in managing the protection, transfer, and commercialization of the University's intellectual property.

Hence, the effort of the officers and staff of the TDTCO who are behind this exceptional manual is highly valued and recognized.

The Office of the President is appreciative for crafting this significant work for TSU's communication and promotion. Through this, the guidelines will be used as an instrument to keep TSU's brand consistent and established. This initiative is truly laudable and may it serve as an encouragement to the TSU community to come up with brilliant undertakings. This will surely take the heart and soul of TSU, our vision, mission, and core values through the showcased design.

Branding, beyond symbols and graphical elements, is a statement – a compilation of stories, values, beliefs, and aspirations influencing the institution's visual depiction to the public.

A comprehensive set of guidelines on proper brand usage maintains and safeguards the legitimacy and reputation of the institution while ascertaining its linkages within and outside. By adhering to this set of guidelines, Tarlac State University, along with the auxiliary offices and organization, can efficiently and effectively provide service of quality through communicating in a more formal and consistent manner.

As an integral part of executing the visual representation of Tarlac State University through promotion and communication, it is imperative that the TSU Community practices uniformity and consistency in using the University's graphical elements, particularly the TSU Official Seal. This manual shall serve as the key reference to control the reproduction and usage of materials for the University's graphical elements and their use in communication and promotion for internal and external affairs. Since the TSU Official Seal is a Registered Trademark, the Brand Manual establishes the standards that shall protect not only the overall appearance of the seal but most importantly the integrity and reputation of the institution at large.

Besides the seal itself, the Brand Manual narrates the vision, mission, core values, and development goals to help the potential audiences understand and recognize the importance of maintaining the TSU's identity and distinction from other institutions along with the graphical elements. The manual shall help the users understand that conforming to these standards adds great value to the service the institution is expected to deliver.

All requests for usage and reproduction of the TSU Official Seal (available in a variety of formats) as well as the approval thereof shall be routed through the Technology Development, Transfer, and Commercialization Office. If you seek further assistance on usage, please contact the office directly: tdtc@tsu.edu.ph

VISION

A globally competitive university recognized for excellence in sciences and emerging technologies.

MISSION

TSU shall develop highly competitive and empowered human resources fostering responsive global education, future-proof research culture, inclusive and relevant extension programs, and sustainable production projects.

CORE VALUES

T - ruth in words, action and character

S - ervice with excellence and compassion

U - nity in diversity

STRATEGIC DIRECTIONS (SOAR HIGHER)

- S** Sustainable student support programs to improve access to quality education to become globally competitive.
- O** Outstanding international reputation and visibility through Academic and Research Exchanges.
- A** Assurance of quality and excellence through accreditation, assessment, and certification with global standards.
- R** Rigorous Development Programs for executives, faculty, staff, and students.
- H** Highly responsive and innovative Research Development and Extension programs.
- I** Investment on modern Infrastructures, facilities and equipment to ensure inclusive and responsive delivery of services to clients and stakeholders.
- G** Good governance, management, and accountability characterized by Truth Service and Unity.
- H** Harness active partnerships and collaboration to local and international community.
- E** Enhanced Production through Sustainable Income Generating Projects.
- R** Responsive, Innovative and Industry-based Curricula and Instruction.



The marks "TSU", with registration number 4/2020/00004874, and "Tarlac State University" and the University seal, with registration number 4/2020/00004875, are registered trademarks to the Intellectual Property Office of the Philippines (IPOPHL).

The use of the University seal and other marks is bound by the university trademark policy.

The seal is concentric. A smaller circle is enclosed by a wider circle. A triangle is designed inside the narrower core circle. It has a golden-yellow background in the outer circle and maroon in the inner circle which represents the colors of the province of Tarlac. These two colors also represent Technological Education, which was the original nature of TSU as a technological institution

Inscribed within the yellow circle is the University's whole name in uppercase and 1906, the year of its Foundation, with the passage of Act 6764 converting TCT into TSU.



The triangle stands for stability and represents the interdependent equal tri-functions of the University namely: Instruction, Research, and Extension.

Inside the triangle are: Sun (similar to that found in the Philippine flag) which symbolizes the State and the two open human arms which remind us of a person ready to uphold and protect the State.



GEAR



OWL



PIPES

Outside the triangle are: A Gear which symbolizes Technology and Technological development. An Owl which signifies Knowledge and Education; and five V-shaped exhausts/pipes that stand for the University Resources. All these symbols represent the kind of curricular education, training and development offered by the Institution (Arts and Letters, Architecture and Fine Arts, Science and Technology, Business and Accountancy, Public Administration, Computer Studies, Education, Law, Human Kinetics, Engineering, Nursing and all other comprehensive services and programs it may offer in the future).



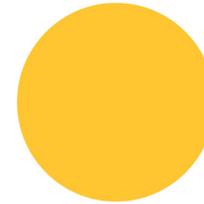
COLORED



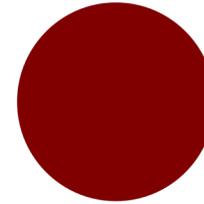
MONOCHROME

The TSU seal uses 3 primary colors with the following specifications.

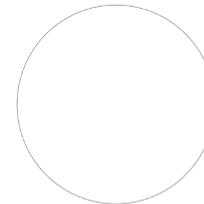
YELLOW



MAROON



WHITE

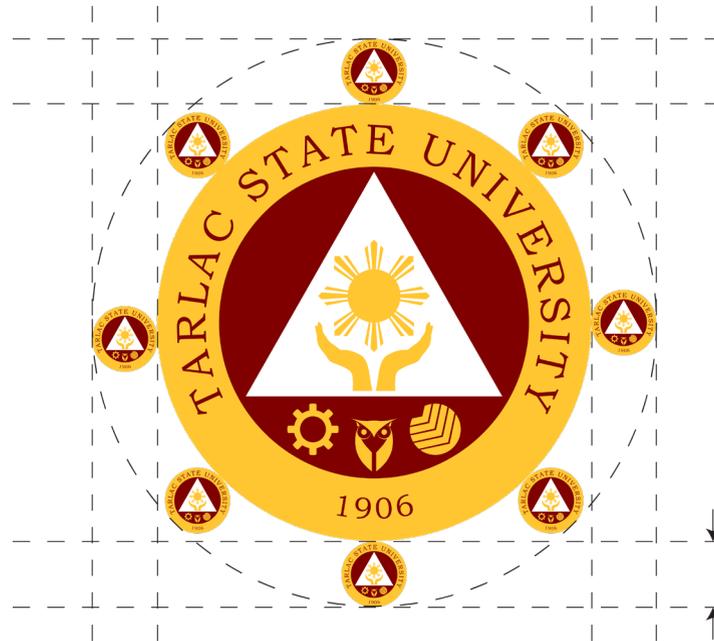


BASE	RED	GREEN	BLUE
BINARY	11111111	11000110	00110010
OCTAL	377	306	62
DECIMAL	255	198	50
HEX	FF	C6	32

BASE	RED	GREEN	BLUE
BINARY	10000000	00000000	00000000
OCTAL	200	0	0
DECIMAL	128	0	0
HEX	80	0	0

BASE	RED	GREEN	BLUE
BINARY	11111111	11111111	11111111
OCTAL	377	377	377
DECIMAL	255	255	255
HEX	FF	FF	FF

BRAND GUIDELINES: Clear Spaces



The minimum required clear space around the TSU is equals the diameter of 15% the size of the main seal to ensure that the seal is presented in it's best light. The TSU seal, especially its elements, must be kept clear and free of any obstructions. This clear space serves as boundaries that should not be occupied by another graphic element of any kind.

To preserve a decent visual prominence of the seal, the minimum size for print shall not be less than 9.5x9.5mm, then 50x50 pixels for web and digital. There is no maximum size for the seal as it has to serve its printing purpose. The seal shall be laid out proportionally to the printing material, e.g. books, streamer, banner.

BRAND GUIDELINES: Monochrome Seal Use



While the TSU's Registered Trademark has no claim of color, the minimum size and clear space requirements shall still apply when using the TSU Seal in monochrome. Besides the institutional colors, monochrome may be overlaid with any but sole color, and never with a gradient, provided that, it manifests a proper color contrast.

The seal shall always maintain and hold its shape, opacity, and visibility when laid out in any material.

BRAND GUIDELINES: Logotype and Lockup Specification

The marks "TSU", "Tarlac State University", and the University seal can operate separately since they are all registered trademarks. However, they can also be locked up together especially for University communications and other related affairs, internally and externally, while following the spacing requirements. These lockup specifications shall also be observed not only in prints or web pages but also in wall mounted signages in University structures.

Serif typeface shall be used to inscribe the "Tarlac State University", preferably, Bookman Old Style. The typography height shall not exceed the diameter of the TSU seal's inside circle.

Capitalized case

Tarlac State University

Uppercase

TARLAC STATE UNIVERSITY

Horizontal Lockup



Horizontal Stacked Lockup



Vertical Lockup



BRAND GUIDELINES: Marks and Name Hierarchy

An auxiliary office or a unit of the University shall follow a standard lockup as document headers, which is the combination of TSU seal, logotype, and name and logo (if applicable) of the office.

The University name inscribed in serif typeface is positioned as the topmost text, while the office name is inscribed in sans serif typeface, 2 points lesser the size of the University name, and is placed in the second line. The text aligned to the left is complemented by the left-hand position of the TSU seal. Supplementary logo is positioned rightward the TSU seal, followed by the lockup text.



TARLAC STATE UNIVERSITY
Office of the University President



TARLAC STATE UNIVERSITY
Office of Public Affairs



TARLAC STATE UNIVERSITY
College of Computer Studies



TARLAC STATE UNIVERSITY
College of Computer Studies

Texts for document headers should be aligned to the center, following the hierarchy and font specifications. Logos are placed in the opposite sides following the minimum clear space requirements. Promotional posters, program sheets, streamers, or banners, place the logos atop the text with the TSU seal being in the leftmost.

Templates can be downloaded in the TSU website.

BRAND GUIDELINES: Co-branding and Partnership

When an event is mainly organized by the University, the TSU seal must be positioned at the left-hand or at the top center of the promotional and event materials. Likewise, when an auxiliary office or a unit under the University mainly organized an event, the TSU seal remains to be positioned at the left-hand, atop the header text, if complemented with the logo of the said office or unit.

Contrariwise, when an external institution partnered with TSU to mainly organize an event, the logo of the said institution must be positioned at the left-hand or at the top center of the promotional and other event materials.

If the University is in external partnership in which the University is not the main organizer, then the University seal must accompany the logo of other contributing institutions with the sizes matched equally, also following the minimum clear space requirement.

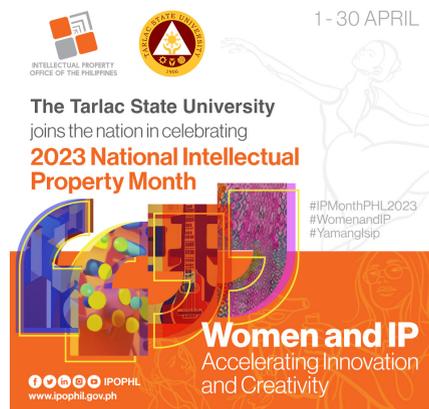


Photo from TSU Office of Technology Development, Transfer and Commercialization



Photo from TSU Career Education and Job Placement Services



Photo from TSU Students Organization Unit

BRAND GUIDELINES: Logo Misuse

Consistent usage of the logo is essential to creating a distinct brand presence. The TSU seal is the most significant and prominent representation of the institution, hence, to ensure that the brand is positioned in its best light, any unapproved alterations as shown below must be refrained. These guidelines apply to the seal in both colored and monochrome



DISTORTED WIDTH



ROTATED



SKEWED



FLIPPED



DISTORTED COLOR



REDUCED OPACITY



BEVELED OR EMBOSSED



WITH DROP SHADOW



NO CLEAR SPACES



BEHIND TEXT OR ANY GRAPHIC ELEMENTS



CROPPED



WITH OUTSIDE GLOW



ON BUSY BACKGROUND



INVERTED TO NEGATIVE

BRAND GUIDELINES: One-color Reproduction

Romulo Blvd., Brgy. San Vicente, Tarlac City, 2300
Telephone: (045) 606-8172 Email: cba_dean@tsu.edu.ph
<https://tsu.edu.ph>



 **TARLAC STATE UNIVERSITY**
Romulo Blvd., Brgy. San Vicente, Tarlac City,
Tarlac, 2300

JUAN MIGUEL C. DELA CRUZ
#090 Purok 1 Brgy. Santiago, Concepcion
Tarlac, 2316



Primary Font

Bookman Old Style

Bookman or Bookman Old Style, is a serif typeface. A wide, legible design that is slightly bolder than most body text faces. The text inscribed in the TSU official seal is in Bookman Old Style font.

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	2	3	4	5	6	7	8	9

Secondary Font

Arial

Arial Font is a sans-serif typeface that is based on Neo-grotesque style. It may be used as for lock-up and as typeface for document and stationery heading.

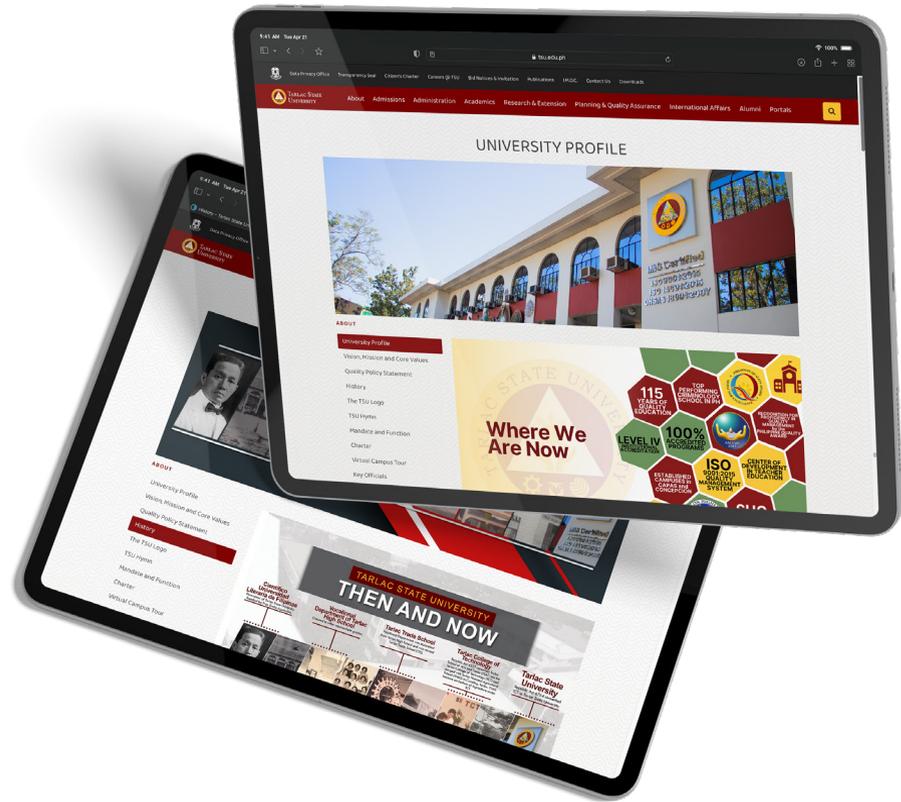
Arial Regular	Arial Bold	Arial Black
Aa	Aa	Aa
123	123	123



UNIVERSITY WEBSITE AND SOCIAL MEDIA PLATFORMS

TSU WEBSITE

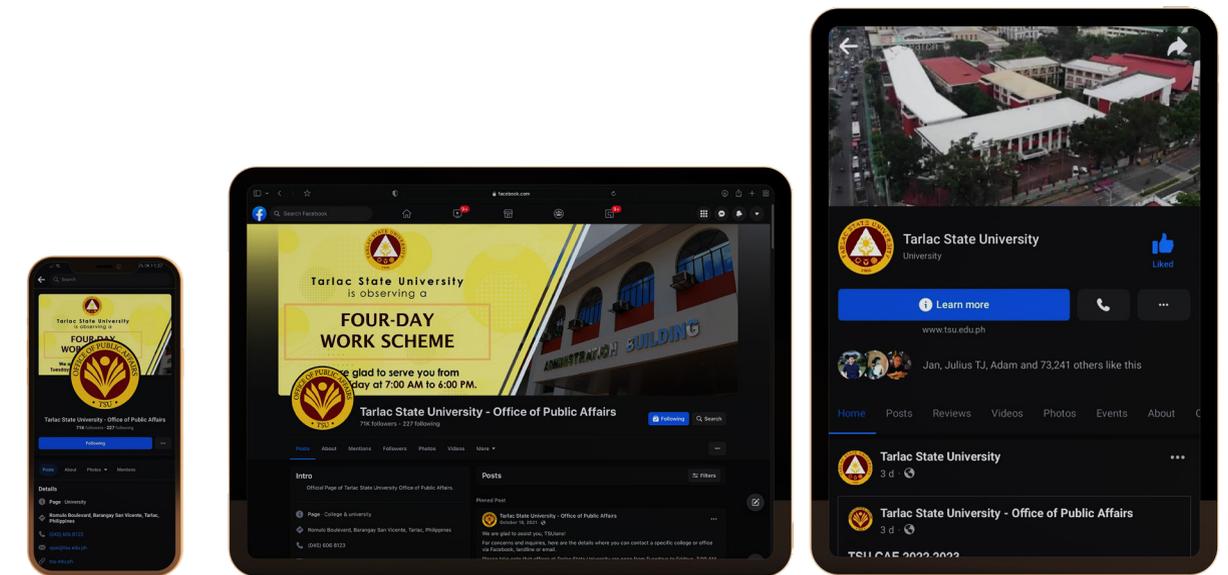
Tarlac State University Website: <https://tsu.edu.ph>



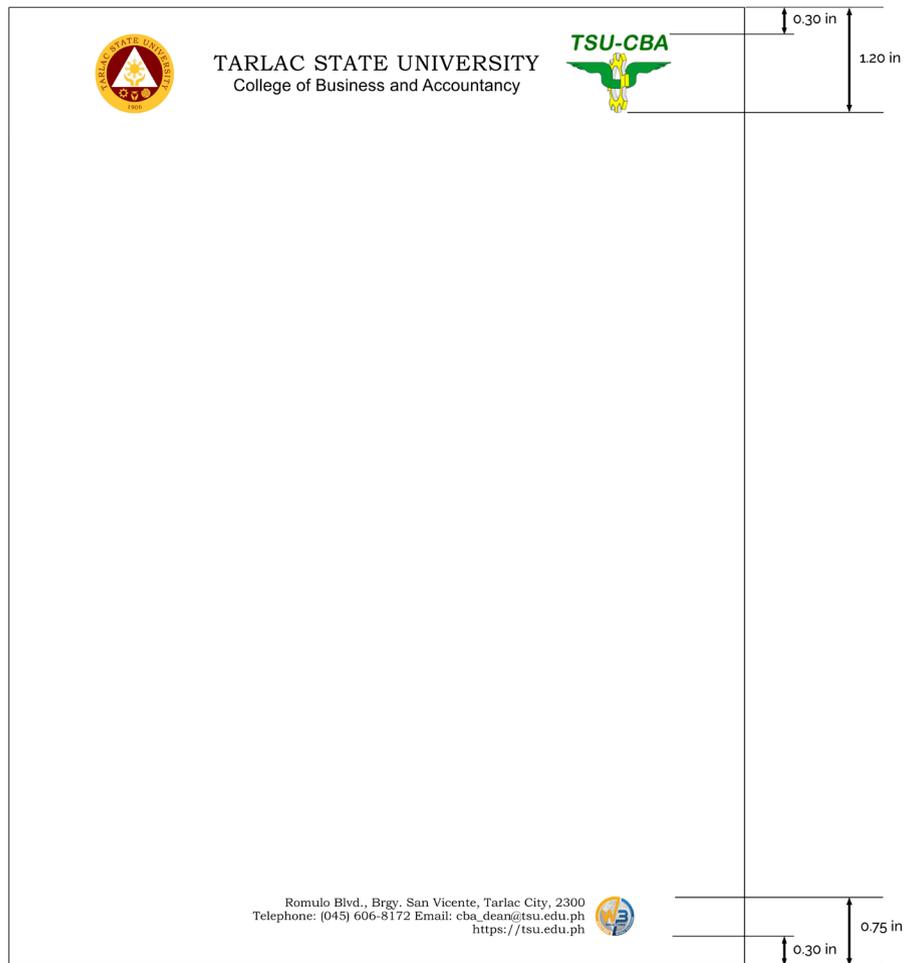
TSU SOCIAL MEDIA

Tarlac State University Facebook page: <https://www.facebook.com/TarlacStateU>

Tarlac State University-Office of Public Affairs Facebook Page: <https://www.facebook.com/opaitsu>



LETTERHEADS

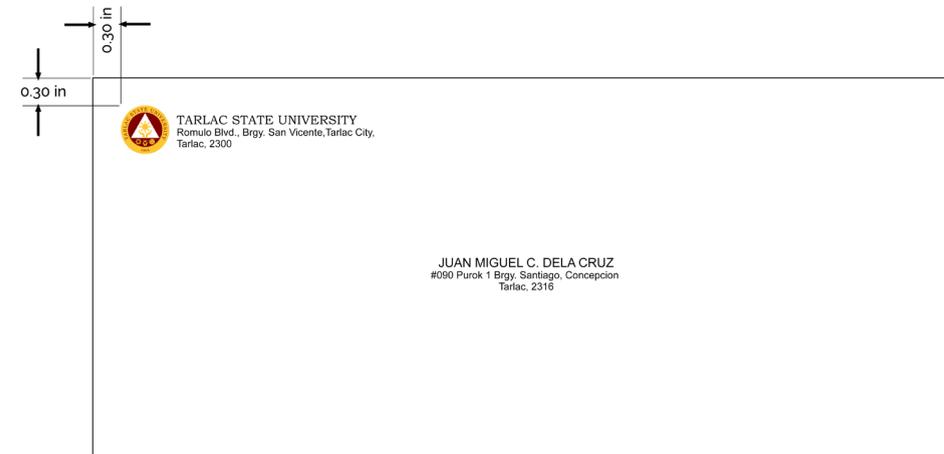


To formally represent the University in communication materials, a set of uniform templates in A4, Letter, and Long Paper Sizes for the University colleges is made downloadable from the University website. University organizations, however, may design their own letterhead, which, the TSU seal may be appended, following the lockup requirements.

Minimum margins for A4, Letter, and Long Paper Sizes:

Left: 0.75 inch or 1.90 cm
Right: 0.75 inch or 1.90 cm

MAILING ENVELOPE



Envelope size: 4.12x9.5 inches
Template is downloadable from TSU Website

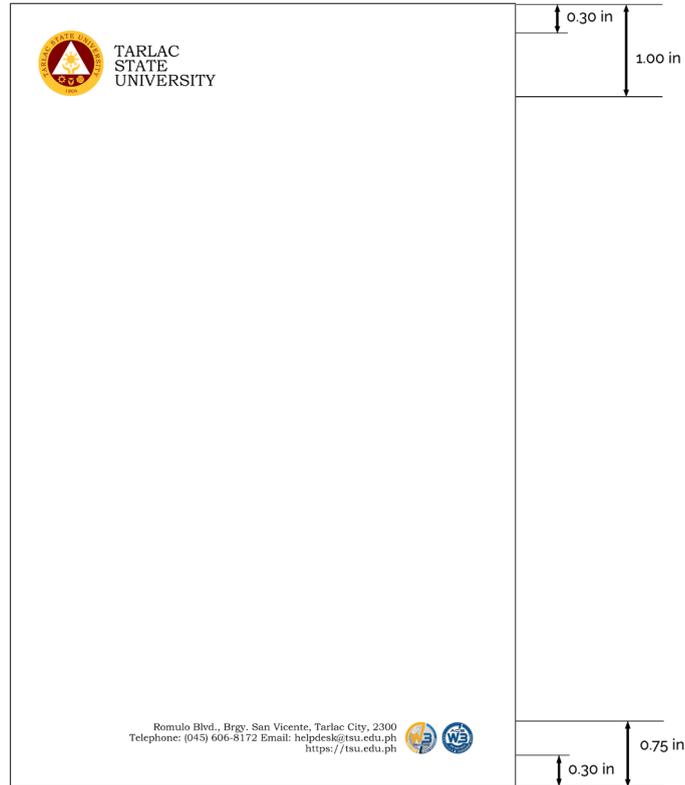
Delivery Address

Alignment: Center
Name: Uppercase, Arial Regular, 10pt
Address: Capitalized Case, Arial Regular, 8pt

Return Address

Alignment: Left
Name: Uppercase, Bookman Old Style, 10pt
Address: Capitalized Case, Arial Regular, 8pt

MEMO PADS

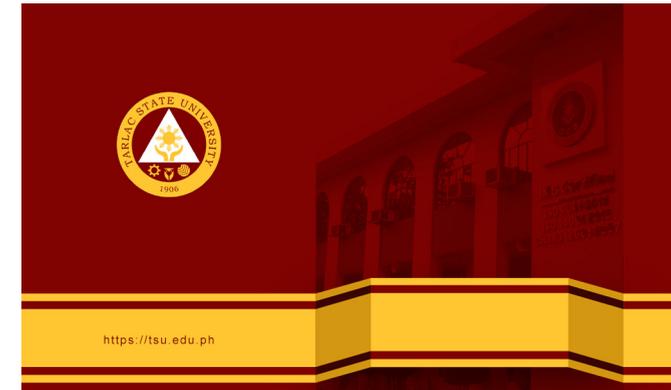


Paper Size: 5.50x8.50 inches

Template is downloadable from TSU website.

NAME CARD

Front Cover



Contact Information

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Tarlac State University
Romulo Blvd., San Vicente, Tarlac City, Tarlac

jcdelacruz@tsu.edu.ph
(+045) 606-0325

Card size: 4.12x9.5 inches
Template is downloadable from TSU Website

Alignment: Center
Name: Uppercase, Arial Regular, 10pt
Designation: Capitalized Case, Arial Regular, 8pt
Address and Contact Details: Capitalized Case, Arial Regular, 8pt

UNIVERSITY MERCHANDISE



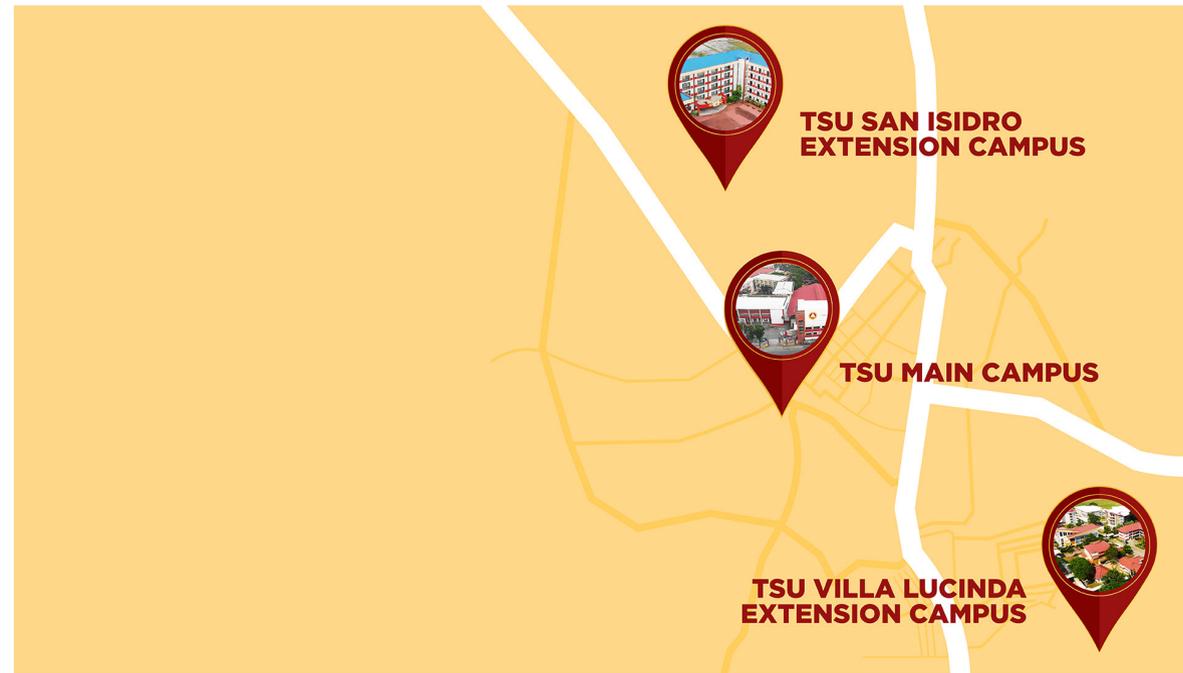
DESKTOP WALLPAPER

Wallpaper for Apple Computers



Wallpaper is downloadable from *TSU Website*

Wallpaper for Microsoft Computers



Wallpaper is downloadable from TSU Website

The Office of Technology Development, Transfer and Commercializaion (formerly Technology Development, Transfer, and Commercialization Office) was established in March 2016 by virtue of TSU BOR Resolution No. 2 s. 2016 as a replacement of the Production Office and was envisioned to provide a broader scope of functions than its predecessors. OTDTC is tasked to manage the protection, transfer, and commercialization of the University's intellectual property. In 2017, the office participated in the year-long Knowledge and Technology Transfer Office (KTTO) Development Program called the Huddle Workshops, sponsored by USAID through its STRIDE Program, and RTI International. The said program has helped the TDTCO further improve its office operations as a KTTO. In August 2019, the office officially started operating concurrently as an Innovation and Technology Support Office (ITSO) as the University entered into a Memorandum of Agreement with the Intellectual Property Office of the Philippines (IPOP HL), which established an ITSO franchise in the University. The said franchise expanded the operations of the office to cater to the needs of various clients within Tarlac Province.

TDTCO offers the following services:

1. IP Education
2. Patent-related Services
3. Trademark Registration Assistance
4. Copyright Deposit Assistance
5. Technology Transfer and Commercialization

ATTRIBUTIONS

1. UP Brand Book by University of the Philippines
2. University of Sto. Tomas Visual Identity Manual
3. De La Salle University
4. Brand Standards Manual by Ateneo De Manila University
5. Pangasinan State University
6. Dakota State University Brand Manual
7. Starbucks Brand Book

TARLAC STATE UNIVERSITY

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