BRAND MANUAL

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VERSIONS

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INTRODUCTION

The Cebu Normal University (CNU) Brand Manual is the first of its kind in this 124-year-old institution.

This manual of style articulates the university's brand identity guidelines. The objective is to achieve unity and harmony in the standard design, format, and style of all official documents, publications, and other materials, such as official stationery and certificates, among others, of CNU and its campuses.

The university brand reflects the university's reputation, identity, and history. It conveys a promise of the quality of service it aims to deliver. Its starting point is in the communications that bear the university's visual identity and that express the university's narrative as shared in different media. Therefore, the written and visual identity of the university must be communicated to stakeholders and the rest of the world in a distinct, consistent, and coherent way.

All campuses, colleges, departments, offices, and units are enjoined to observe the rules and other guidelines contained in this manual, to practice the proper use and production of the university logo, and to avoid gross misuse of CNU's symbol and visual identity.

Questions regarding this manual should be directed to the:
Information Unit
info@cnu.edu.ph

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Section 1. Brand Management

The Information Unit serves as the university's lead office for brand management, governance, and protection of the Cebu Normal University (CNU) brand identity. As custodian of the University Brand Identity System, it ensures the consistent and proper application of the university's logos, visual elements, messaging, and other institutional brand assets across all official platforms.

Brand management strengthens CNU's distinct identity, supports stakeholder engagement, enhances institutional reputation, and promotes opportunities for partnerships, recognition, and external funding. Hence, all branding initiatives shall be strategically planned and implemented to effectively represent the university's history, achievements, values, and directions.

The Information Unit establishes brand standards and reviews all logos, designs, templates, communication materials, and other institutional brand assets prior to official use to ensure compliance with the University Brand Identity System. It provides approved branding resources and design support for official materials, including presentations, programs, and other communication collaterals. Requests for layout and design services shall be submitted through the Information Unit Job Request Form at least five (5) working days before use or printing.

The Information Unit also conducts brand audits to monitor compliance and continuously enhance the university's brand identity, ensuring a unified and credible representation of CNU.

Section 2. The University Seal

At the center of the circular field is the lamp of knowledge; leaning against it is a "kuryapi" (Abellana, 1998), which was the musical instrument played by Visayan men during the pre-Hispanic era. At the top are the three letters in the old Visayan alphabet: ᜐ (signifying C or S), ᜈ (N), and ᜓ (U), the initials of Cebu Normal University (Scott, 1999). This design incorporates both Western and indigenous symbols to reflect the spirit of CNU. At the bottom is the year 1902, the year when the Cebu Normal School was established. On the outer edge of the circle are the words Cebu Normal University, and at the bottom center, Cebu City, Philippines. *Source: Revised 2018 University Code*



2.1 The Use of the University Seal

The university seal shall not be used for private purposes or by the general public but only for official purposes. It is generally used for:

a. official documents (e.g. diplomas, transcripts of records, university code, student handbook, manuals, university reports, etc.);
b. formal communications, such as communications of the different university offices;
c. promotional materials duly approved by the Information Unit (e.g. advertisements in mass media, press releases, flyers, posters, brochures, banners and signs);
d. important works, such as research papers; and
e. university merchandise (e.g. uniforms and notebooks, etc.).

2.1.1 Logo Application - The seal should be applied to all branding of CNU.

2.1.2 Embossed Logo - The embossed style logo may be used for certificate jackets and pins.



2.1.3 Placement of the University Seal

When placed with other logos in layouts for publication materials, the following guidelines must be followed:

a. For corner placements, the University Seal must be positioned on the left-most part.







b. For center placements with two (2) or more logos, the University Seal must be placed at the center (visibly larger than the other logos), or at the left-most part.



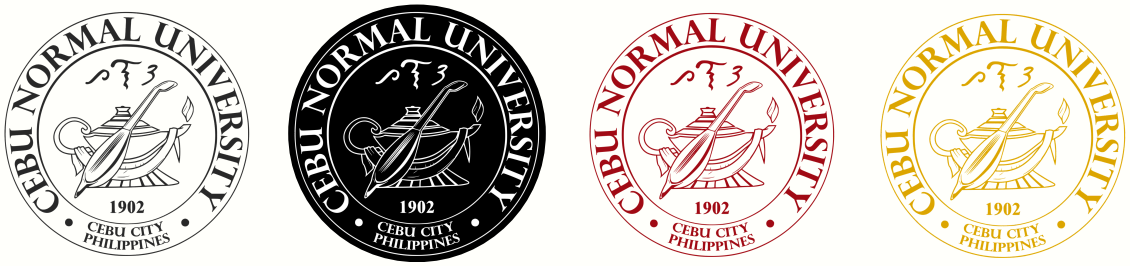
c. The university seal must not be placed in the background of any publication material.



d. The standard of the university logo must be maintained. It shall not be altered in color, shape, or angle.



e. For the use of the transparent University Seal, it shall be placed on a plain background, and monochromatic with only the following colors allowed:



Section 3. University Tagline and Hashtag

The university's official tagline and institutional hashtags shall be used consistently across all official digital communication platforms to strengthen brand identity, promote institutional visibility, and ensure cohesive messaging.

3.1 The following are the official institutional hashtags of CNU and shall be used, whenever applicable, in official social media posts highlighting the university's programs, projects, services, achievements, milestones, partnerships, and other institutional initiatives:

#AlwaysCrimson&Gold	#CNUPride
#ExcellenceisNormal	#SDG
#QualitywithIntegrity	#Normalite

To facilitate digital archiving and content tracking, the calendar year shall be appended to the primary campaign hashtag, where appropriate (e.g., #AlwaysCrimsonAndGold2026).

3.2 Official social media pages of the university, including those of its campuses, colleges, offices, centers, and units, shall include the relevant United Nations Sustainable Development Goals (SDG) hashtag(s) in posts that support or advance the corresponding SDGs. Examples include #SDG4QualityEducation, #SDG5GenderEquality, #SDG13ClimateAction, and #SDG17PartnershipForTheGoals. The use of the appropriate SDG hashtag(s) is a mandatory branding element for all official university social media posts whenever applicable.

3.3 Recognized student organizations and publications are encouraged to adopt the university's official institutional hashtags and to include the relevant SDG hashtag(s) in their social media posts to reinforce alignment with the university's branding and sustainability commitments.

3.4 **Normalite** is the official collective term used to refer to CNU students, alumni, faculty, staff, and other members of the CNU community.

Section 4. University Colors

4.1 Primary Colors

The color palette of Cebu Normal University consists of crimson and gold that are found in the university logo.

Crimson
Hex triplet: #dc143c
CMYK: (7, 100, 78, 1)
RGB: (220, 20, 60)
HSB: (348, 91, 86)

Gold
Hex triplet: #ffd700
CMYK: (1, 13, 100, 0)
RGB: (255, 215, 0)
HSB: (51, 100, 100)

4.2 Secondary Colors

The secondary colors represent the campus and college colors which are used within the indexing systems in internal pages.

The following are the color palettes per campus/college:

A. Balamban Campus — #ffde32

B. Medellin Campus — #8965cf

C. Alegria Campus — #25d89d

D. Argao Campus — #0c6980

E. Catmon Campus — #ff9502

F. College of Sciences — #660606

G. College of Arts — #be0b17

H. College of Medicine — #ffffff

I. College of Law — #7e017d

J. College of Teacher Education — #0e086e

K. College of Nursing — #046307

Section 5. Typography

A. Font Family

Perpetua is a transitional serif font in which the name Cebu Normal University is written in the university logo. It exudes an enduring quality with its elegant and simple strokes. It is used in covers, as headings. It shall also be used as the official typeface for new buildings and office labels. It was released between 1925-1929 by English sculptor and stonemason Eric Gill and is popular with fine book printing, while in body texts, Arial is most fitting.

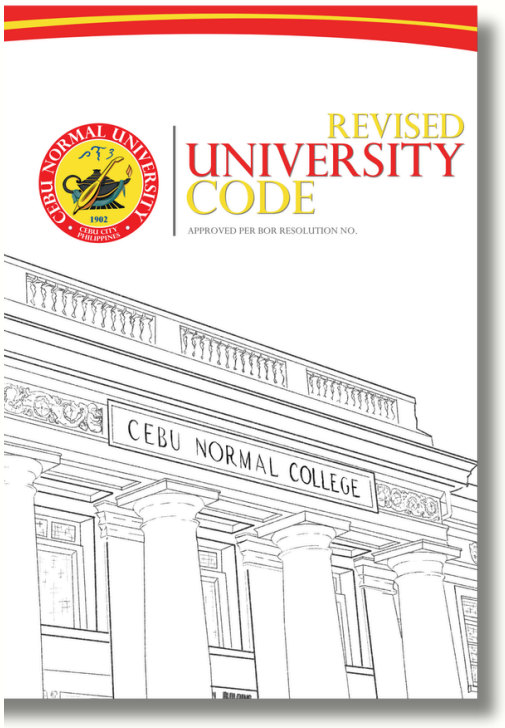
The Segoe, Century Gothic, and Arial are sans-serif typefaces and are suitable for written materials that aim for a modern appeal.

For additional fonts when using Canva: Montserrat, Poppins, League Spartan, Oswald, Garet, and Cinzel. Times New Roman can be used as a substitute for Perpetua.

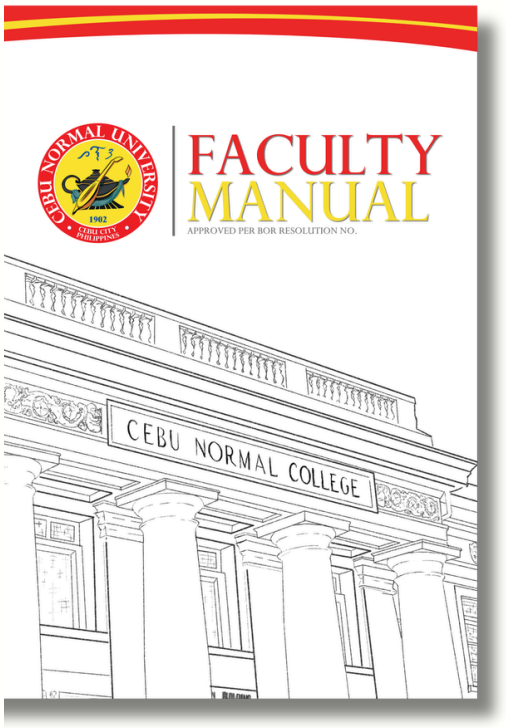


Section 6. Information Hierarchy

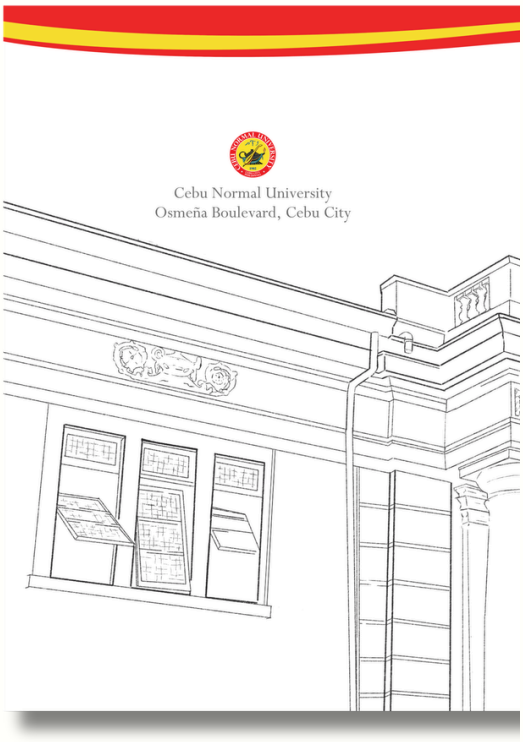
In informational and promotional materials, a hierarchy of information has been developed to create clarity, focus and consistency of style across communications. The university logo must be placed at the leftmost corner of the front page, followed by the heading, in bold font, and by a subheading, if there is any. The graphical illustration occupies the bottom two-thirds of the page.

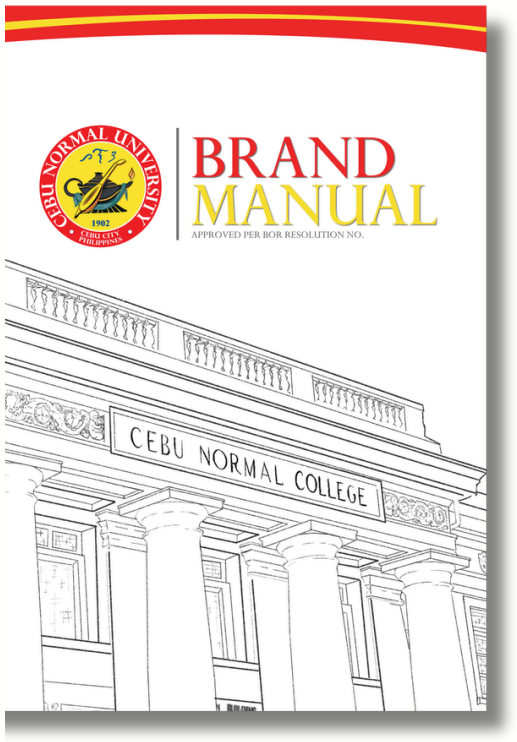


BACK



FRONT

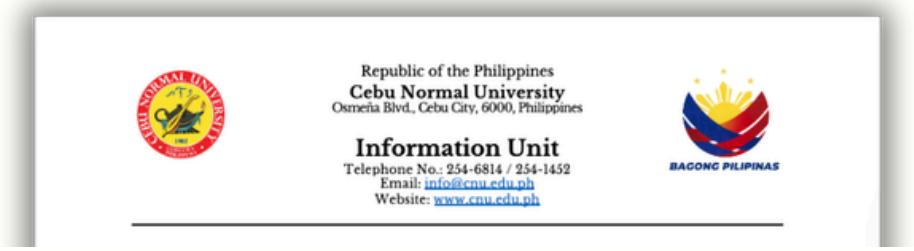




Section 7. University Stationery and Other Print Materials

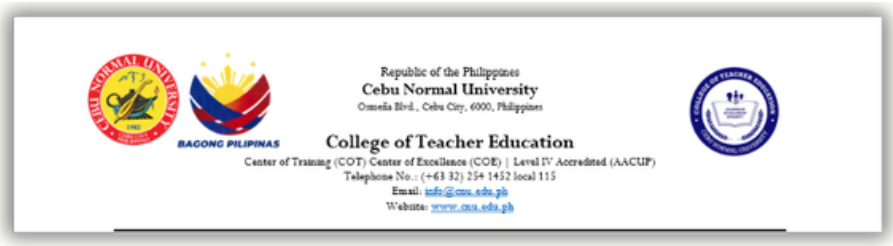
7.1 Letterhead & Footer

A. Header

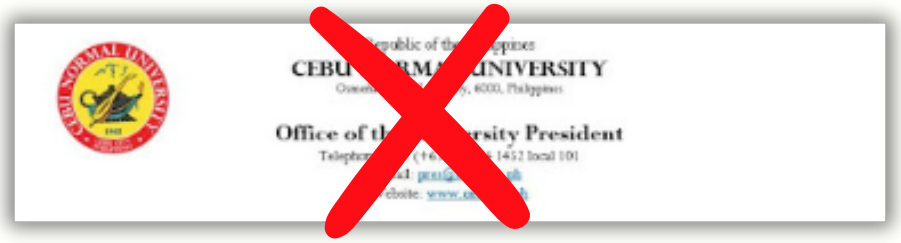


The standard office letterhead contains the university logo and the Bagong Pilipinas logo, and two heading parts: the top part is the same for all offices, while the bottom part contains the specific office or college and their corresponding contact information.

The office or college logo can only be placed in the right side area of the header.



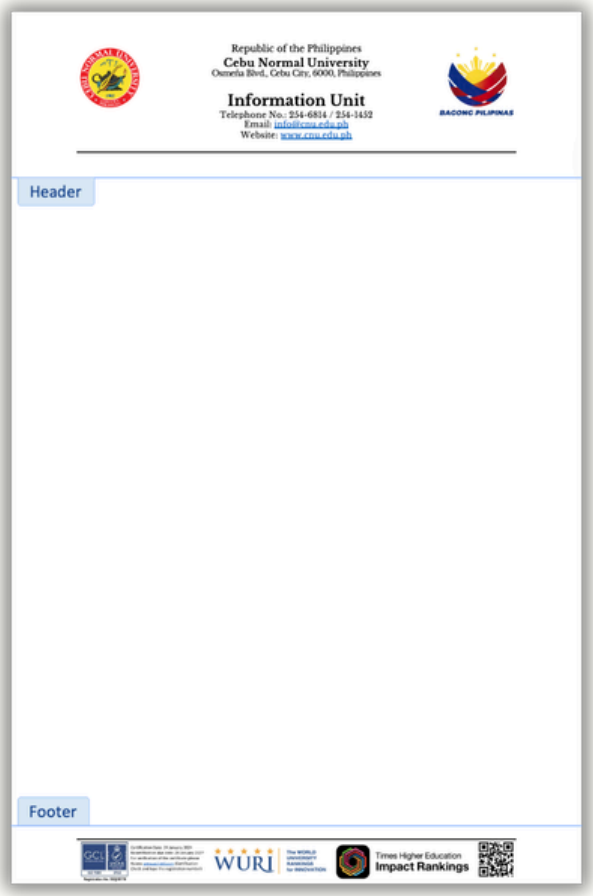
Old letterheads shall no longer be used for communications.

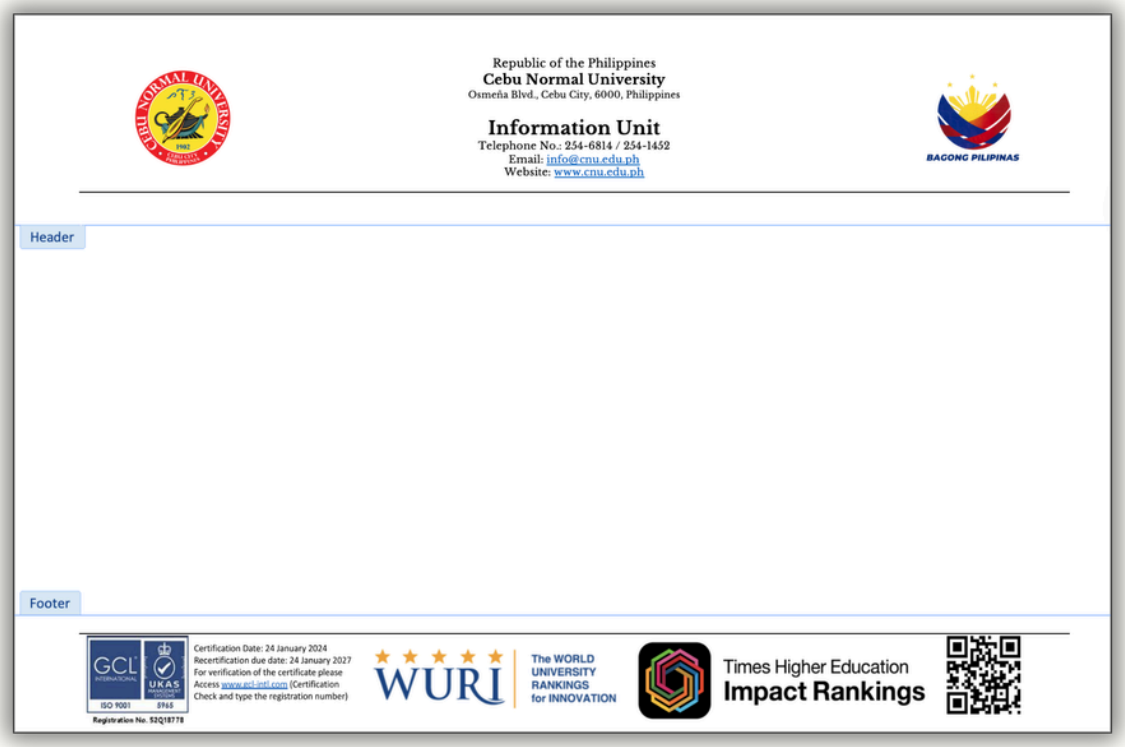




B. Footer

The standard footer contains the university's QR code and logo of co-branding entity/ies.





7.2 Business Card

For Faculty, Administrative Officials, and Staff

Front:



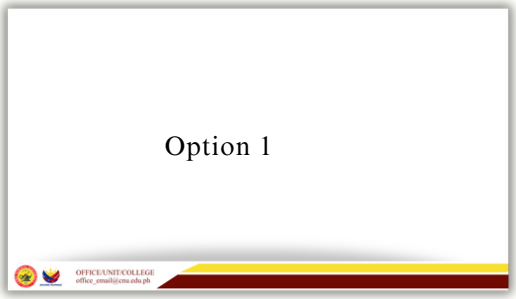
Back:

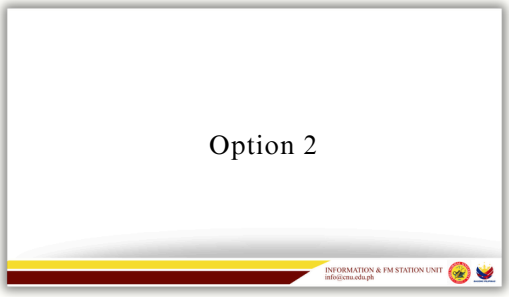


7.3 PowerPoint presentations

The main element of the template is the lower border, which symbolizes the crimson and gold banner, the office name and e-mail, and the university seal and Bagong Pilipinas logo. This design gives more space for the main content of the presentations, yet is consistent with the sleek university branding. All colleges, academic units, and administrative offices must use this for all formal and official functions, including but not limited to administrative and academic council meetings, flag-raising ceremonies, board meetings, stakeholders' forums, and other institutional engagements.

For other events, presentation templates may be customized according to the specific theme and requirements of the event. Acceptable customizations may include background graphics, event-specific visual elements, photographs, illustrations, icons, and other thematic design elements, provided that these complement and do not alter the approved CNU visual identity. All customizations shall conform to the visual identity standards prescribed in this Brand Manual. Customized presentation designs shall be submitted to the Information Unit for review and approval prior to use.





GUIDELINES

- **Footer**
  - Logos and all existing visual assets should not be added, removed, repositioned, replaced, or modified.
  - Only the text content may be edited.
- **Additional Logos**
  - College logos may be added only to the upper-right or upper-left section of the template. (see next slides for samples)
  - Placement must not interfere with existing design elements.
- **Background and Border**
  - The background color must not be altered.
  - Textured patterns are strictly prohibited.
  - Borders must not be added to the design.

- **Typography**
  - Font size: at least 20
  - Only use fonts that are consistent to our branding:
    - Times New Roman
    - Montserrat
    - Poppins
    - **League Spartan**
    - Arial
- **Color Palette:** refer to the codes for the exact shade

#700900 #f8e030 #ffffff 000000



7.4 Posters, Tarpaulins, and Programs

All posters, tarpaulins, program designs, and other visual communication materials intended for official university activities, events, and programs shall conform to the university's branding standards.

Colleges, campuses, offices, and units may request the Information Unit to prepare the layout based on the required specifications and dimensions.

Where the layout is developed by another office, campus, or organization, the final design shall be submitted to the Information Unit for review and approval (see Section 9) prior to production, printing, publication, or dissemination to ensure compliance with the provisions of this Brand Manual.

For the layout, the following guidelines must be followed:

1. All designs must be compliant with the proper use and placement of the University Seal as stipulated in Section 2.1 of this Brand Manual.

2. The main colors of the design must be according to the primary and/or secondary colors of the university, as stipulated in Section 4.

3. All assets used in the layout must be original or copyright-free.

4. Designs bearing the official University Seal must be used for official functions only.

5. For typography, other creative font styles may be used for the main title, but the content must follow the font family under Section 5.

6. Use of Artificial Intelligence (AI) to generate the entire layout is prohibited.

7.5 Certificates

The following are the standard design, format and style of the certificates, which shall bear the official seal of the university. The CNU logo must always come first and must be bigger than the other logos (e.g. Bagong Pilipinas, extension cmapus, college or office), which must all be equal in size. Recommended font style for the name of certificate is Times New Roman, while its font size is 70. The citation or text of the certificates can be modified depending on details of events.

For the editable templates, kindly request files from the IU.

A. Certificate of Appearance (CA)

The size of the certificate must be A5 (half of an A4). The font of the title "CERTIFICATE OF APPEARANCE" must be CINZEL, size 76. The text in the body is Poppins, size 25.

GENERIC DESIGN



With more than one logo, name of office, and signatory



B. Other Certificates

Certificates of Appreciation, Completion, Attendance, Participation, Recognition, and other similar documents shall have a uniform design.

The sequence of logos should strictly be in this order: CNU logo on the upper left side followed by the logo of the extension campus and college, and the Bagong Pilipinas logo on the right side. Shown below is the proper logo arrangement.









Insert the logo of the college/extension campus here.



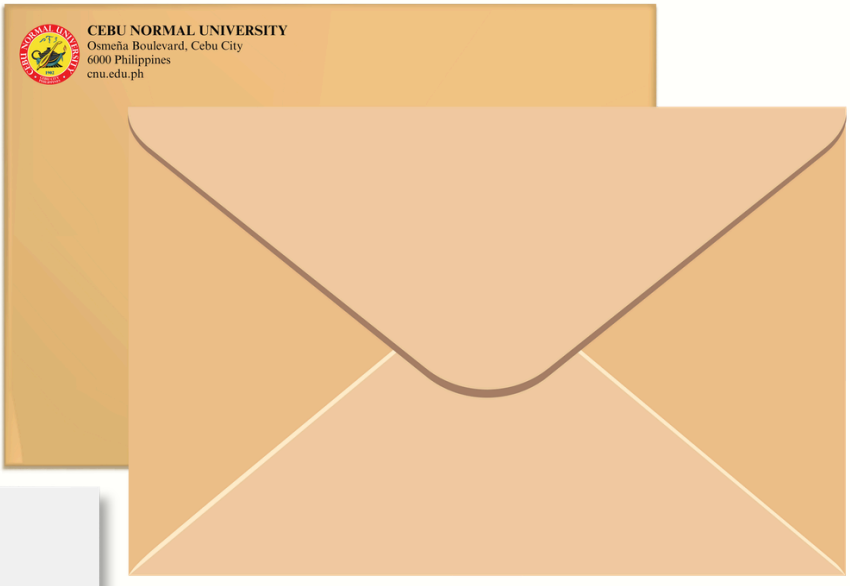
7.6 Merchandise/Giveaways

To ensure that the crimson and gold brand of excellence is consistently upheld, the design templates of the following merchandise/giveaway items, such as ballpens, pencils, envelopes, notebooks, caps, umbrellas, ID lanyards, mugs, and jackets, among others, must be properly observed during printing and production.



A. Ballpen/Pencil

These are the recommended designs of ballpens/pencils. The CNU logo must be visible on the top portion of the pen, while the "Cebu Normal University" should be written across the pen. Black or any color pen/pencil can be used as long as the text and the logo are visible.





B. Envelopes

For consistency purposes of packaging external communications, this template sample shall be followed. The CNU logo, CNU name, and address are placed/printed on the upper left side.

The mailing envelope: 9.45in x 4.13in
Regular brown envelope: Sizes long and short.

C. Notebook

The primary color themes of CNU and the colleges should be used. The logo, university name, address, email, and contact number must be written at all times. Text may vary in size depending on the size of the notebook. But always remember to include the proper increments of the logo, and it must be located at the center bottom of the back cover. The front cover of the notebook must bear the facade of the iconic CNU Administrative Building.





D. University Jacket

The CNU logo and founding year should be placed at the center of the chest. Below are the prescribed designs and colors of CNU jackets/hooded sweatshirts.

While additional texts at the back or sleeves (i.e. college, department or unit), the texts in front must not be changed. No additional texts or marks should be added in front.

Below are the prescribed designs and colors of CNU jackets/hooded sweatshirts.



E. T-Shirt

This is the sample design of the CNU T-shirt. The university logo, university name and founding year are the only designs allowed in front. Other texts and logo (college and unit logo and name) may be added at the back or on the sleeves. However, no marks or texts must overlap on the university facade or the university logo or the front design. The outline of the logo may be printed only on black and white colors given that all the elements of the logo are present. Other colors may be used as long as the designs are clear and visible.





F. Tote Bag

The print of the bag must bear the facade of the iconic CNU Administrative Building as shown in the sample design. It may also bear the university logo.

Other text and logos (university and college logo and name) may be added. However, no marks or text must overlap the university facade or the university logo.

G. Mug

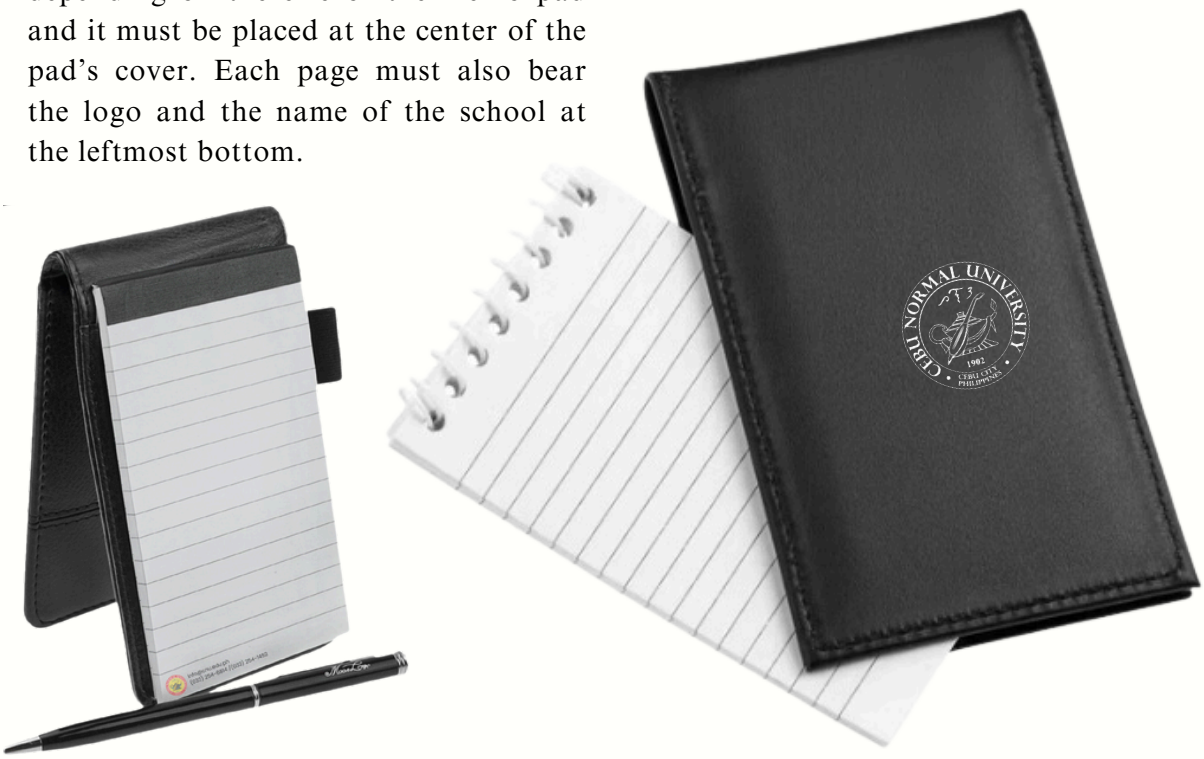
This may be a customized mug, but always ensure the proper increments of the logo are visible enough on the mug.

While additional texts may be added, such as the name of the college, department, organization, and unit, the logo must not be distorted.



H. CNU Memo Pad

The CNU logo may vary in size depending on the size of the memo pad and it must be placed at the center of the pad's cover. Each page must also bear the logo and the name of the school at the leftmost bottom.



I. Caps

A wearable merchandise item incorporating the official CNU logo and approved brand elements. The design shall adhere to the prescribed CNU color palette, logo application, typography, and placement guidelines. Caps may be used for institutional activities, official events, and approved promotional purposes.









J. Umbrella

A functional promotional merchandise item featuring the approved CNU visual identity. The CNU logo and prescribed brand elements shall be applied in accordance with the official specifications on color, size, placement, and clear space. Designed for institutional events, official functions, and promotional or commemorative purposes.

K. Insulated Mugs

A reusable beverage container featuring the approved CNU visual identity and brand elements. The design shall maintain proper logo proportions, color specifications, and placement to ensure consistent institutional branding.

Intended for official giveaways, commemorative purposes, and institutional events.





L. Tumbler

A reusable beverage container bearing the official CNU logo and other approved brand elements. Its design and production shall conform to the prescribed brand standards, including proper logo application, color treatment, and placement.

Intended for institutional giveaways, official events, and promotional use.

M. Gift Bag/Box

A reusable or disposable packaging material designed to carry official CNU merchandise, materials, or tokens.

The gift bag shall prominently and appropriately display the approved CNU logo, colors, and other brand elements in accordance with the Brand Manual. It may be used for official events, institutional engagements, and commemorative occasions.



N. Pin Badge

A small wearable identification and promotional item featuring the approved CNU logo, mark, or other authorized brand element.

The design shall preserve the integrity and legibility of the official visual identity and may be used as an institutional token, commemorative item, or accessory during official CNU activities and events.





O. Key Chain



A promotional or commemorative item featuring the CNU logo or other approved brand elements. The design shall maintain the integrity, proportions, legibility, and prescribed application of the CNU visual identity.

Intended for institutional giveaways, tokens, commemorative purposes, and official events.



P. Corporate Jacket

Official apparel featuring the CNU logo. The design shall adhere to the prescribed CNU color palette, logo application, typography, placement, and other applicable brand standards.

Intended for official institutional activities, events, representations, and other authorized university engagements.

Brand Application for Merchandise

All CNU merchandise shall use only the approved logo, colors, typography, and other visual identity elements prescribed in this Brand Manual. Modifications, distortions, unauthorized color variations, or improper placement of official brand elements are not permitted. All merchandise designs intended for production, distribution, or public use shall undergo the prescribed branding review and approval process by the Information Unit prior to fabrication or reproduction.

7.7 University ID & Lanyard

Below are the sample designs of lanyard, identification cards of students and employees, and Anti-Red Tape Act (ARTA) ID. The designs should not be changed, modified, or altered, unless otherwise revised.

A. Student ID

The Students must have their 2x2 pictures taken by the Information and Communications Technology Unit (ICTU).

The ID must consist of the student's name in bold letters and below it must bear the word student also in bold letters. At the back of the ID, the emergency contact details, academic year levels, and personal information must be present. Also, for it to be official and valid, it must be duly signed by the university president.





B. Employee I.D.

Shown at the side are the employee IDs across campuses. Below the employee number must bear the following details: campus, name, job title, and ID number,

Assigned campus are color-coded as: Red for Main campus, Yellow for Balamban campus, violet for the Medellin campus, and gray for the Medellin campus.

At the back of the Identification Card, it must have the pertinent emergency contact details, QR code, date of validity, employee's signature, and university president's signature.



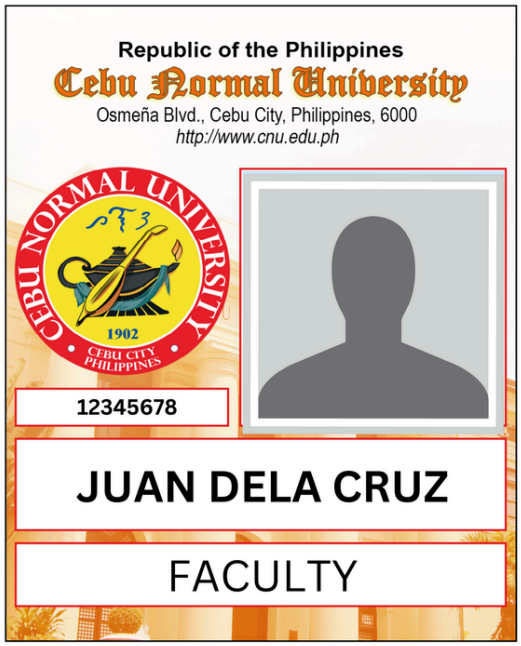


C. ARTA I.D.

The ARTA ID must include the employee's complete name and designation, printed legibly using the prescribed font style and size.

It should be printed back-to-back with a colored 2x2 photo and may either be placed in an ID holder or laminated. Stickers or any other objects that might obscure the name or photo are not permitted.

To standardize the terminology for ARTA-compliant identification cards, particularly in the title/designation field: Use "Part-time Faculty" instead of "Part-time." Use the faculty member's Academic Rank (e.g., Instructor I, Assistant Professor II, Associate Professor IV, Professor VI) as the official designation for regular faculty.





D. University Lanyard

This is the sample design of a lanyard, which has similar typeface of that of the admin building. This ID must be worn by all students, faculty, and staff across colleges and campuses for official functions and for uniformity. It should not be changed, modified, or altered.

Other lanyard designs may be worn for non-institutional activities.

7.8 Official CNU Correspondence

Official written communications and documents issued by CNU offices, colleges, campuses, and authorized personnel in the conduct of university business. These include letters, memoranda, notices, endorsements, certifications, and other official communications issued in print or digital format.

Official correspondence shall contain relevant institutional information, including the university name and logo, office or unit identification, date, reference details, appropriate salutation and subject, concise and professional body text, authorized signatory, and other required information, notations, or attachments, as applicable.

All official correspondence shall use the prescribed CNU letterhead, logo, typography, formatting, and other applicable visual identity standards set forth in this Brand Manual.

Section 8. University Uniform and Academic Regalia

The official university uniform and academic regalia are visual representations of Cebu Normal University's identity, heritage, and commitment to excellence. They promote institutional pride, professionalism, and unity among students, faculty, administrators, and staff during academic, ceremonial, and official university functions.

A. Official University Uniform

The university shall prescribe official uniforms for students in accordance with existing university policies.

1. Official university uniforms shall conform to the approved design, color palette, and specifications prescribed by the university.

2. Any modification to the official uniform design, color, logo placement, or other branding elements shall require prior approval from the appropriate university authorities.

3. Uniforms worn during official university activities, competitions, outreach programs, and institutional engagements shall uphold the dignity and professional image of the university.

4. Official suppliers and manufacturers shall strictly follow the approved university branding specifications to ensure consistency in quality, color, typography, and logo application.

The official school uniform prescribed for male and female college students, excluding students in Nursing, Medicine, and Law programs. For CNU uniform specifications and guidelines, refer to the approved CNU Student Manual.



B. Academic Regalia

The academic regalia symbolize scholarly achievement, academic authority, and the traditions of CNU.

1. Official academic regalia shall be worn during commencement exercises, investitures, recognition rites, convocations, and other ceremonies designated by the university.

2. The design, colors, hood, stole, tassel, and other regalia components shall conform to the official specifications approved by the university.

3. Academic regalia shall accurately reflect the wearer's academic degree, institutional role, or ceremonial function.

4. The official university seal and other academic symbols shall not be modified, reproduced, or used on regalia without authorization.

5. Honor cords, medals, pins, and ceremonial accessories shall comply with university policies and shall not obscure or alter the official academic regalia.

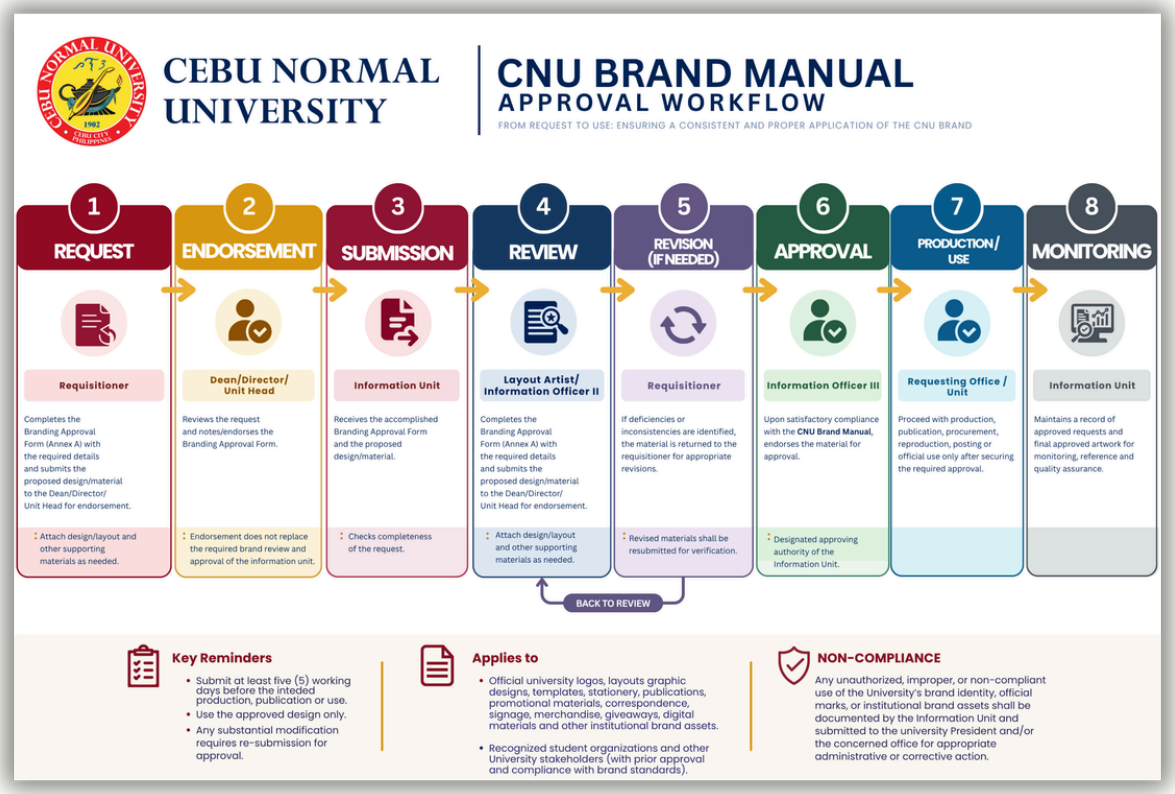
6. Individuals participating in official academic ceremonies are expected to wear the prescribed regalia properly and maintain a neat, dignified, and professional appearance.

Section 9. Brand Usage Compliance and Quality Assurance

As the custodian of the university's Brand Identity System, the Information Unit shall oversee, monitor, and enforce the implementation of the CNU Brand Manual across all campuses, colleges, offices, units, and affiliated organizations to ensure the consistent and proper application of the university's visual identity and branding standards.

9.1 Brand Usage Review and Approval

9.1.1 All official university logos, layouts, graphic designs, templates, stationery, publications, promotional materials, correspondence, signage, merchandise, giveaways, digital materials, and other institutional brand assets intended for official, public, or commercial use shall be subject to review and approval by the Information Unit prior to production, publication, reproduction, procurement, posting, or dissemination. (See Brand Manual Approval Workflow)



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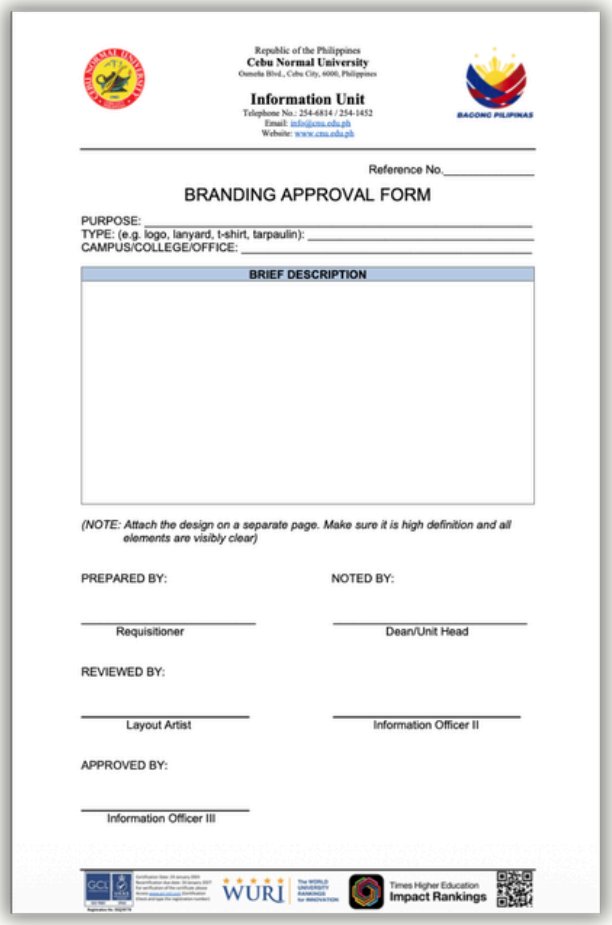
9.1.2 Requests to use or reproduce the CNU Brand shall be initiated by the concerned requisitioner, office, college, campus, unit, recognized student organization, or other authorized stakeholder through the Branding Approval Form (Annex A). The request shall be submitted to the Information Unit preferably at least five (5) working days before the intended production, publication, or use to allow sufficient time for review and any necessary revisions.

9.1.3 The **Branding Approval Form** (see Annex A) shall indicate, at a minimum:

a. the purpose of the proposed brand use;
b. the type of material or application (e.g., logo, lanyard, apparel, tarpaulin, publication, digital material, signage, merchandise, or giveaway);
c. the requesting campus, college, office, or unit;
d. a brief description of the proposed use; and
e. the design/layout or visual material to be reviewed.

Annex A. Branding Approval Form



Republic of the Philippines
Cebu Normal University
Osmeña Blvd., Cebu City, 6000, Philippines

Information Unit
Telephone No.: 254-6814 / 254-1452
Email: info@cnu.edu.ph
Website: www.cnu.edu.ph

BAGONG PILIPINAS

Reference No._____

BRANDING APPROVAL FORM

PURPOSE: _____
TYPE: (e.g. logo, lanyard, t-shirt, tarpaulin): _____
CAMPUS/COLLEGE/OFFICE: _____

BRIEF DESCRIPTION

(NOTE: Attach the design on a separate page. Make sure it is high definition and all elements are visibly clear)

PREPARED BY:

_____
Requisitioner

NOTED BY:

_____
Dean/Unit Head

REVIEWED BY:

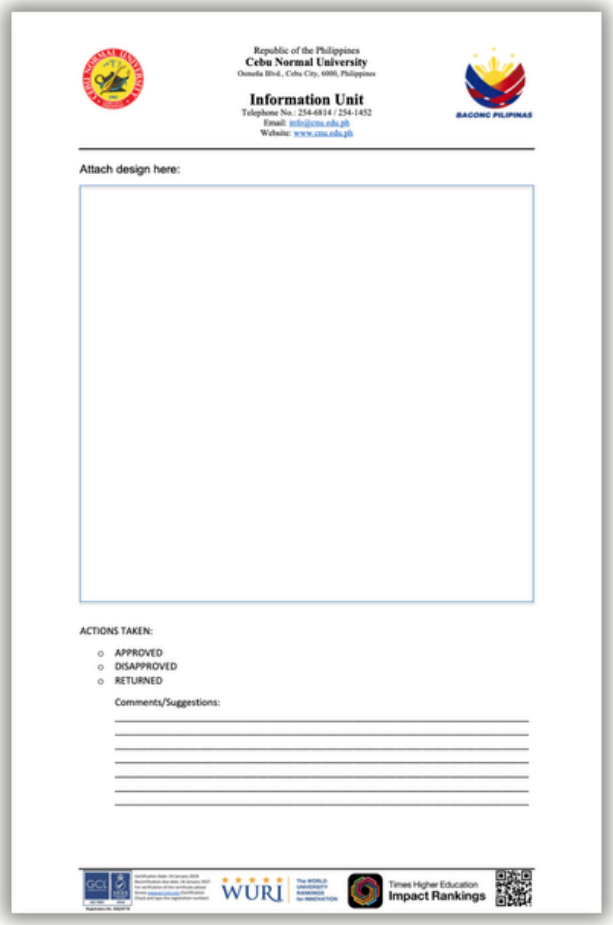
_____
Layout Artist

_____
Information Officer II

APPROVED BY:

_____
Information Officer III

WURI
Times Higher Education Impact Rankings



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BAGONG PILIPINAS

Attach design here:

ACTIONS TAKEN:

- APPROVED
- DISAPPROVED
- RETURNED

Comments/Suggestions:

_____
_____
_____
_____
_____
_____
_____

WURI
Times Higher Education Impact Rankings

Where applicable, the request shall also include the final or working artwork, specifications, dimensions, intended quantity, production method, publication platform, and other supporting materials necessary for proper evaluation.

9.1.4 The review and approval process shall follow this procedure:

1. Submission: The requisitioner submits the accomplished Branding Approval Form and the proposed design/material to the Information Unit.

2. Initial Review: The Information Unit checks the completeness of the request and verifies compliance with the applicable provisions of this Manual.

3. Technical and Brand Review: The proposed material shall be reviewed by the designated Layout Artist and/or Information Officer II for proper application of the university's logo, colors, typography, layout, imagery, messaging, and other applicable brand standards.

4. Revision, when necessary: If deficiencies or inconsistencies are identified, the Information Unit shall return the material to the requisitioner for appropriate revisions. Revised materials shall be resubmitted for verification.

5. Approval: Upon satisfactory compliance with the CNU Brand Manual, the material shall be endorsed for approval by the Information Officer III, as the designated approving authority of the Information Unit.

6. Production or Use: Only materials that have secured the required approval may proceed to production, publication, procurement, reproduction, posting, or official use.

7. Documentation: Approved requests and, where applicable, the final approved artwork shall be maintained by the Information Unit for monitoring, reference, and quality assurance.

9.1.5 The dean, director, head of office, or authorized unit head shall be responsible for noting and endorsing the request from the concerned office, college, campus, or unit. Such endorsement shall not replace the required brand review and approval of the Information Unit.

9.1.6 Approval shall apply only to the specific design, material, purpose, and application submitted for review. Any substantial modification to an approved design, including changes in logo treatment, colors, text, layout, dimensions, imagery, or intended application, shall require re-submission to the Information Unit for review and approval.

9.1.7 Recognized student organizations and other university stakeholders may produce and use organization-specific materials, including lanyards, apparel, promotional items, and similar collateral, for organization-initiated activities, provided that such materials conform to the university's branding standards and receive prior approval from the Information Unit before production or use.

9.1.8 Materials bearing the CNU name, logo, seal, official marks, or other institutional brand assets shall not be used for personal, political, partisan, unauthorized commercial, or other purposes inconsistent with the university's mandate, policies, and applicable laws and regulations.

9.1.9 Where the proposed material involves the use of third-party logos, trademarks, photographs, illustrations, copyrighted materials, partner identities, or other protected intellectual property, the requesting party shall secure the necessary permission, authorization, or license and submit proof thereof to the Information Unit, when applicable. Brand approval by the Information Unit shall not be construed as authorization to use third-party intellectual property.

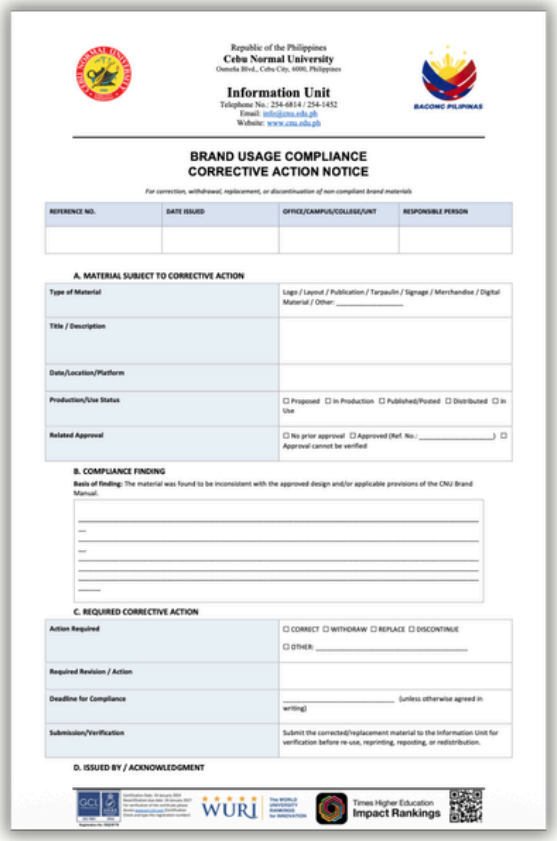
9.2 Monitoring and Enforcement

9.2.1 The Information Unit shall conduct periodic monitoring and quality assurance activities to ensure that approved brand applications remain consistent with the CNU Brand Manual across university offices, campuses, colleges, units, activities, events, publications, digital platforms, and other official materials.

9.2.2 Any unauthorized, improper, or non-compliant use of the university's brand identity, official marks, or institutional brand assets shall be documented by the Information Unit. A formal report, together with appropriate recommendations, shall be submitted to the University President and/or the concerned office for appropriate administrative or corrective action in accordance with existing University policies and applicable regulations.

9.2.3 The Information Unit may require the correction, withdrawal, replacement, or discontinuation of materials found to be inconsistent with the approved design or the provisions of this Manual. (See Annex B)

Annex B. Brand Usage Compliance Corrective Action



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BACONG PILIPINAS

BRAND USAGE COMPLIANCE
CORRECTIVE ACTION NOTICE

For correction, withdrawal, replacement, or discontinuation of non-compliant brand materials

REFERENCE NO.	DATE ISSUED	OFFICE/CAMPUS/COLLEGE/UNIT	RESPONSIBLE PERSON

A. MATERIAL SUBJECT TO CORRECTIVE ACTION

Type of Material	Logo / Layout / Publication / Tarpaulin / Signage / Merchandise / Digital Material / Other: _____
Title / Description	
Date/Location/Platform	
Production/Use Status	☐ Proposed ☐ In Production ☐ Published/Posted ☐ Distributed ☐ In Use
Related Approval	☐ No prior approval ☐ Approved (Ref. No.: _____) ☐ Approval cannot be verified

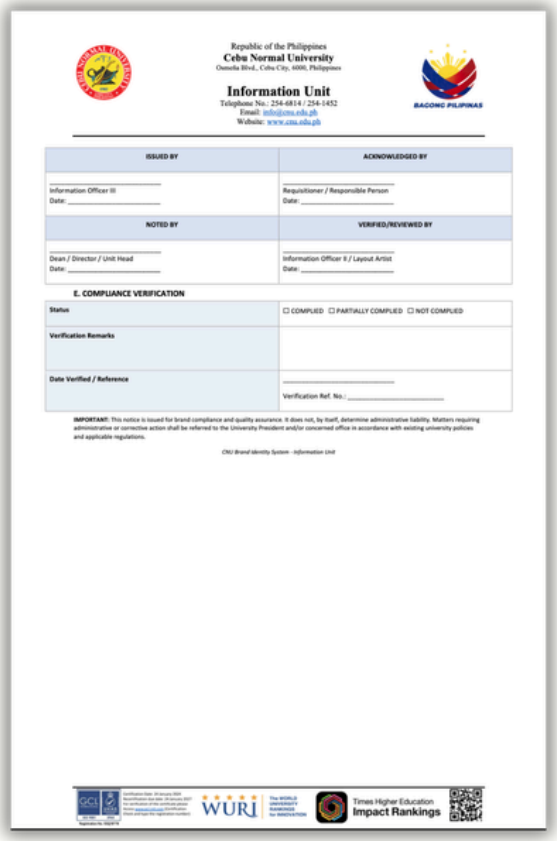
B. COMPLIANCE FINDING

Basis of finding: The material was found to be inconsistent with the approved design and/or applicable provisions of the CNU Brand Manual.

C. REQUIRED CORRECTIVE ACTION

Action Required	☐ CORRECT ☐ WITHDRAW ☐ REPLACE ☐ DISCONTINUE ☐ OTHER: _____
Required Revision / Action	
Deadline for Compliance	_____ (unless otherwise agreed in writing)
Submission/Verification	Submit the corrected/replacement material to the Information Unit for verification before re-use, reprinting, reposting, or redistribution.

D. ISSUED BY / ACKNOWLEDGMENT



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ISSUED BY	ACKNOWLEDGED BY
_____ Information Officer III Date: _____	_____ Requisitioner / Responsible Person Date: _____
NOTED BY	**VERIFIED/REVIEWED BY**
_____ Dean / Director / Unit Head Date: _____	_____ Information Officer II / Layout Artist Date: _____

E. COMPLIANCE VERIFICATION

Status	☐ COMPLIED ☐ PARTIALLY COMPLIED ☐ NOT COMPLIED
Verification Remarks	
Date Verified / Reference	_____ Verification Ref. No.: _____

IMPORTANT: This notice is issued for brand compliance and quality assurance. It does not, by itself, determine administrative liability. Matters requiring administrative or corrective action shall be referred to the University President and/or concerned office in accordance with existing university policies and applicable regulations.

CNU Brand Identity System – Information Unit

9.2.4 Offices, colleges, campuses, units, recognized student organizations, and other authorized stakeholders shall be responsible for ensuring that materials submitted for production or dissemination are consistent with the version approved by the Information Unit.

Section 10. No Implied Institutional Endorsement

Any use of the name Cebu Normal University (CNU), its seal, logo, insignia, trademarks, official marks, colors, visual identity, or other institutional identifiers shall not, by itself, imply CNU's endorsement, sponsorship, affiliation, approval, or support of any person, political candidate, political party, organization, group, product, service, business, advocacy, project, position, opinion, or other undertaking, unless expressly authorized by the university through the appropriate authority.

10.1 Persons and Affiliations

The use of CNU's name or official marks in connection with any person, including a CNU official, faculty member, employee, student, alumnus/alumna, or affiliate, shall not imply CNU's endorsement, sponsorship, approval, or affiliation with such person's views, activities, statements, or undertakings, unless expressly authorized by the university.

10.2 Political Candidates and Political Organizations

As a state university, CNU is a non-partisan institution. The use of CNU's name or official marks in connection with any political candidate, political party, coalition, party-list organization, whether sectoral or non-sectoral, or other political organization shall not imply CNU's endorsement, sponsorship, affiliation, or support. The same shall apply to election-related activities, campaigns, political platforms, statements, and other political undertakings.

10.3 Organizations and Groups

The use of CNU's name or official marks in connection with any public or private organization, non-profit organization, commercial entity, academic or professional group, civic organization, advocacy group, or other association shall not imply CNU's endorsement, sponsorship, affiliation, partnership, approval, or support, unless expressly authorized by the university.

10.4 Products, Services, and Commercial Activities

The use of CNU's name or official marks in connection with any product, service, business, brand, trade, commercial establishment, or other commercial undertaking shall not imply CNU's endorsement, recommendation, sponsorship, certification, approval, or affiliation, unless expressly authorized by the university.

The university's participation in, provision of a venue for, or presence at an activity involving a commercial entity shall not, by itself, constitute institutional endorsement.

10.5 Advocacy, Causes, Projects, and Positions

The use of CNU's name or official marks in connection with any advocacy, cause, campaign, project, initiative, movement, petition, policy position, or similar undertaking shall not imply that CNU has adopted, endorsed, sponsored, or otherwise supports such undertaking, unless expressly authorized by the university.

10.6 Personal Opinions and Commentaries

Any personal opinion, commentary, column, essay, editorial, article, statement, criticism, recommendation, or other personal expression by a CNU-affiliated person shall not imply that it represents the official position of CNU, unless expressly authorized by the university.

10.7 Video, Audio, and Multimedia Content

The foregoing shall likewise apply to video, audio, and multimedia content, including video commentaries, video essays, interviews, podcasts, livestreams, webinars, vlogs, recorded discussions, speeches, presentations, short-form videos, and similar content.

10.8 Accompanying Platforms and Digital Materials

This provision shall also apply to the platforms and materials through which such content is published, distributed, hosted, promoted, or amplified, including social media, video-sharing and streaming platforms, podcasts, websites, blogs, messaging platforms, and other digital communication platforms.

10.9 No Representation of Institutional Position

The views, opinions, statements, endorsements, criticisms, commentaries, recommendations, or other positions expressed by a CNU-affiliated person shall not be construed as the official position of CNU, unless duly authorized by the appropriate university authority.

10.10 Authorized Institutional Endorsement or Affiliation

Any institutional endorsement, sponsorship, affiliation, partnership, approval, or adoption by CNU shall require express authorization through the appropriate institutional process, including, when applicable, permits, clearances, certifications, resolutions, Board approval, or other required institutional consent. Such authorization shall be limited to the specific purpose, scope, medium, duration, and conditions approved by the university and shall not constitute a general or continuing endorsement or affiliation beyond the authorized purpose.

Section 11. Mandatory Review

These policies shall undergo a mandatory review at least **once every three (3) years** from their effectivity, or earlier when circumstances so warrant.

The review shall consider developments in applicable laws and regulations, university policies, communication technologies, social media and digital platforms, branding standards, and other matters affecting institutional endorsement and representation.

Section 12. Interim Review and Amendment

The university may conduct an interim review or amendment at any time to address changes in law or regulation, institutional developments, emerging technologies, new forms of digital or multimedia content, or other matters affecting the proper use and protection of the university's name, seal, logo, official marks, and institutional identity.

Until amended, superseded, or repealed through the appropriate university process, these policies shall remain in full force and effect.

Section 13. Effectivity

These policies shall take effect and become mandatory and binding upon approval by the appropriate university governing board.

Existing university issuances, guidelines, practices, and arrangements concerning the use of the university's name, seal, logo, and other official marks shall, insofar as applicable, be harmonized with these policies.

Cebu Normal University
Osmeña Boulevard, Cebu City

