

# MARAYAG

*Mindanao State University-General Santos  
Visual Brand Guide*



# FOREWORD

It is truly exciting to share with you **Marayag**, the official Visual Brand Guide for Mindanao State University-General Santos. Think of this not just as a rulebook for design, but as the visual heart and soul of our university. This serves as our commitment to showing the world exactly who we are and the standards we live by.

We chose the name "Marayag" because it is a powerful term. In the Meranaw language, "Marayag" means "clear" or "vibrant". This name captures the vision we have for the future of our students and our region, and the radiant and multifaceted impact we hope to have on the community. "Marayag" reminds us of the light that education brings. It brightens minds, opens doors, and reflects the true brilliance of academic success and community service. It's our way of saying that our visual presence should be as clear and impactful as the education we provide.

At its core, MSU General Santos exists to fulfill a critical mission: to be a premier educational institution that provides quality instruction, research, and extension, specifically for the diverse people of Mindanao and the nation at large. It is an impetus for our visual brand to reflect the weight and dignity of the mandates we live true. Every element in this guide, down to the exact shade of our colors, is chosen to support this profound commitment to nation-building and academic excellence visually.

In today's fast-paced world, being instantly recognizable and trustworthy is everything. This visual brand guide ensures that every single piece of communication that comes from the University is unmistakably ours. This visual harmony builds trust and professionalism, one that we aim to embody as an institution committed to excellence. Marayag provides the common language—the right symbols, colors, fonts—so that all our academic and support units are speaking with one unified visual voice. This isn't about limiting creativity; it's about providing a shared image for all our amazing stories and achievements that the world must see.

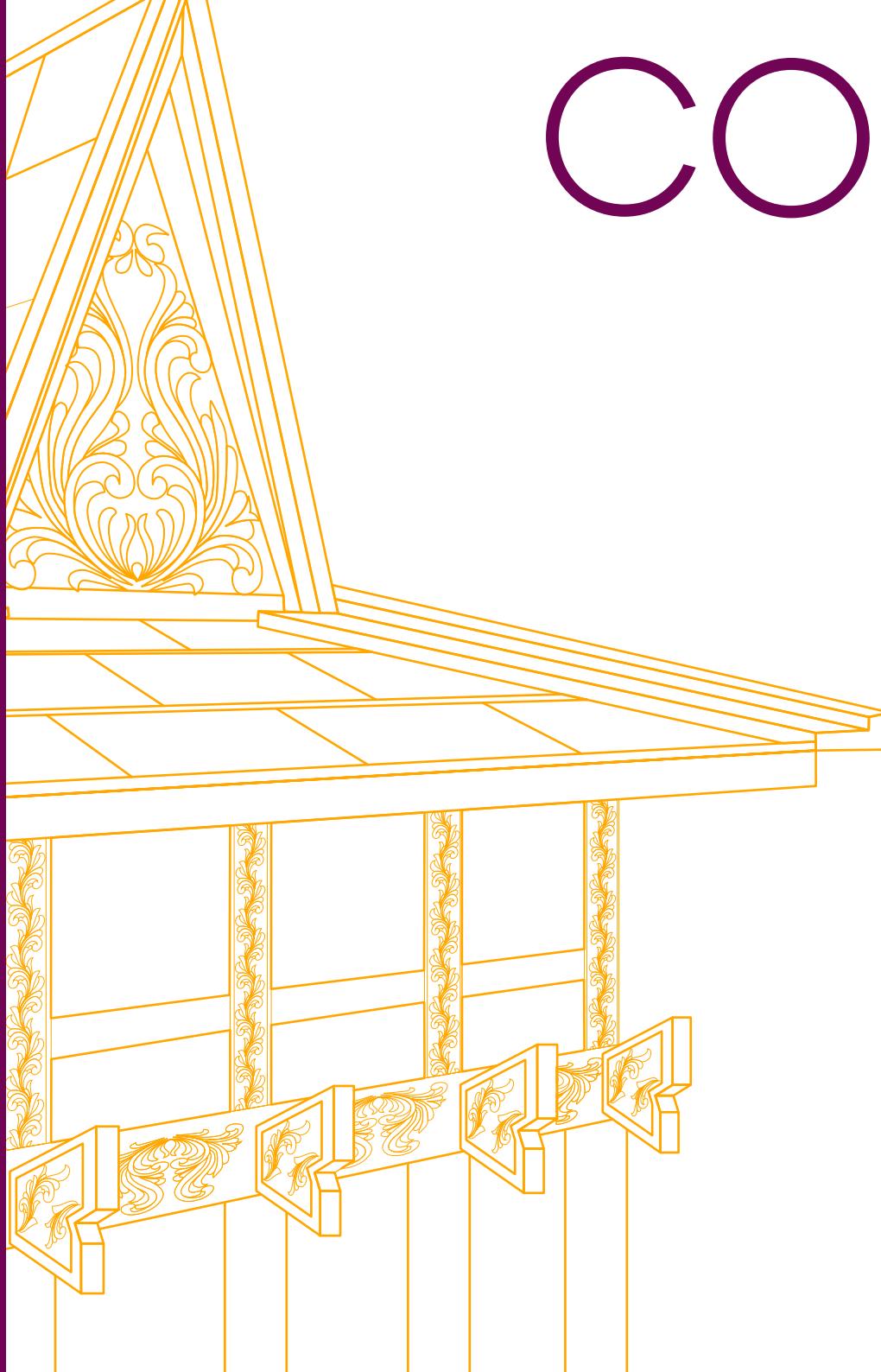
Marayag empowers every one of us to be an ambassador for our brand. I urge you to look through this guide and use it consistently. By doing so, we ensure that the visual presence of MSU General Santos shines as clearly and brightly as our mission demands.

In **fostering excellence**, we remain.

ATTY. SHIDIK T. ABANTAS, MDM, LLM  
Chancellor, MSU General Santos  
Lead Proponent, Marayag: MSU General Santos' Visual Brand Guide

# CONTENT

01	FOREWORD
02	CONTENT
03	THE UNIVERSITY BRAND
04	UNIVERSITY TAGLINE
06	UNIVERSITY NAME & WORDMARK
07	VISION, MISSION, & CORE VALUES
08	UNIVERSITY SEAL
15	ICON MARK
19	UNIVERSITY COLORS
21	TYPEFACES
22	APPLICATIONS



## THE MINDANAO STATE UNIVERSITY

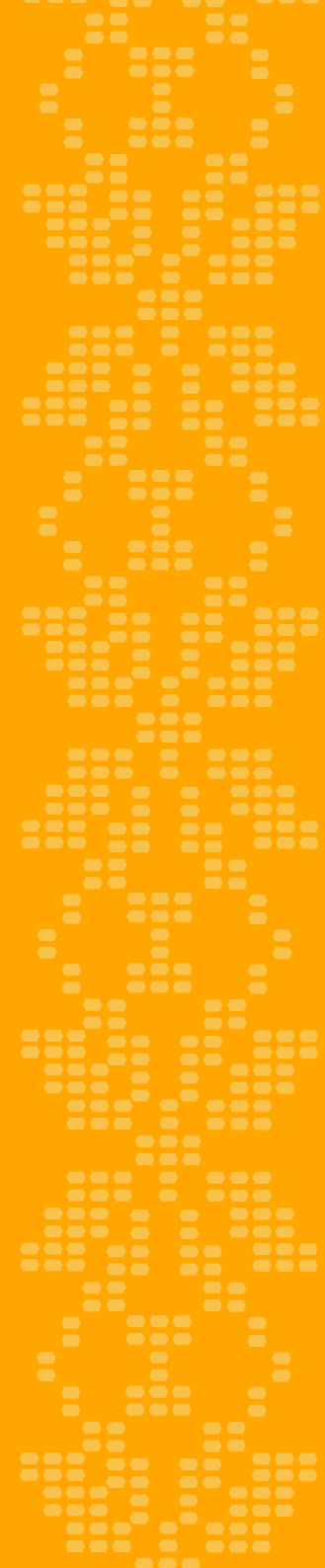
Mindanao State University-General Santos traces its origins to a humble yet impactful beginning in 1967 with a bold vision to provide accessible and high-quality education in Southern Mindanao. With support from the local government and the MSU System, it evolved into a collegiate campus by 1973 and gained full autonomy in 1981, setting the stage for its growth into a premier academic institution.

From these transformative years, MSU-General Santos continues to raise its banner as a stronghold of knowledge, innovation, and development. Today, it is widely acknowledged for its flagship programs in engineering, agriculture, and teacher education. It has produced board topnotchers, community game-changers and leaders who have greatly contributed to their respective fields. This truly demonstrates MSU-GenSan's enduring impact and its unwavering commitment to the development of its students and the wider society it serves.

Beyond quality instruction as one of its pillars, it has also become a driving force for inclusive education, peacebuilding, and community transformation in the Southern Philippines. The university reflects the diversity, strength, and aspirations of Mindanao's people, serving as both an educational center and a force for social progress.

With colleges across multiple disciplines and a growing global reputation, MSU-General Santos aims to enrich academic experiences, broaden perspectives, and position itself as a proactive contributor to global education and development, continuing its mandate to serve the educational pursuits of Southern Mindanao and the Filipino nation.

At MSU-General Santos, we foster excellence.



*fostering excellence* 



Scan QR Code to  
access the lockup file.

# UNIVERSITY TAGLINE

At Mindanao State University - General Santos, #FosteringExcellence signifies the commitment to uphold integrity, innovation, and inclusive progress in all academic and institutional endeavors. It reflects the university's drive for the highest standards in instruction, research, and extension. Rooted in its mission, the tagline strengthens MSU-GenSan's role in producing competent professionals, empowering communities, and advancing socio-economic growth in the Southern Philippines.

## LOCKUP VARIATIONS

*fostering excellence* 

Horizontal

  
*fostering*  
**excellence**

Vertical

## GENERAL PROVISIONS

The University Wordmark and Tagline must always appear together in all publication materials, including printed and digital forms, to ensure consistent brand representation. The Wordmark shall always be placed in the upper area as the primary visual identifier, while the Tagline shall be placed in the lower area to maintain visual hierarchy and balance. Under no circumstance should the Tagline appear above the Wordmark.

The width of the lockup dimension for the University Wordmark and Tagline should not be smaller than 1 inch and shall be scaled uniformly as a single unit to maintain visual balance and proportion.

# UNIVERSITY NAME & WORDMARK

## UNIVERSITY NAME

FULL NAME (One Line) **Mindanao State University–General Santos**

The one-line format “Mindanao State University–General Santos” shall be used exclusively for single-line applications. The en dash (–) between the University name and “General Santos” is required for clarity and must not be replaced with any other symbol. The term “General Santos” shall follow this exact format, with no addition of the word “City.”

FULL NAME (Two Lines) **Mindanao State University  
General Santos**

This stacked format is used for layouts requiring two lines or when vertical space is preferred. The en dash (–) is omitted in this version for visual clarity and consistency.

INITIALS **MSU-GenSan**

“MSU” must always be written in full uppercase, “GenSan” must always use a capital G and S with the remaining letters in lowercase, and the en dash (–) between MSU and GenSan is required and must not be altered, removed, or replaced with any other symbol.

## UNIVERSITY WORDMARK

### INITIALS LOCKUP

**MSU**  
GENERAL SANTOS

### FULL NAME LOCKUP

**MINDANAO STATE UNIVERSITY**  
GENERAL SANTOS

#### STACKED



#### HORIZONTAL



#### LEFT ALIGN



#### CENTER ALIGN



## COLOR VARIATIONS

#ffab00  
CMYK 0,41,100,0  
RGB 255,171,0



#ffffff  
CMYK 0,0,0,0  
RGB 255,255,255

#720455  
CMYK 48,100,34,23  
RGB 114,4,85



#1c1c1c  
CMYK 72,66,65,77  
RGB 28,28,28



Scan QR Code to  
access the lockup file.



## VISION

A leading transformative University driving excellence, research, innovation, and sustainable peace and development

## MISSION

To produce competent human resources committed to the development of the Philippines and to help uplift the living conditions of Muslims, Indigenous Peoples, and other underserved communities

## CORE VALUES

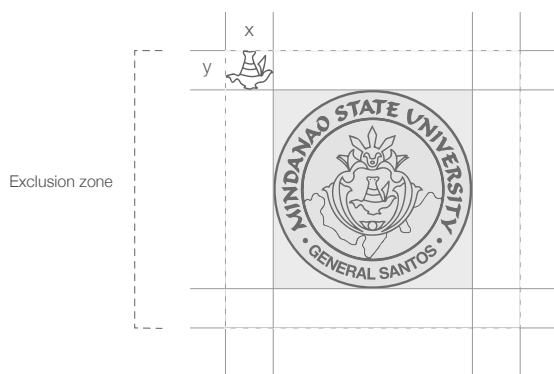
(I-RISE)

- Integrity
- Respect
- Inclusivity
- Service
- Excellence



## UNIVERSITY SEAL

The seal is the official visual symbol of MSU-GenSan, encapsulating the university's identity and legacy. At its center is the lamp of knowledge, symbolizing guidance and enlightenment. Surrounding it are Okir motifs, honoring Maranao cultural artistry, plus three radiant rays that represent the key regions of Mindanao, Sulu, and Palawan (MINSUPALA) — underscoring the university's founding mandate to serve these areas. The background features the SOCCSKSARGEN Map, marking the university's regional location.



Nothing else should come closer to the set distance of the exclusion zone.  
The dimension of the University Seal should not be smaller than 1 inch.

### SCOPE OF SEAL USAGE

The University Seal is a registered mark of Mindanao State University–General Santos and is reserved exclusively for official use. It may appear only on approved signage, formal University documents, diplomas, transcripts, legal and academic records, programs for ceremonial events, and other materials that bear institutional authority. The seal must not be used for unauthorized commercial, promotional, or advertising purposes.



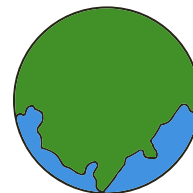
Scan QR Code to  
access the University Seal.

# THE UNIVERSITY SEAL

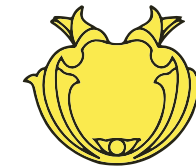
## HISTORY AND ANATOMY



**THE NAME**  
The University's name envelopes the whole centerpiece of the logo



**MAP OF SOCCSKSARGEN**  
Denotes campus location and regional identity.



**OKIR FRAME**  
Decorative Maranao motif honoring local culture.



**THREE RADIANT RAYS**  
Symbolizing the MINSUPALA regions.



**LAMP OF KNOWLEDGE**  
Central symbol representing academic enlightenment.

## PRESCRIBED COLORS



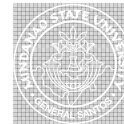
	#faea4e	CMYK 3,2,99,0	RGB 250,234,78
	#4192e0	CMYK 74,32,0,0	RGB 65,146,224
	#419128	CMYK 85,16,100,4	RGB 65,145,40
	#b92627	CMYK 14,100,100,5	RGB 185,38,39
	#252416	CMYK 66,61,79,74	RGB 37,36,22

#720455  
CMYK 48,100,34,23  
RGB 114,4,85



#1c1c1c  
CMYK 72,66,65,77  
RGB 28,28,28

#ffab00  
CMYK 0,41,100,0  
RGB 255,171,0



#ffffff  
CMYK 0,0,0,0  
RGB 255,255,255

## GENERAL PROVISIONS

### DO's

- Use only the approved monochrome versions
- When paired by the University's name, always use the prescribed lockup.
- Preserve clear space around the seal, avoid visual clutter.

### DON'Ts

- Stretch, skew, or distort the seal in any way.
- Add effects such as drop shadows, opacity changes, or filters.
- Use it as a watermark or background element.
- Layer text or graphics over the seal.



Scan QR Code to access the file.

# SEAL AND WORDMARK

## FULL UNIVERSITY NAME LOCKUP

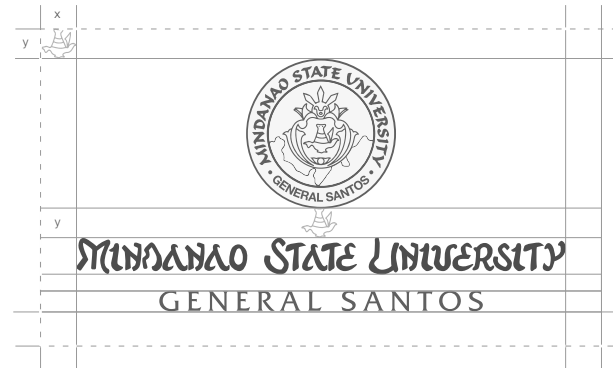
### HORIZONTAL



### STACKED



**MINDANAO STATE UNIVERSITY**  
GENERAL SANTOS



## GENERAL PROVISIONS

Nothing else should come closer than that set distance of the exclusion zone

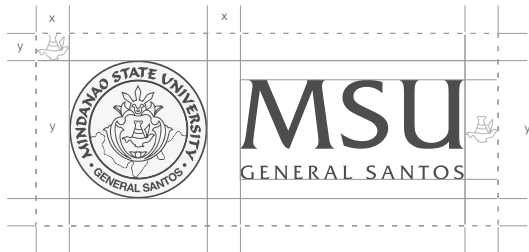
The dimension of the Full University Name Lockup should not be smaller than 2 inches.

For applications requiring size adjustments, the Seal shall be scaled uniformly as a single unit to maintain visual balance and proportion.

The Seal shall not be re-drawn or re-created. An official digital version of the Seal may be accessed by scanning the provided QR code.

# UNIVERSITY INITIALS LOCKUP

## HORIZONTAL



## STACKED



## COLOR VARIATIONS

#ffab00  
CMYK 0,41,100,0  
RGB 255,171,0



#ffffff  
CMYK 0,0,0,0  
RGB 255,255,255

#720455  
CMYK 48,100,34,23  
RGB 114,4,85



#1c1c1c  
CMYK 72,66,65,77  
RGB 28,28,28



Scan QR Code to  
access the lockup file.

# SEAL USE RESTRICTIONS

In line with heraldic respect and MSU's brand integrity, the following restrictions apply:



No Alteration – Do not edit, redraw, or remove any element of the seal.



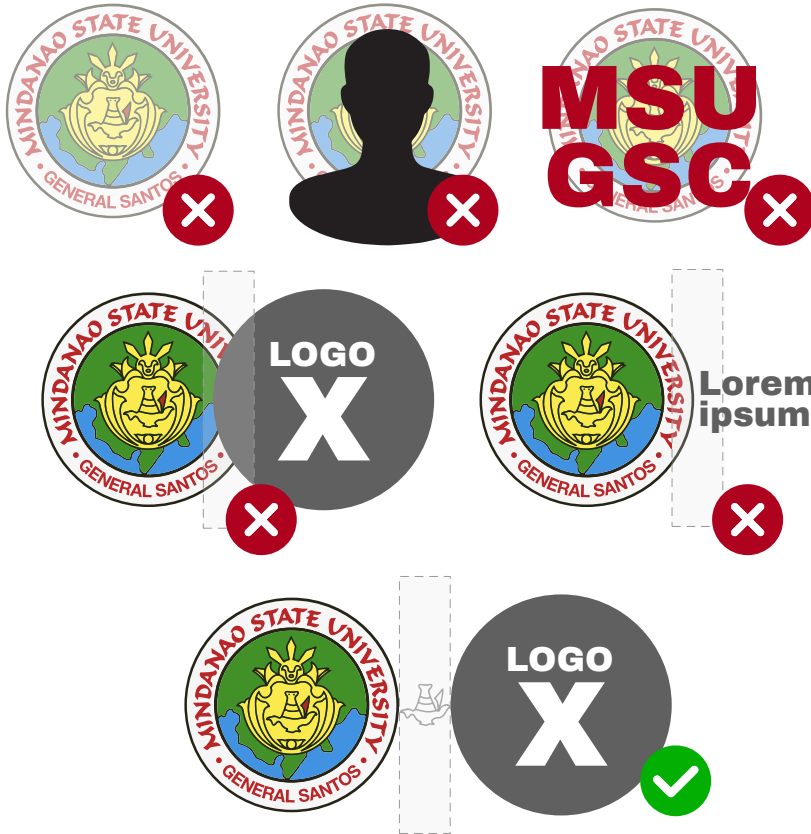
No Color Changes – Use only the approved color variations. Do not apply gradients, patterns, or unapproved hues.



No Effects – Avoid shadows, glows, bevels, or any 3D effects.



No Cropping – The seal must always appear in full; partial use is prohibited.



No Opacity Changes – Do not use the seal as a watermark or semi-transparent background.

No Overlay – Text, images, or graphics must not touch or overlap the seal.

Clear Space Rule – Maintain a margin equal to the dimension of the lamp

## GENERAL PROVISIONS

These provisions apply when the University Seal is placed on any material, publication, or medium that represents the University or bears its official identity.



## ICON MARK

A symbol of enlightenment and service, reminding the University community to be a beacon of hope and serve the nation with wisdom and compassion.



Scan QR Code to  
access the files.



## THE MAGUINDANAON LAMP

The lamp is enclosed within a square as a nod to the symbols of the Sustainable Development Goals (SDGs), reflecting the University's commitment to align its service and initiatives with these global principles of sustainability and community development.

---

## COLOR VARIATION



#ffab00  
CMYK 0,41,100,0  
RGB 255,171,0



#1c1c1c  
CMYK 72,66,65,77  
RGB 28,28,28



#720455  
CMYK 48,100,34,23  
RGB 114,4,85

---

## GENERAL PROVISIONS

The Icon Mark serves as a secondary brand identifier and shall not be used as an alternative to the official University Seal. It must not appear on official documents or any material representing the University's formal identity.

The Icon Mark may only be used in advertising materials to reinforce the University's brand presence and visual identity. Its use should always adhere to the prescribed color variations and design standards set in this manual.

# ICON MARK AND WORDMARK

## FULL UNIVERSITY NAME LOCKUP

### HORIZONTAL



### STACKED



MINNANAo STATE UNIVERSITY  
GENERAL SANTOS

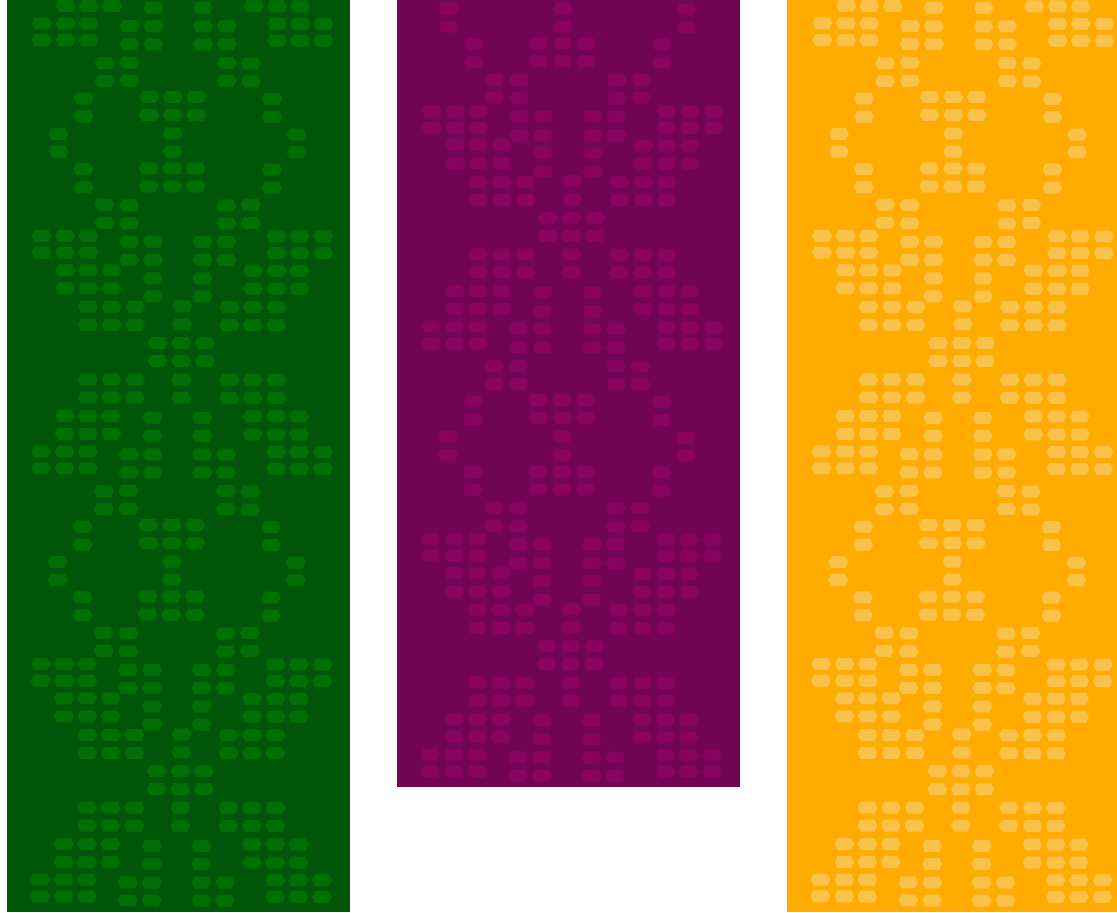


HORIZONTAL



STACKED





## UNIVERSITY COLORS

The official colors of Mindanao State University–General Santos, derived from the hues of the University seal, embody the institution’s identity, values, and enduring spirit. Sotra, Bulawan, and Lungti not only symbolize the University’s pursuit of excellence, wisdom, and growth but also reflect its deep cultural roots. Each color honors the tri-people of the region: Bulawan represents the Muslim community, Lungti signifies the Lumad, and Sotra stands for the Christian settlers. Together, these colors convey unity and inclusivity within the MSU-Gensan community and underscore the University’s commitment to fostering excellence and nurturing a culturally grounded academic environment.



BULAWAN

#ffab00  
CMYK 0,41,100,0  
RGB 255,171,0

Symbolizes the precious value of our achievements and the bright aspirations we collectively pursue through educational excellence.



SOTRA

#720455  
CMYK 48,100,34,23  
RGB 114,4,85

Represents the wisdom, dignity, and intellectual depth that define our academic community and our profound cultural reverence



LUNGTI

#005608  
CMYK 91,38,100,38  
RGB 0,86,8

Embodies growth, life, and the hope of the lush Mindanao environment, reflecting our commitment to sustainability and enduring progress for the region.

# TYPEFACES

## FRIZ QUADRATA REGULAR

DAKILANG PAARALAN  
PAMANTASANG MINDANAO

## *Friz Quadrata Std Italic*

*Dakilang paaralan  
Pamantasang Mindanao*

Used for the wordmark and titles.

## AVENTA

DAKILANG PAARALAN  
PAMANTASANG MINDANAO

## **Helvetica Neue Bold**

**Dakilang paaralan  
Pamantasang Mindanao**

Used for the titles and headings.

## EB Garamond Regular

Dakilang Paaralan  
Pamantasang Mindanao

## Helvetica Neue Regular

Dakilang paaralan  
Pamantasang Mindanao

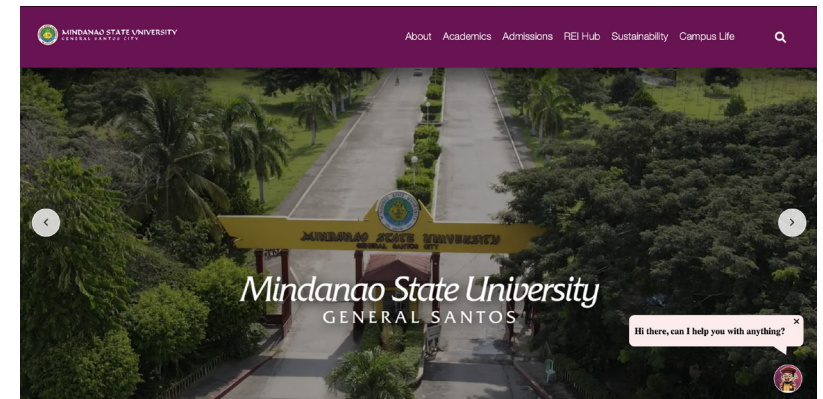
Used for body text in documents and other materials

# APPLICATIONS

## WEB APPLICATIONS

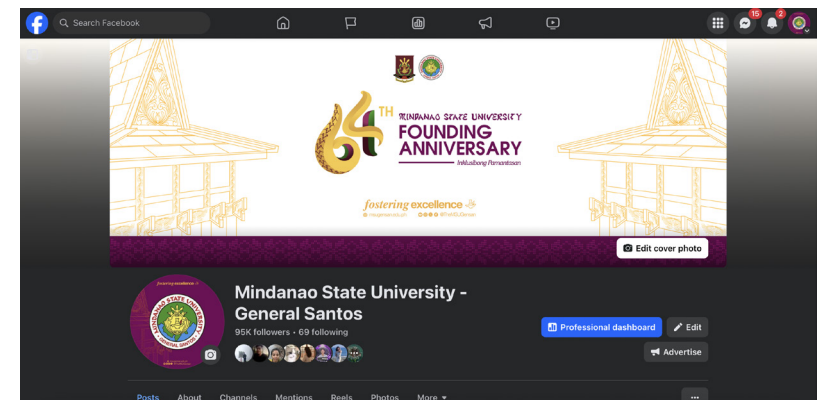
### WEBSITE

The Seal and Wordmark should be positioned in the upper left corner of the page, following the standard Western reading orientation. For layouts with more available space, the Seal may also be placed within the main content area to provide greater visual clearance. The prescribed minimum size for the Seal must always be observed (refer to the section on the University Seal). In cases where the page size requires the Seal to be reduced to a point where its details become illegible, it is recommended to use only the Wordmark.



### SOCIAL MEDIA

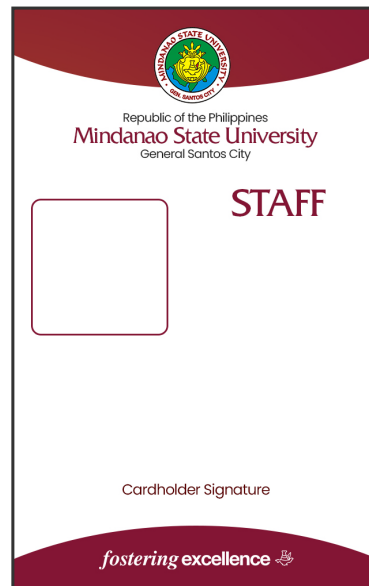
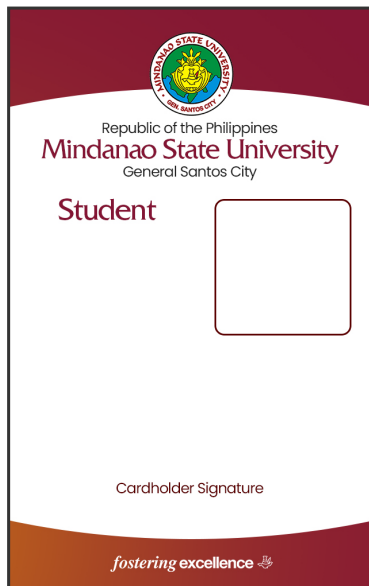
The Seal and Wordmark must not be altered, distorted, or re-created. Only the officially approved versions should be used to ensure design accuracy and prevent distortion when resizing. A dimension of 100 × 100 px is recommended for use across social media platforms.



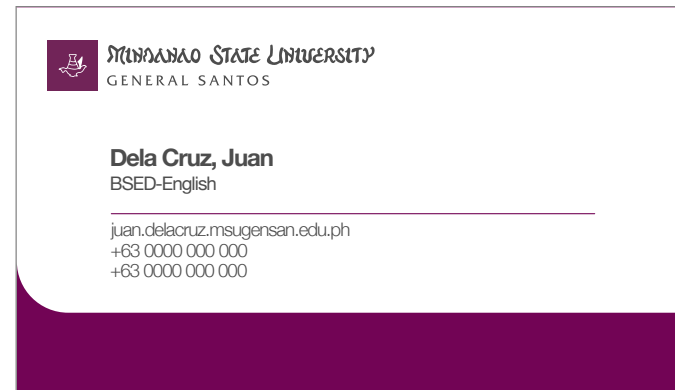
# APPLICATIONS

## PRINTED MATERIALS

### IDENTIFICATION CARDS



### NAME CARD





# APPLICATIONS

## ENVELOPE



## POSTER PRESENTATIONS





## TECHNICAL WORKING GROUP

Atty. Shidik T. Abantas, MDM, LLM  
**Chairperson**

Prof. Monlouie M. Sorzano  
Atty. Hanna-Tunisia F. Usman  
**Co-Chairpersons**

**Members:**

Ms. Karla S. Torcelino  
Mr. Jether Boy B. Cataluña  
Mr. Al-Farouk Racman Minodar Jr.  
Mr. Leonard E. Tucjayao  
Mr. Marty Jade Caligdong  
Mr. Mamerto Herrera III  
Ms. Bai Alleynore Kalim  
Mr. Mark Ivan Caro

*fostering excellence* 

