



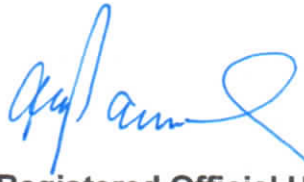
UNIVERSITY OF THE PHILIPPINES
Quezon City

OFFICE OF THE PRESIDENT

ADMINISTRATIVE ORDER NO. PAEP 16-56

DATE : 12 August 2016

TO : All UP System Administration Offices
Chancellors
Deans
TTBDO

FROM : Alfredo E. Pascual 
President

SUBJECT : **Use of the IPOPHL-Registered Official UP Seal and Collaterals**

The use of a standard in our communications, publicity materials, and other collaterals is important in assuring the public that they have received official messages. It is crucial in keeping the uniformity of UP's image, branding, and identity across One UP. Moreover, a specific likeness of the UP Seal is registered with the Intellectual Property Office of the Philippines (IPOPHL) with Registration No. 4-2001-007750 issued on 8 June 2006.

In connection to these, I am hereby calling all UP offices to use the correct UP Seal as contained in the UP Brand Book developed in 2007. An official electronic copy of the seal and of the UP Brand Book is available through the following link: <https://www.up.edu.ph/about-up/the-university-seal/>. The seal may only be depicted in several acceptable forms—in full color or as outline in either black or maroon.

Additionally, as the UP Seal and The Oblation are trademarked identifications of our University, please comply with Intellectual Property laws applicable. These are provided through the following links:

- 1) The University of the Philippines Intellectual Property Rights Policy of 2011.
(<http://www.ovcrd.upd.edu.ph/wp-content/uploads/2011/12/2011-Revised-IPR-Policy-of-the-UP-System-reencoded-by-OVCRD-as-of-1-Dec-2011.pdf>)
- 2) Intellectual Property Code of the Philippines.
(<http://www.ipophl.gov.ph/images/Patents/IRRs/RepublicAct8293.pdf>)

Chancellors are hereby requested to initiate the review of all collaterals in the constituent universities and keep them consistent from here on: in flags, banners, stationeries, business cards, institutional tokens, etc. As it is understandable that the CUs have their own logos and materials that have been used for a long time, this Administrative Order covers those materials that carry the likeness of the trademarked materials of the UP System.

CU Logos as They Appear in the UP Websites

UP Diliman Logo



University of the Philippines
D i l i m a n

UP Los Baños Logo



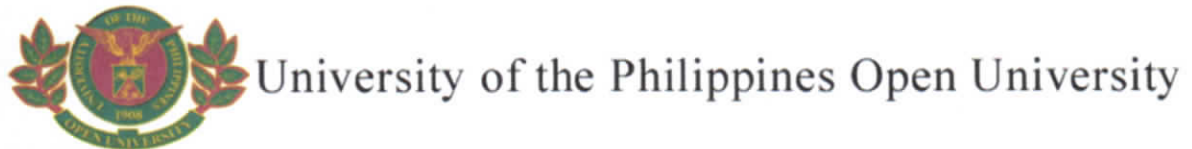
UP Manila Logo



UP Visayas Logo



UP Open University Logo



UP Mindanao Logo



UP Baguio Logo



UP Cebu Logo

