



# **OPERATIONS MANUAL AY 2015-2016**

In consultation with the Dean of Student Affairs, the Student Affairs Directors' Council, the CAO Council of Advisers, and the CAO Council of Company Managers, the Culture and Arts Office (CAO) presents this manual of policies and procedures for the use of its artists, managing, and production groups. It serves as a guide to the Executive Board of the CAO groups through providing pertinent information necessary to conduct business with the mother office and other offices in the campus.

All provisions outlined in this manual are made consistent with the University's Mission Statement. More specifically, these provisions are instituted:

- To instill Lasallian virtues of Christ-likeness, dedication, discipline, honesty, and imparting of these values among the members;
- To maintain order in the operations of the office and the CAO groups;
- To maintain excellence and to strive for higher standards in all performances
- To encourage a striving for academic and professional competence and accountability and;
- To render service to the University and Nation by enlightening and educating them on the different art forms through relevant programs and by sharing with them our talents and resources.

These policies are made in conformance with University-wide and Student Affairs policies and directions of DLSU.

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Any proposal to amend these policies shall be coursed through CAO, the policy maker and the implementer of the said policies such as the Chancellor, Vice Chancellor for Administration, Vice Chancellor for Lasallian Mission and Alumni Relations, Dean of Student Affairs, and the Student Affairs Directors' Council. For comments and suggestions, email us at: [glorife.samodio@dlsu.edu.ph](mailto:glorife.samodio@dlsu.edu.ph) or visit us at <http://www.dlsu.edu.ph/offices/sps/cao>.

All the staff, trainers, officers and members of the Culture and Arts Office are required to read the contents of this guidebook to facilitate smooth working relations and operations. Ignorance is not an excuse for any violation of the policies that will be committed.

## THE LASALLIAN ARTISTS' PRAYER

Almighty God, source of all that is good  
We praise and thank you for the wonderful talents  
You bestowed upon us.

As we, at this moment, are about to  
fulfill another task, let this be for your glory.

As we strive to excel in our performance,  
may you be the one, Lord,  
to shine among those who will be with us today.

Like John Baptist De La Salle,  
who responded to your call of educating the least the last and the lost,  
May we also teach the minds, touch the hearts and  
transform the lives of others through our performances.

With this, we invoke your loving guidance for us to be  
filled with faith, act with zealous heart and  
commune with one another forever and ever.

AMEN.

## Section 6

### MARKETING MANAGEMENT POLICIES

*(Based on the Policies of the Office of Student LIFE, Student Activities Manual)*

The university acknowledges the importance of our industry partners' role in educational formation. They provide the means by which student organizations actualize their activities. Nonetheless, we must balance the commercial requests of our partner companies in return for their support without violation the academic integrity of the university. There is an urgent need for formulating policies on sponsorship s and solicitations, based on existing school policies. These policies were formulated consistent with the University Mission Statement and with other related administrative policies to protect the student groups from unfair business transactions with outside entities while avoiding an improperly commercial atmosphere within the university. These policies are intended to encourage the Culture and Arts groups concerned to strive for academic and professional competence and financial responsibility and accountability specifically in their planning and implementation of activities and projects. Solicitation letters (requesting for cash or items from any unit, office or organization) must be released at the latest two (2) months before and must approved by the CAO Director and the Dean of Student Affairs.

#### 6.1 POLICIES ON SOLICITATIONS

##### PROCEDURE:

1. The group submits a solicitation proposal (See Appendix C) to the CAO Director during AQUA. The solicitation proposal should include the following:
  - a. the list of activities and events, date and time of the activities, their nature and purpose
  - b. a complete list of the companies and their respective contact persons
  - c. a sample of the solicitation letter to be sent under the letterhead of the soliciting unit, office or organization; if none is available, under the university letterhead.
2. When all the documents have been compiled, the CAO staff will be the one to prepare the cover letter, the standard CAO sponsorship package, and the standard sample MOA that will be used by all the CAO groups in their solicitation activities.
3. Once the solicitation proposal is approved by the DSA, the solicitation letter must be reproduced. The letters should not use e-signatures. NO BLANK SOLICITATION LETTERS shall be issued by any unit, office or organization. The sponsor's name must be indicated at all times. The letters will be signed by the Director and the Dean of Student Affairs before the groups send them to the approved prospective donors.
4. In accomplishment reports, the group should submit all the sponsorship contracts and attach the corresponding photocopies of the checks or any proof of receipt of payment. The groups should not honor sponsorships in their shows without the corresponding payment. A standard set of media values and schedules will be drafted as to when they will have to forego the specific values based on when they paid the amount. Groups are requested to remit 5% to CAO from all cash sponsorships/donations to the group, of P10,000 and above. The money will be used to augment for CAO activities (i.e. CAO Awards, CAOlympics, and CAO Officer's LAMP personal subsidies).
5. Sample distribution is allowed only during the day of the activity itself. The place of distribution shall be cleared with the AVP-Administrative Services, noted by the CAO Director

and the Dean of Student Affairs before putting it as part of the media values. Exhibits of products shall be within the week of the activity at the Central Plaza. Product exhibits are limited to major sponsors. Car displays are prohibited in Yuchengco Ground Floor and Central Plaza, and can only be allowed at the open area at the Velasco Building. There shall be no more than three (3) exhibitors of non-competing companies per exhibit time.

## 6.2 POLICIES ON INFORMATION DISSEMINATION

All university facilities used for the purpose of student activities should be responsibly utilized by maintaining its cleanliness and functional condition. Likewise, all publicity materials shall pursue and maintain the Lasallian standards of excellence (i.e., posters must be properly posted, worded correctly, attractive and presentable.)

1. All posting of any kind by Culture and Arts groups (CAGs) must have the approval of CAO. Sample or prototypes of all publicity materials shall be submitted with the project proposal (if applicable).
2. Violations in publicity materials will be recorded and reported to the Director for the AQUA group grading.
3. Publicity materials and tickets should be released at least one month before the actual show, especially if it's a major production. If the group's schedule is two weeks delayed upon the approval of the initial phase, the group should consider moving the show date to another two weeks or aborting the project. This should be decided upon by the trainer and the CAO director.
4. The Events Coordinator will conduct a meeting with the Strategic Communications Office and all DM-Marketing and Company Managers at the start of every term to arrange for the schedules of publicity blitz for all CAO shows.
5. All CAO Groups are required to give show invitations to the top administrators even through a formal letter.
6. Request for souvenir program messages should be done at least 1 month before the show to give enough time for the administrators to prepare the messages and the group to print the programs.
7. Creativity, presentability, and durability are encouraged in making all publicity materials. All publicity materials should observe correct grammar and proper information, clearly bear the logo and the name of the sponsoring organization and uphold intellectual property rights.
8. Confiscated posters shall be returned to the respective organizations and shall be subject to corresponding sanctions.
9. There will be a once a term meeting with the marketing per group for blanket approval of materials and it will be during the Mid-Prod Meeting. The print ads and viral ads will have permit numbers.
10. All publicity materials of approved activities directly affecting students must have the CAO approval number issued by the Events Coordinator with the expiration dates indicated by the sponsoring office.

### 6.2.1 TICKETS

All CAO groups should follow the official CAO template for tickets. The details about the show will just be revised upon checking of the Events Coordinator. The ticket template at maybe accessed and directly printed at the CAO computer and printer at Rm. 403.

## 6.2.2 POSTERS

### 6.2.2.1 CAO groups are allowed to post:

- A maximum of 1) 20 A3 posters or 2) 10 A3 and 20 A4 posters or 3) 40 A4 posters.
- Along the Miguel, St. Joseph and Velasco walks, offices and student organizations are allowed two (2) A4 sized posters or one (1) A3 sized poster per activity. All posters are to be placed on the cork and fiberglass boards only. No posters must be placed on the pillars.
- All other sizes/shapes are counted as equivalent to the nearest size of the posters mentioned in the 1st bullet (i.e. A3 and A4).

### 6.2.2.2 Postings are only allowed in the following areas:

- Unlabeled tack boards including those on doors;
- CAO bulletin boards ;
- Other organization's bulletin boards ( with secured permission);
- Along SJ, Miguel and Velasco Walks: only fiberglass boards.
- 6.9.2.3. Considered non-posting areas are the following: doors, glass, painted walls or posts, pillars along Walks without boards, plants, DLSU gates, borders of bulletin boards, "tambayans" , blackboards (including those on doors), stair steps and railings, floors, ceilings, comfort room doors and mirrors. In short, areas that are not made specifically for posting or publicity.

### 6.2.2.3 Posters must be properly attached to keep them from falling off. Posters must be pinned or stapled on the tack boards. On the fiberglass boards, the posters must be placed with masking taps only although the tape must be attached behind the posters such that no adhesive will protrude. Improperly placed posters will be confiscated.

### 6.2.2.4 Posters are allowed to be placed for a maximum of two (2) weeks. Organizations are responsible for the upkeep and removal of their posters. Posters shall be removed not later than 5:00pm the day after the due date. Any poster not removed beyond the due date is considered expired and shall be confiscated and subjected to corresponding sanctions.

### 6.2.2.5 Organizations outside the University may be allowed to post a maximum of two (2) A3 sized posters or their equivalent provided they secure permission from CAO.

## 6.2.3 FLYERS

CAGs are allowed to distribute an unlimited number of flyers, provided a copy of such flyer is submitted in triplicate to CAO, attached to the approved project proposal.

## 6.2.4 STREAMERS

### 6.2.4.1 Only streamers promoting the CAO group's activity are allowed to be hung for two weeks inside the campus. Streamers bearing ONLY the sponsoring company's name may ONLY be allowed at the venue of the activity, during the activity.

### 6.2.4.2 Streamers and banners shall not exceed 4 ft (h) x 18 ft (l) or its equivalent area.

### 6.2.4.3 Only one event streamer is allowed per activity at the Amphitheatre.

### 6.2.4.4 All streamers to be hung along Taft Avenue should be approved by STRATCOM and the AVC-Facilities Management Services through the CAO Director and the Dean of Student Affairs (DSA).

- 6.2.4.5 All streamers to be hung within the buildings inside the campus should be approved by the respective college deans.
- 6.2.4.6 The Building Grounds and Maintenance Office will handle all requests for the hanging of streamers.
- 6.2.4.7 Streamers to be hung inside the canteens should be approved by CAO and the canteen concerned.

6.2.5 BANDERITAS

- 6.2.5.1 The vertical length of banderitas should not exceed 6 inches.
- 6.2.5.2 Banderitas are allowed to be hung for one week along the following areas: LS outer walkways, SJ Walk, Velasco Walk, Miguel Walk and the venue of the activity. Use of the North and South Gate (University-wide activities) should be coursed through DSA.
- 6.2.5.3 The Physical Facilities Office should be informed of the hanging of the banderitas.
- 6.2.5.4 Banderitas are not allowed on tambayans or kiosks.

6.2.6 TABLE TOPS

- 6.2.6.1 Table tops to be placed inside the canteens should be approved by the Events Coordinator and the canteen concerned. A letter of request coursed through CAO for setting tabletops should be sent to the respective canteen/s.
- 6.2.6.2 Only one tabletop per canteen table is allowed.

6.2.7 DOOR HANGERS

- 6.2.7.1 A maximum of one door hanger/dangler (regardless of activity) is allowed per door. Door hanger size should not exceed 8 x 3 in.
- 6.2.7.2 Door hangers are allowed to be hung for a maximum of one week only.

6.2.8 DLSU WEBSITE BANNER

- Fill out an ITC request form available from the Intranet.
- Submit a Photoshop file of the poster to ITC, with size: 960x40 pixels, and have it approved by the Events Coordinator.

6.2.9 FACEBOOK

- CAO groups may also use the CAO Facebook and their own Facebook pages to launch posters, details and teaser videos.
- Materials should be viewed by the Events Coordinator before posting.

6.2.10 UNIVERSITY ELECTRONIC MESSAGE BOARDS

The Green Screen is DLSU's immediate exposure of relevant information. Through the strategically located LCD's around the campus, Lasallian events, accomplishments, and developments are constantly seen and heard by the community.

The Green Street electronic billboard, on the other hand, is a venue to inform the academic community and the general public of major university events and achievements.

GENERAL GUIDELINES:

1. Accomplish two copies of the Green Screen/ Green Street request from the Intranet and submit to the Office for Strategic Communications.

2. Attachments (pictures, videos, etc.) must be sent to STRATCOM as soft copies through email, CD's, or copied from flash disks. The size must be 332 x 559 pixels at 72 DPI.
  3. Requests must be submitted at least five working days before intended date of display. Late requests will not be guaranteed to be uploaded for display on intended dates.
  4. STRATCOM reserves the right to disapprove requests.
  5. The Green Street LED and the Green Screen LCDs are properties of DLSU and are available for use by DLSU only.
  6. Event/ activity sponsors will not be included in the material to be uploaded.
- 6.2.11 The Animo Board was initiated by the STRATCOM Office recognizing the national and international achievements of students and faculty.
- GUIDELINES:
1. Lasallian achievers are nominated by the deans, department chairs, or faculty advisers to be featured in the Animo Board.
  2. STRATCOM will evaluate the submission and will coordinate with the achiever/s once approved.
  3. The Lasallian achievers will be featured in the boards located at strategic points on campus and will be exhibited for a designated period.

6.2.12 STUDENT MEDIA

CAO groups may request for event coverage or free articles from the campus journals such as The Lasallian, Ang Pahayagang Plaridel and Archer's Network Green Giant (live streaming).

6.2.13 CLASS INCENTIVES

All CAO groups are requested to submit the target classes for incentives, as part of the project proposal. The Events Coordinator will collate all these requests for classes to be consolidated into one request letter for the department chairs, to be signed by the director and the dean. Once these are received, individual letters may be given to the faculty of the said classes, together with the received copy of the previous letter addressed to the department chairs.

6.2.14 OTHER DIRECTIONS ON MARKETING MATERIALS & EFFORTS

CAO shall be producing various marketing materials that would act as the umbrella publicity campaign for the year, in the form of the following:

- Calendar of events – printed
- Calendar of events -website
- CAO website update- photos
- CAO Omnibus brochure w/ instructions on availing services
- CAO video –internal recruitment
- CAO video –omnibus
- Compilation of performance videos for promotion
- CAO merchandising / collaterals
- Standard exhibition panels

On the other hand, below are the following marketing materials and efforts that the groups can explore:

- Subscriptions
- Social media pages - FB, Twitter; to add polling functions.
- Viral ads



- Group discounts for tickets
- Ex-deal of promoting shows in events of requesting parties
- Contacting bloggers and external media to write about the shows and secure clippings of said article/s
- Open final TDR w/ audio commentary
- Food booth set-up during shows
- Strengthening publicity among condo dwellers and “away-from-home” market.

### 6.3 POLICIES ON MEDIA-RELATED ACTIVITIES (FROM THE STRATEGIC COMMUNICATIONS OFFICE)

#### 6.3.1 GUIDING PRINCIPLES

1. DLSU maintains an open policy regarding exposure in mass media whether shot on location or on campus grounds, provided such conduct adheres to policies stated below.
2. The university will ensure at all times that no institution or organization maligns its good name especially in media intended for public consumption.
3. DLSU openly proclaims its Catholic character. Therefore, it will not tolerate the use of its name, logos, human and physical resources to promote anything contrary to its faith.
4. DLSU reserves the right to select the media outlets in which exposure of its campus, facilities and people will be allowed.

#### 6.3.2 GENERAL GUIDELINES

1. All parties asking for DLSU’s participation in entertainment or public affairs shows, whether on location or on campus, should submit a written request addressed to the Director of the Strategic Communications Office (Stratcom) at least (1) week before the activity. Requesting parties will be required to fill out a Media Activity Form (See Appendix E.7) specifying time and date of the affairs, needed physical and human resources, and intent for the request.
2. All requests for external media exposure should pass through the Stratcom, and if need be, the Office of Student Affairs and of the AVC-Campus Services. Decisions for external exposure are generally handed down by the Stratcom. In some cases however, Stratcom seeks clearance from the Chancellor before making decisions.

#### 6.3.3 SPECIFIC GUIDELINES

##### A. ON-CAMPUS SHOOT

1. Parties requesting the use of campus facilities should inform the school of the needed physical and human resources, mobility within the campus, footages to be taken, length of time of campus shoot, on-and-off camera people entering the campus, space requirements, and other things which may facilitate the shoot.
2. A meeting may be set with the Officers of DLSU regarding sponsors and their projected concepts. Requesting parties may be asked to submit a script or sequence guide that will be the basis for the production.
3. Requesting parties should bring to DLSU’s attention sponsors and their projected activities for the shoot. Products such as liquor, alcohol, condoms, cigarettes, and other products that encourage vices will not be allowed to sponsor any activity on campus.
4. Requesting parties will not be allowed to shoot in areas other than those already

specified in the permit, unless an official approval is secured from the Stratcom and the AVP-Administrative Services.

5. No on-the-spot or ambush interview will be allowed unless earlier specified in the request that such interviews will be conducted in the course of the shoot.
6. Shoots should be supervised by representatives of either the Office of Student Affairs or the Stratcom, depending on the nature and requirements of the activity.
7. Banners or other promotional materials of events held on campus and which will be used for external promotions should carry the full name "De La Salle University-Manila" and should carry the official signature provided by the Stratcom Communication Office. Logos may only be used if DLSU opts to be a co-presenter.
8. For security purposes, requesting parties will not be allowed to take shots of the campus in motion. Still shot or shots, single or multiple, will be allowed as long as these are specified in the media activity form. (See Appendix E.7)
9. Requesting parties will be asked to pay a minimum fee to be determined by the Office of the AVP-Administrative Services to cover mover and janitorial services, and other logistical necessities.

#### B. LOCATION SHOOT

1. Parties asking for participation of students in entertainment or public affairs shows outside the campus should send a written request to the Director of Stratcom. A media activity form should be accomplished specifying the topic of discussion, show theme, wardrobe requirement, call time, venue, props, or other necessary support, and number of participants.
2. Faculty or students participating in entertainment or public affairs shows shot on location should not be compelled to read spiels or be made to promote causes contrary to what DLSU advocates unless the participant openly admits that the stand is his/her own and does not represent the University's position.
3. DLSU faculty and students will not be allowed to participate in programs the theme of which are heavily slanted towards supporting products such as condoms, cigarettes, alcohol and liquor.
4. Promotion of shows that announce DLSU's participation should always label the University as DLSU.

#### 6.4 OTHER GOVERNING GUIDELINES

- In case the external promotion of the University will be solicited by the University or groups within the university, whether on location or on campus, the general principles shall apply and serve as guide for both soliciting group and supporting media organization.
- In cases of violation by students, sanctions specified in the Student Handbook apply. In cases of violation by faculty, a written reprimand from the immediate superior will be issued. In cases of violation by requesting parties, penalties shall be imposed depending on the gravity of the offense as determined by Stratcom.

#### 6.5 REQUEST FOR FINANCIAL ASSISTANCE FROM PARENTS OF UNIVERSITY STUDENTS' ORGANIZATION (As per Memorandum of PUSO President Alfred Castro, Nov. 18, 2009)

The DLSU PUSO Board of Directors has approved during its' regular BOD meeting last Oct. 24, 2009 at the PUSO Board Room, the approval criteria and process for requests for funding of

projects/activities/initiatives coming from the different Colleges, Student Organizations and Lasallian Community Organizations within DLSU-Manila.

## 1. CRITERIA

The DLSU PUSO would like inform all that its' criteria for approving or disapproving funding requests coming from the different Lasallian Offices, Organizations or Communities within DLSU-Manila is based on the DLSU PUSO's Vision-Mission statement which identifies 3 areas as its' priority namely Parents, Students and Lasallian Community. Then ten criterias were culled out of these 3 priority areas where the project/initiative/activity for funding will be matched against. These criteria are the following:

- a) Supports communication, information dissemination and feedback mechanism between parents, PUSO and the DLSU Academe.
- b) Promotes students' comfort, convenience, security & safety e.g. Facilities, infra & policies
- c) Supports parents representation, involvement & decision-making in a) Faculty/ Academe; b) Faculty Skills Development; and c) Tuition fee increase
- d) Espouses Christian Values that inculcates, or strengthens good morals and family-relationships
- e) Enhances/promotes/develops the students' academic program, special interests, talents and skills
- f) Instill or puts into action moral & social responsibility
- g) Promotes Lasallians to become leaders & achievers
- h) Supports the Lasallian values of faith, service & community
- i) Promotes Lasallian efforts to support the socio-civic initiatives
- j) Timeliness & relevance of the project/activity/ initiative and/or impacts goodwill & relations

## 2. REQUESTING PROCESS AND PROCEDURE

- a) All requesting DLSU Orgs soliciting funding from PUSO shall fill up the Funding request form in Triplicate and forward the same to the Office Director/Unit Head first for initial screening for completeness of documents and if the activity is aligned with the thrust of the Organizations purpose
  - i) A lead time of at least a 4 weeks before the activity should be allotted by the proponent so as to give PUSO time to deliberate the request properly and to give also the organizers time to look for other funding sources in case the request is disapproved
  - ii) Documents to be submitted:
    - (1) Letter request from the School Organization/Unit/Office signed by the school organization/unit/Office president or Unit Head or Office director respectively describing:
      - (a) Rationale of the activity/project
      - (b) Learning and benefits expected from the activity by the participants and organizers and
      - (c) Org. may site past runs of the activity and the results it has given

- (2) Funding Request form filled-up and signed by signed by the school organization/unit/office president with endorsement of academic dean or vice dean or dean of student affairs or Unit Head or Office director respectively.

3. APPROVAL PROCESS AND PROCEDURES

- a) Each DLSU PUSO Board of director will evaluate the request based on the 10 criteria enumerated in item 1 above. The individual evaluation of each DLSU BOD will then be consolidated and will be the basis of the DLSU Board when it deliberates as a body whether the funding for the project is approved or not.
- b) This approval process is being implemented to be able to allocate DLSU PUSO funds systematically or deliberately in accordance to the vision-mission of DLSU PUSO and the intended focus areas of the PUSO for the specific school year.

6.6 ASSISTANCE TO GMG TO MARKET INDIE UN-FILM

For the groups constantly aided by GMG in all their productions, it's but fair to help GMG in marketing this own even to advocate film as an art. It is requested that each group helps by selling at least 10 tickets equivalent to P1,500 to return the favor to GMG for their assistance to the groups for the academic year.

6.7 BRANDING GUIDELINES

The Student Affairs Logo and its Meaning

The logo symbolizes the students moving forward and shining like a star in their respective fields. It interprets the vision and mission of Student Affairs as a learner-centered development resource for the holistic formation of Lasallians towards social transformation. As the logo resembles a deconstructed star, it also represents its aim for excellence in upholding the Lasallian values of faith, zeal for service and communion.

The Logotype of Student Affairs

<p>Garamond Regular 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 1234567890</p>	<p>Frutiger Lt Std 65 Bold 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</p>
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Color Standard



Pantone 349C



C = 100

C = 100  
M = 0  
Y = 91  
K = 42

M = 100  
Y = 100  
K = 100

Halftones and other color combinations are not allowed.  
Include various colors for the SA Offices

#### Logo Variations

In colored applications, the DLSU signature is set in green, while the Student Affairs logo is usually set in black. The logotype colors should never deviate from the identity colors of green, black, white or gray. Gradients, patterns and textures are never used to color the logotype. (Timex Corporate ID Style Guide, 2011)

However, there are alternative color schemes based on these prescribed colors, both for the logos, and for their background. These color schemes are offered in view of the preferences and requirements of the user.

Logos can be set in black, green or a combination of both. Another option is to use these logos in white, using either black or green border. These logos can be set against a background of either white, black or green. If there are any other colors as background in the material, the whole logo block should be shown with the background in any of the accepted colors mentioned. It is also advised that the logotype be positioned over a background that is not busy on the eyes and something that provides strong contrast for optimal readability (Timex Corporate ID Style Guide, 2011).

If the design of the material calls for the usage of a photo or texture that will run behind the logotype, which is acceptable providing the logo is placed over the photo as a whole block for all the elements.

The logos should not be smaller than .75 inch in height in letterheads, and 1.5 inch in posters of any size.

#### Usage of Logo Variations

1. The DLSU and Student Affairs logo is used for publicity or posters for activities that involve internal and external publics inside and outside DLSU that are particularly headed by the SA office. Below are the logo variations:

Using White/ Light Background, DLSU and Student Affairs logo in black



Using White/ Light Background, DLSU and Student Affairs logo in green



Using White/Light Background, DLSU logo in black and Student Affairs logo in white with black border



Using White/Light Background, DLSU logo in green and Student Affairs logo in white with green border



Using White/Light Background, DLSU logo in green and Student Affairs logo in black and green



Using Black/ Dark Background, DLSU and Student Affairs logo in white



Using Black/ Dark Background, DLSU and Student Affairs logo in green and white



Using Green Background, DLSU and Student Affairs logo in white



- The DLSU and Student Affairs logo with the office name is used for publicity or posters for activities that involve external publics inside and outside DLSU that are headed by any SA office. Below are the logo variations:

Using White/Light Background, Office Logo Application with DLSU logo and Student Affairs logo in black



Using Black/ Dark Background, Office Logo Application with DLSU logo and Student Affairs logo in white



Using Green Background, Office Logo Application with DLSU logo and Student Affairs logo in white












If readability and layout is compromised, specifically if another logo of a student organization will be added to the line-up. The DLSU and the Student Affairs logo should be placed at the leftmost and uppermost part of the material. The Office name and the student organization logo should be placed at the rightmost and uppermost part of the material. However, the office name should be as big as the DLSU and Student Affairs logo. The student organization logo should be half of the office name.

- The DLSU logo with written Student Affairs and office names. These are used as official letterheads for any communication addressed to recipients outside DLSU.



Using Various Background Colors, DLSU Logo with written office identities



Misuse of Logo Applications

	<p>Do not use the elements of the logo individually.</p>
	<p>Do not change the color of the elements.</p>
	<p>Do not change the typography of the elements.</p>
	<p>Do not change the placements of the elements.</p>
	<p>Do not modify the proportions of the logo.</p>
	<p>Avoid distorting the logo.</p>
	<p>Avoid putting effects such as bevels, emboss, dropshadows or glows on the individual elements of the logo. Effects may be placed in the whole logo block.</p>
	<p>Avoid rotating the logo in any angle or doing a three-dimensional rendering of such.</p>
	<p>Do not use the logo as a background of any text or photograph.</p>



	<p>Do not convert the logo into an outline.</p>
	<p>Avoid putting the logo over a background that obstructs its readability.</p>