



ATENEO DE MANILA UNIVERSITY

UNIVERSITY MARKETING AND COMMUNICATIONS OFFICE

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TO	The University community
FROM	(Sgd) Ma Teresa D Villanueva <i>Director, University Marketing and Communications Office</i>
SUBJECT	Reminder on existing communication protocols

This is to remind the University community—particularly units, offices, departments, centers, and affiliates—of the existing protocols and guidelines governing public communications and branding.

The *Protocol for Disseminating Public Announcements, Memos, and Publications* (issued 6 July 2020) covers the distribution of information to public audiences—students, parents, alumni, the media, and the general public.

The *Social Media Guide* (issued 6 July 2020) guides offices and units in planning their social media presence, and gives general guidelines for branding, content, and account management.

Meanwhile, please refer to the *Ateneo Branding website* (branding.ateneo.edu) to guide your unit, office, or department on how to use official University branding materials. *Unauthorized or improper use of Ateneo name and branding can have disciplinary and/or legal consequences.*

The guidelines can be accessed at ateneo.edu/umco/guidelines-protocols. Feel free to reach out to UMCO via umco@ateneo.edu (general) or branding@ateneo.edu (creatives and branding) if you have questions or concerns. We also ask for your help in cascading this information to concerned offices and personnel.

Let us all work together to protect the Ateneo de Manila name. Thank you for your cooperation.