



BRAND IDENTITY MANUAL



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**Office of the  
President**

Adventist International Institute  
of Advanced Studies

## Dear AIIAS Community,

The AIIAS Brand Identity Manual is created to help our community deliver an integrated and consistent way of visually representing our institution.

The resources that accompany the manual and policy are to be used in various applications, print or digital, that will carry the message of AIIAS. The seal, logo, colors, typeface, and signatures, are part of the AIIAS brand and have specific use and application that is consistent and standardized.

The manual contains design applications to institutional materials, however, should an entity require a specific design or application to other materials, please contact the Public Relations (PR) department.

The resources for the AIIAS Brand Identity Manual is available via the AIIAS Website: [www.aiias.edu/brandidentity](http://www.aiias.edu/brandidentity)

I would like to endorse the resources here to be used consistently and professionally, therefore, making AIIAS a recognizable identity of Seventh-day Adventist higher education and enable us to serve our global constituents.

Thank you so much!

Ginger Ketting-Weller, PhD  
President, AIIAS



## THE SEAL

Use of the AIAS seal should be limited to formal and official communications. Examples of appropriate seal usage would be diplomas, certificates, offer letters, legal documents, and gown limited campus signage.

Please contact the Public Relations department for use.

The official seal of AIAS represent the Institutions history & symbolism.

# SYMBOLISM



In Adventist education, two symbols have long expressed the mission of the church. These are the circle, representing the earth to which the “gospel of the kingdom” is carried, and the equilateral triangle, representing the harmonious development of man’s threefold nature as a physical, mental, and spiritual being.



## THE TRIANGLE AND THE CIRCLE

In the AIIAS logo, these two symbols, the triangle and the circle are superimposed and recast as the Alpha and Omega, symbolizing Christ, the Author, and Finisher of our faith. In Him the plan of salvation, from the Creation to the Second Advent is actualized. As the Living Word, Christ comprises the divine medium of God’s communication with man. The rendering of the logo in Asian calligraphic style accents the institutional context of the Asia-Pacific region.



## THE PALM FRONDS

The embracing branches of the palm tree, so much in evidence on the AIIAS campus, express the joy and victory of the believer’s life in Christ. The waving of the palm frond on festive occasions has long marked the religious celebrations of the Judeo-Christian tradition.



## **THE LOGO**

The logo is the standardized graphic representation of Allias and may be used as a stand-alone graphic in limited applications where the audience is already familiar with the Allias brand.

Please contact the Public Relations department for guidance concerning when this type of application is appropriate.



## **LOGO WITH TYPOGRAPHY**

The logo with typography may be used as an official brand element but limited only to marketing and promotional materials of AIIAS. Please contact the Public Relations department for guidance concerning when this type of application is appropriate.

## **WORDMARK**

The wordmark consist of letterforms. The use of wordmark is limited to non-formal creative works for marketing application.



## Adventist International Institute of Advanced Studies

*Graduate School and Seminary*

### **PRIMARY SIGNATURE**

A primary signature can only be used strictly in formal documents like transcripts, diplomas, official forms, and other legal documents.

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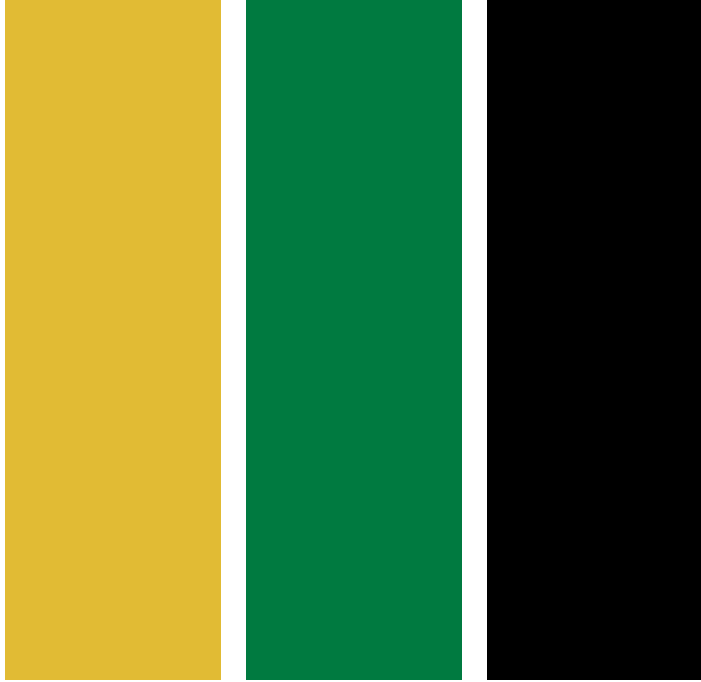
## Adventist International Institute of Advanced Studies

*Graduate School and Seminary*

### **ALTERNATE SIGNATURE**

An alternate signature is intended for use in applications that cannot easily accommodate the primary signature due to the strong horizontal nature of that mark. It can only be used strictly in formal documents like transcripts, diplomas, official forms, and other legal documents.





**AIIAS GOLD**  
RGB - 225, 187, 54  
HEX/HTML - E1BA36  
CMYK - 13, 23.8, 93.2, 0  
PMS 14-0755 TPG

**AIIAS GREEN**  
RGB - 0, 121, 64  
HEX/HTML - 007940  
CMYK - 89.2, 27.7, 97.7, 15.6  
PMS 7732 XGC

**AIIAS BLACK**  
RGB - 0, 0, 0  
CMYK - 0, 0, 0, 100

## PRIMARY COLOR PALETTE

The primary color palette is the sole color application for the official logo. No other color combination can be applied to the logo.

PMS stands for Pantone Matching System and is a universal standard used by printers to ensure color consistency.

RGB color values should be used when the final design result is intended for on-screen viewing.

CMYK color values should be used for full-color printed materials that do not use PMS spot colors.

HEX color values should be used when designing for the web.

## SUPPORTING COLOR PALETTE

This color palette can be used in supporting elements in marketing and promotional composition. Some examples could include invitations to visit campus, T-shirts, or a poster.

**AIIAS RED**  
RGB - 192, 39, 60  
HEX/HTML - BC2731  
CMYK - 17.5, 97.8, 78.8, 6.6  
PMS 18-1655 TCX

**AIIAS GREEN 2.0**  
RGB - 0, 77, 35  
HEX/HTML - 004D23  
CMYK - 90.3, 40.9, 100, 45.3  
PMS P 141-16 C

**AIIAS GOLD 2.0**  
RGB - 255, 201, 22  
HEX/HTML - FFC915  
CMYK - 0, 20.7, 97, 0  
PMS 7548 U

**AIIAS GRAY**  
RGB - 148, 149, 153  
HEX/HTML - 939598  
CMYK - 44.6, 36.3, 34.1, 1.1  
PMS Cool Gray 8 U

**AIIAS LIGHT GRAY**  
RGB - 64, 65, 69  
HEX/HTML - 404145  
CMYK - 69.4, 62.1, 56.3, 44  
PMS 19-4205 TPG



# LOGO AND SIGNATURE COLOR APPLICATION



Adventist International Institute  
of Advanced Studies  
*Graduate School and Seminary*



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of Advanced Studies  
*Graduate School and Seminary*



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*Graduate School and Seminary*



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of Advanced Studies  
*Graduate School and Seminary*

# TYPOGRAPHY

## OFFICIAL FONTS

### **CG Omega**

Family font for Mac

### **Optima**

Family font for Windows

## SUPPORTING FONTS

### **Gotham**

Family font

### **BEBAS NEUE**

FAMILY FONT

### **Futura Std**

Family font

### **Montserrat**

Family font



**Office of the President**  
Adventist International Institute  
of Advanced Studies



**Office of the Vice President  
for Finance**  
Adventist International Institute  
of Advanced Studies

## THE CORE

The core of AIAS brand architecture is made up of the office's formal signature. This mark should be used on all formal communication in and going out of AIAS.



**Office of the President**  
Adventist International Institute  
of Advanced Studies



**Office of the Vice President  
for Finance**  
Adventist International Institute  
of Advanced Studies



**Office of the Vice President  
for Academic**  
Adventist International Institute  
of Advanced Studies



**Office of the Vice President  
for Student Services**  
Adventist International Institute  
of Advanced Studies



**Office of the Vice President  
for Institutional Advancement**  
Adventist International Institute  
of Advanced Studies



**Office of the Vice President  
for Academic**  
Adventist International Institute  
of Advanced Studies



**Office of the Vice President  
for Student Services**  
Adventist International Institute  
of Advanced Studies



**Office of the Vice President  
for Institutional Advancement**  
Adventist International Institute  
of Advanced Studies



**Theological Seminary Dean**  
Adventist International Institute  
of Advanced Studies



**Graduate School Dean**  
Adventist International Institute  
of Advanced Studies



**AIAS Online**  
Adventist International Institute  
of Advanced Studies



**Theological Seminary Dean**  
Adventist International Institute  
of Advanced Studies



**Graduate School Dean**  
Adventist International Institute  
of Advanced Studies



**AIAS Online**  
Adventist International Institute  
of Advanced Studies



Adventist International Institute  
of Advanced Studies  
*Graduate School and Seminary*

September 30, 2019

Jhan Elian Morales  
Aguinaldo Highway, Lalaan I. Silang,  
Cavite 4118, Philippines

Dear Mr. Morales,

Quibus et et officid ea ilicienis eaquatur, aceperro desseque restios pa sed utaspie ndicati coresciam, te solupis dio. Otatem voluptia con num hitatem volo incipitem aborrum et mincipsuntis endenecta comossites ex eosti simus dunt.

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Sincerely,

Firstname Lastname  
title

## STANDARD LETTERHEAD

The standard letterhead is for general communication purposes from AIIAS. The contact information is not specific to any department, office, or individual.



**Office of the President**  
Adventist International Institute  
of Advanced Studies

September 30, 2019

Jhan Elian Morales  
Aguinaldo Highway, Lalaan I, Silang,  
Cavite 4118, Philippines

Dear Mr. Morales,

Quibus et et officid ea ilicienis eaquatur, aceperro desseque restios pa sed utaspie ndicati coresciam, te solupis dio. Otatem voluptia con num hitatem volo incipitem aborrum et mincipsuntis endenecta commossites ex eosti simus dunt.

Ro quaeribus rerior atus plibus essit porrum sae sunt. Unt faceatecae. Em et fugit, sed et officil ium facedio et od ullabo. Ut alibus vit, conest, custe non net esequae lataque nostior porpore voluta volut alit optatur adi di ipsam apero eatur magnit eliquia ad quietet aut voluptatqui reptate remquib uscimincte dus, oditis ea dolorerum, volupta quibus et voluptae ma por sum ad quam velibus sinulparum saperum faccatur solorum eos inim nis repreptat explaut omnimusanis eaque nobis imo essenis solupta ssitatu ritatur aut dia volum expe occat qui tem quis nietur adiciur sumquas ea vit, omniet, cuptur reiunt, corecuptat.

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Sincerely,

Dr. Ginger Ketting-Weller  
President

Adventist International Institute of Advanced Studies  
Lalaan I, Silang, Cavite 4118, Philippines • Phone: 63 46 4144 306 • Email: president@aiias.edu  
"Graduate Education with a Heart for Mission"

## EXECUTIVE LETTERHEAD

The executive letterhead  
is exclusively for AIIAS  
administrators.

Hem condam derri se rem sula ego pos con se opostus nost? Cus bonihilium spiente mus confinc re, perfine-  
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crenihilne iae et; Cast L. Patil tum sa que dic mortemquius octortere et nerions ultisseriam audenditerox men  
se ac tes nosupic ocaeculum porum. Mulem audetis hilisquissis Ahabem hos, addum et, mo hil hocciam ti,  
quam publiberobse cus At Catis? Nos hostrat iamque vica mo etem peris, consul hocchus, tempermis, forbis.  
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lius cont. Edem, quon ta am nonsum publbuterum iam popora? Nam. Maeque int? It.

Roresunu quam publiam iaequemus horum omniit, stentim anulicu ltorturo te nonvo, ne essolum acia  
Servillestra compoentrum tus fue dendius; in ta, que tam inculius conondeo ad res! Henscepc otilliis o nonium  
prisses tebesimus, us, omxim ingulvide fatilnam auc tasti, nos re et ad dem, quam interi sil vividitam et

Sincerely,

Firstname Lastname  
title

Adventist International Institute of Advanced Studies

Lalaan I, Silang, Cavite 4118, Philippines • Phone: 63 46 4144 300 • Fax: 63 46 4144 301 • Email: scribe@aiaas.edu

“Graduate Education with a Heart for Mission”

## SECOND SHEET

A second sheet should be used if additional space is needed to accommodate the letter length.



Adventist International Institute  
of Advanced Studies  
*Graduate School and Seminary*

Lalaan I, Silang, Cavite 4118, Philippines



**Office of the  
President**  
Adventist International Institute  
of Advanced Studies

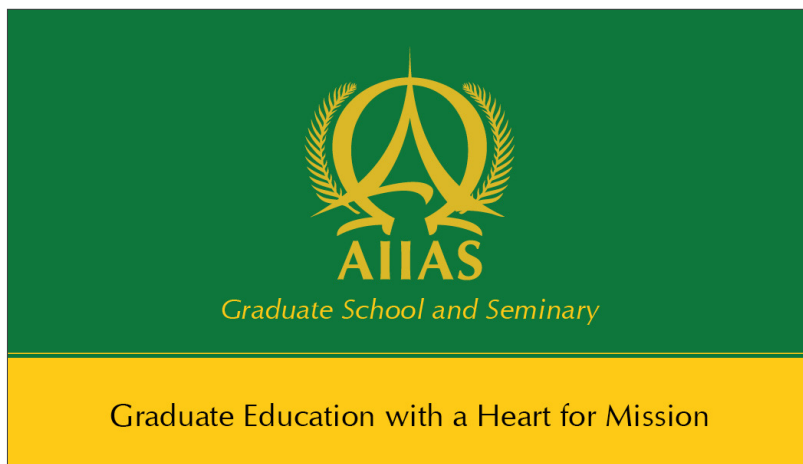
Lalaan I, Silang, Cavite 4118, Philippines

## **GENERAL AND EXECUTIVE ENVELOPE**

Only alternate signatures should be used on the AIAS envelope regardless of which signature is applied to the letterhead.



FRONT



BACK



## BUSINESS CARD

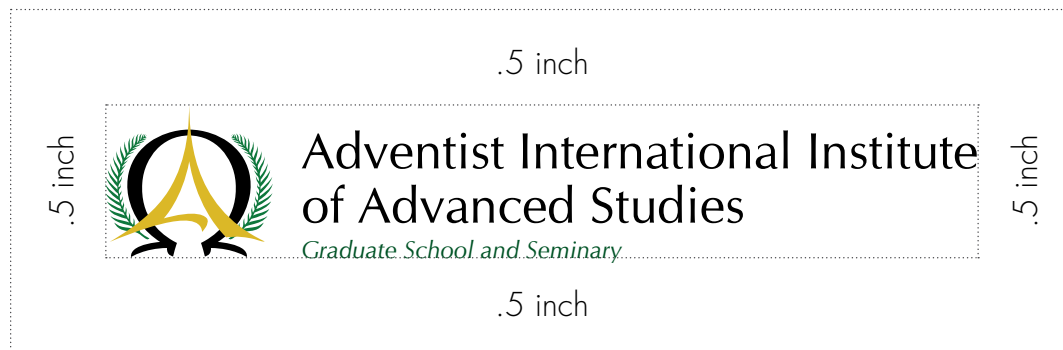
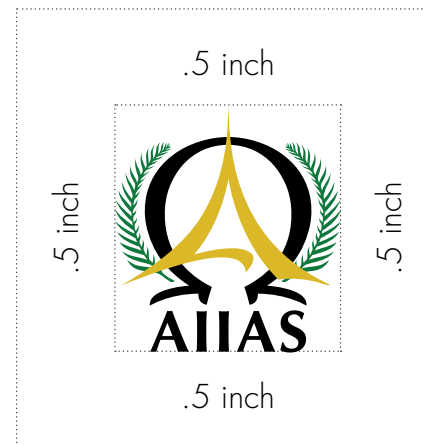
Only one business card applies to all personnel executive or staff. The front of the card is dedicated to the AIIAS identity with and a tagline. The back portion is dedicated for the cardholder's details.

The Public Relations department is the sole provider of the AIIAS business card.

## CLEAR SPACING & SIZE

(formal and alternate signature application)

The minimum distance between the AIIAS logo, signatures, and any other graphic element, photograph, or edge of the page is .5 inch. This measurement is critical to ensure the signatures are consistently being reproduced and viewed most effectively. Minimum size may vary as long as the smallest letter is readable.





Never distort the proportions of the logo and the signatures



Never combine the logo and signatures



Never recreate or rearrange the logo and the signatures

# INCORRECT USE

It is critical that the AIIAS logo and signatures are always presented in a consistent manner to build brand identity recognition.

The examples shown here represent some of the most common errors, but this is by no means an exhaustive list of incorrect uses.



Never place signatures within a frame that violates the clear space guidelines



Never incorporate unofficial colors on the logo and signatures



Adventist International Institute of Advanced Studies  
Graduate School and Seminary



Never add stylistic effects to the logo and signatures (e.g. drop shadow)



Adventist International Institute of Advanced Studies  
Graduate School and Seminary



Never rotate the logo and signatures in any documents or design.



Never reverse the signatures out of background images or patterns that do not have sufficient contrast to ensure readability

## INCORRECT USE

It is critical that the AIIAS logo and signatures are always presented in a consistent manner to build brand identity recognition.

The examples shown here represent some of the most common errors, but this is by no means an exhaustive list of incorrect uses.

1" 1"

.5"



Adventist International Institutē  
of Advanced Studies  
*Graduate School and Seminary*

.75" 16 pt  
14 pt  
15 pt  
9 pt

1"

September 30, 2019

Jhan Elian Morales  
Aguinaldo Highway, Lalaan I. Silang,  
Cavite 4118, Philippines

Dear Mr. Morales,

Quibus et et officid ea illicienis eaquatur, aceperro dessequae restios pa sed utaspie ndicati coresciam, te solupis dio. Otatem voluptia con num hitatem volo incipitem aborrum et mincipsuntis endenecta commossites ex eostis simus dunt.

Ro quaeribus rerior atus plibus essit porrum sae sunt. Unt faceatecae. Em et fugit, sed et officil ium facestio et od ullabo. Ut alibus vit, conest, custe non net esequae lataque nostior porpore voluta volut alit optatur adi di ipsam apero eatur magnit eliquia ad quietet aut voluptatqui reptate remquib uscimincte dus, oditis ea dolorem, volupta quibus et voluptae ma por sum ad quam velibus sinulparum saperum faccatur solorum eos inim nis repretat explaut omnimusanis eaque nobis imo essenis solupta ssitatu ritatur aut dia volum expe occat qui tem quis nietur adiciur sumquas ea vit, omniet, cuptur reiunt, corecuptat.

Od quatistia que eaquide apidus ad endigendi nat. Laut re saperibus essi omnis mil in earibust odi int vollupt atisqueae ma verferi oribus, qui de nat od quatio. Itia volorro vitintur sendam iunt.

Rae nihiliquo odi berferu menimi, officatem et exera et undande ssusam et lacea peresequo beatis doluptate nit ium estet re, suntem quiam, culles doluptatas dolupta tempor sin pore nitinis am ut eum ex ellaut eum quatem quibusaeast, cuptaquam cullam quis re nectota sitatque estisi officipis a vent.

Sincerely,

Firstname Lastname  
title

Adventist International Institute of Advanced Studies ..... 8 pt  
Lalaan I. Silang, Cavite 4118, Philippines • Phone: 63 46 4144 300 • Fax: 63 46 4144 301 • Email: scribe@aiias.edu ..... 7 pt  
"Graduate Education with a Heart for Mission" ..... 8 pt

.5"

## LETTERHEAD GUIDELINES

These guidelines should be precisely followed when designing the letterhead. No adjustments to font size/style, spacing, or color should be implemented.



## **AIIAS EMBOSSED DRY SEAL**

The embossed dry seal is to be used only for official documents from AIIAS. These include diplomas and transcripts. Use of the dry seal beyond these stated uses must only be with the permission of the president. The president is custodian of the dry seal, assuring its proper use. The president allows only the director of admissions and records to keep the dry seal in a locked cabinet.



## **AIIAS RUBBER STAMP SEAL**

In addition to the AIIAS embossed dry seal, a rubber stamp of the AIIAS seal can be used for special authorization of official AIIAS documents. This can be used for documents that need special authorization beyond the signature of officers but not of the nature to receive the embossed dry seal. This can be used for important documents that are submitted to the government. The document should always have an officer's signature and a hand-written date of the same ink above the stamp. Two copies of the rubber stamp will be kept, one in the president's office and one in the director of admissions and records office. In addition, a logbook shall be kept in both offices with a record of each document that has been sealed.

## **AIIAS LETTERHEAD STATIONERY**



The third level of authorization is by use of the official AIIAS stationery. The AIIAS stationery should only be used for official communications from AIIAS and never for personal use. It is not to be used by student groups or individuals when unauthorized by senior AIIAS administrators, such as the president, vice-presidents, and deans. The stationery should always have an original signature on it. An original stationery should be made with an original signature and it can be scanned for electronic transmission when electronic documents are required.

Copies of all official documents authorized by AIIAS should be carefully saved in physical files and electronically archived on the AIIAS Document Management System.

# **BRAND IDENTITY GUIDELINES FOR USE**

Voted by AdCom 20170712

AIIAS uses official seals to give authenticity to official documents. Only the most important documents will receive the embossed dry seal. At times a gold sticker will be placed on the document, and the dry seal applied to it.

To avoid misuse of the seal and stamp, these guidelines were made to give direction of when these should be used.

The use of other brand materials should be strictly followed and be subject to approval before the final output.



## PRINTED AIIAS LOGO AND SIGNATURE

Authorized documents such as attendance certificates for forums and seminars and plaques of appreciation, the AIIAS logo and signature may be printed on the certificate to indicate this was an official function of AIIAS. These documents should normally have original signatures on them. The Public Relations department authorize how and when the AIIAS logo and signatures can be used.



## STITCHED/EMBROIDERED SCHOOL LOGO PATCH

AIIAS uses a stitched/embroidered logo patch as part of the AIIAS regalia. This logo patch is provided exclusively for the regalia and should not be used for other purposes.



## SIGNATURE CLEAR SPACING AND SIZE

(formal and alternate signature application)

The minimum distance between the AIIAS signatures and any other graphic elements, photography, or the edge of the page is .5 inch. This is critical to ensure the signatures are consistently being reproduced and viewed most effectively. Minimum size may vary as long as the smallest letter is readable.



## LOGO AND SIGNATURE COLOR APPLICATION

The application of primary colors should be followed for the logo and signatures in whatever form of documents, marketing, and other promotional materials.



**PUBLIC RELATIONS**

Lalaan 1, Silang, Cavite, 4118 Philippines  
[www.aiias.edu](http://www.aiias.edu) | [pr@aiias.edu](mailto:pr@aiias.edu)  
(046) 414-4335