



LOGO STANDARDS MANUAL





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Angasinan State University

GENDER AND DEVELOPMENT
URDUJA RESOURCE CENTER
LOGO STANDARDS MANUAL

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I. INTRODUCTION

At the forefront of gender equality initiatives within Pangasinan State University (PSU) stands the Urduja Gender and Development (GAD) Resource Center, led by Dr. Romary R. Lincod, GAD Director. This emblematic symbol, meticulously crafted under Dr. Lincod's visionary leadership, captures the essence of two significant figures in Pangasinan's history—Urduja, the legendary female warrior, and Limahong, the formidable Chinese pirate—embodying the principles of gender equality, strength, and inclusivity.

Urduja, a powerful symbol of resilience, leadership, and women's empowerment, is the central figure in our logo. Her legendary courage and determination are represented by the laurel leaves encircling her, signifying the victories and achievements in the ongoing battle for gender equality. Urduja's presence in the logo emphasizes the importance of female empowerment and the university's commitment to fostering an environment where women and all genders can thrive.

Limahong, a celebrated historical figure known for his leadership and influence in Pangasinan, compliments Urduja in the logo. His inclusion symbolizes the strength of unity and the collaborative effort required to advance gender inclusivity. Limahong represents the collective determination needed to overcome challenges and achieve gender justice, reinforcing the university's dedication to comprehensive and equitable development.



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I. INTRODUCTION

The logo, adhering to the PSU Brand Standards Manual, reflects the university's core values and ideals, ensuring a clear and consistent visual representation of our commitment to gender equality. It serves as a beacon of empowerment and progress, guiding our mission to excel in academics, research, and community service.

Together, Urduja and Limahong remind us of the significance of gender-inclusive policies and initiatives in shaping a more just and equitable society. Their inclusion in our logo symbolizes PSU's dedication to honoring diverse perspectives and championing the rights of all genders. In this spirit of unity and empowerment, the Urduja Gender and Development (GAD) Resource Center logo reflects our unwavering commitment to advancing gender equality, education, and progress for all members of the PSU community and beyond.



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II. Description

The Urduja GAD Resource Center logo of Pangasinan State University embodies a rich tapestry of history, culture, and progressive values. At its core, the logo symbolizes the powerful convergence of historical figures—Urduja, the legendary warrior princess of Pangasinan, and Limahong, a renowned Chinese pirate who once made Pangasinan his stronghold—both representing strength, resilience, and leadership.

Urduja, celebrated as a symbol of female empowerment in Philippine folklore, is renowned for her bravery, wisdom, and ability to lead her people into battle. Her inclusion in the logo reflects PSU's longstanding commitment to women's empowerment and the promotion of gender equality. Urduja's presence speaks to the university's dedication to uplifting women and ensuring their voices are heard in leadership and decision-making positions, not only within the university but also in the broader community.

On the other hand, Limahong represents the determination and unity of the Pangasinense people, symbolizing the collective effort required to build a society where all genders are treated equally. His inclusion in the logo signifies the need for strong, collective action in overcoming barriers to gender equality, much like the forces he commanded centuries ago in the region. Together, Urduja and Limahong create a powerful visual metaphor for the balance of leadership and teamwork necessary to drive gender-inclusive progress.



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Figure 01. The Logo



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II. Description

Pangasinan State University, with its deep roots in community service and educational leadership, has expanded its gender-focused initiatives in line with national and global gender equality goals. Through GAD programs, the university fosters an environment where students, faculty, and staff are encouraged to embrace gender sensitivity and contribute to building a more equitable society. The logo, a representation of both past triumphs and future aspirations, stands as a beacon of PSU's unwavering dedication to creating spaces of empowerment, inclusivity, and leadership for all genders.

By aligning the figures of Urduja and Limahong with modern symbols of gender equality, such as the gender and equality symbols, PSU illustrates the merging of historical significance with contemporary progress in the field of gender development. This logo not only honors the cultural heritage of Pangasinan but also reinforces the university's role in leading the charge toward a more inclusive and gender-sensitive society.



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III. Colors

Each color used in the logo represents a distinct aspect of the Gender and Development (GAD) movement at Pangasinan State University (PSU). These colors are more than just aesthetic choices—they carry deep symbolism and represent the university's unwavering dedication to fostering an inclusive, equitable, and empowered community, in alignment with PSU's social responsibility and commitment to the United Nations' Sustainable Development Goals (SDGs).

- **Empowered Purple**

Purple has long been associated with dignity, ambition, and strength, especially in feminist movements. As a color historically linked to the fight for gender equality, Empowered Purple represents the determination of PSU's GAD Resource Center to elevate marginalized voices and challenge gender-based discrimination. It symbolizes the strength of women and men alike, unified in their mission to break down barriers to gender equity. The GAD Urduja Resource Center channels this color to highlight the ambitions of its gender-focused initiatives, including research, policy advocacy, and volunteerism, aimed at creating a world where all genders can thrive equally. It also reflects PSU's alignment with SDG 5 (Gender Equality) and SDG 10 (Reduced Inequalities), reinforcing the university's commitment to closing the gender gap and promoting social inclusion.

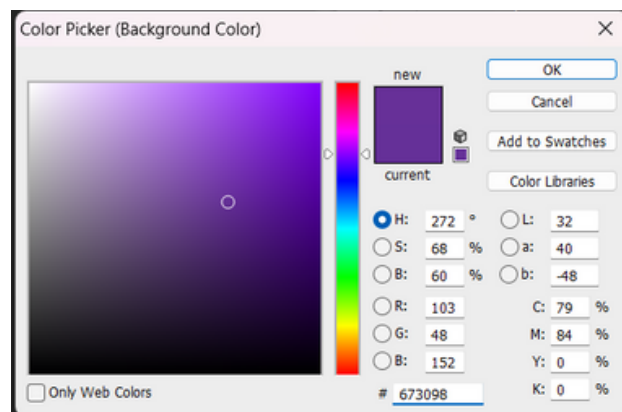


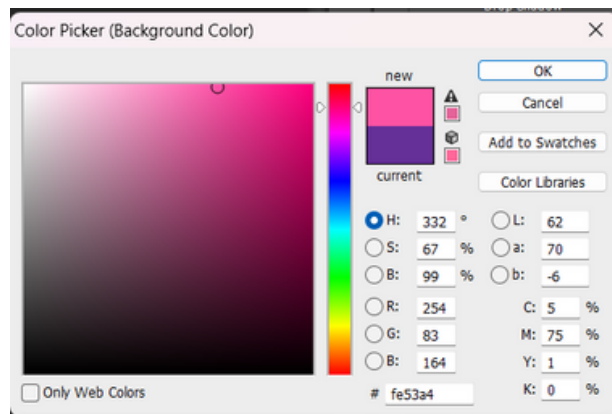
Figure 02. Pantone 2593C Purple



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- **Passion Pink**

Passion Pink symbolizes compassion, care, and unity—values that underpin PSU’s Gender and Development programs. This color reflects the nurturing aspects of inclusivity and the commitment PSU holds to gender-sensitive practices and policies. Pink, often misunderstood in its symbolic potential, here denotes the vibrant, empathetic energy driving PSU’s GAD initiatives, such as community outreach programs, volunteer efforts, and support for marginalized communities. The color signifies PSU’s goal to create safe spaces where diverse gender identities and sexual orientations can be embraced and supported. This aligns with SDG 3 (Good Health and Well-being), ensuring that the mental, emotional, and physical well-being of all genders, especially those from marginalized backgrounds, is a priority.



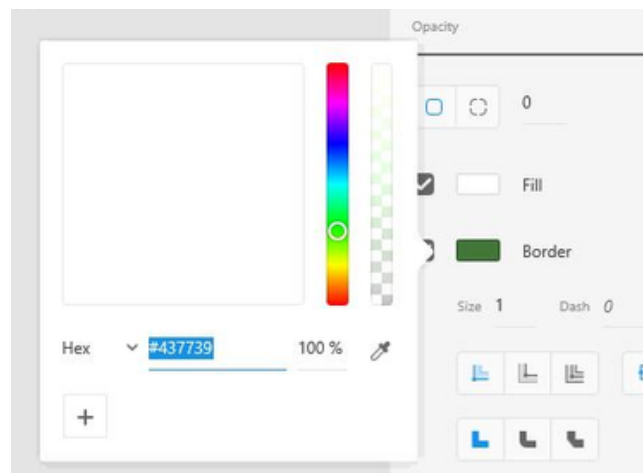
*Figure 03.
Pantone 212C Pink*



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- **Pure White**

Pure White in the Gender and Development Urduja Resource Center's logo represents purity, transparency, and inclusivity. It symbolizes the university's unwavering commitment to openness and the pursuit of equality in its policies and practices. White evokes a sense of clarity and honesty, reflecting PSU's dedication to fostering an environment where all genders are treated with fairness and respect. It also signifies the fresh start and continuous renewal in the journey toward achieving gender justice, aligning with the principles of transparency, accountability, and inclusivity that guide the center's initiatives.



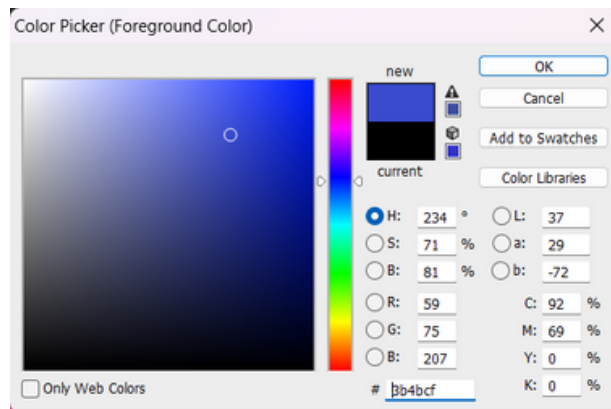
*Figure 05.
Pantone f6f6f2 White*



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- **Radiant Blue**

Radiant Blue conveys wisdom, loyalty, and trust—values at the heart of PSU’s academic and social responsibility efforts. It represents the university’s dedication to fostering a culture of integrity and transparency in all aspects of gender development. Blue symbolizes the balanced, research-driven approach PSU takes in integrating gender perspectives into academic curriculums and leadership programs. As PSU continues to expand its research on gender equality, especially in fields like social sciences, public policy, and education, blue also reflects the institution’s commitment to generating data-driven solutions for addressing gender disparities. Moreover, blue signifies PSU’s loyalty to the values of equity and justice, aligning with SDG 4 (Quality Education) and SDG 16 (Peace, Justice, and Strong Institutions), ensuring that inclusivity and equality are embedded in the university’s mission to foster a gender-sensitive environment.



*Figure 05.
Pantone 2728C Blue*



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IV. Icons in the University GAD Logo

Within the Gender and Development Urduja Center logo, each icon holds a profound significance, representing the core values and principles of Pangasinan State University's commitment to gender equality and empowerment. These symbols collectively reflect the university's commitment to social responsibility, inclusivity, and advancing gender-sensitive initiatives, which resonate deeply with global efforts like the Sustainable Development Goals (SDGs).





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a. Circle

- The Circle in the logo represents wholeness, inclusion, and unity in diversity. Its continuous, unbroken form signifies PSU's persistent efforts to foster inclusivity in all aspects of its programs. The circle underscores the GAD Urduja Resource Center's focus on ensuring that all genders are valued and included in decision-making processes, leadership roles, and opportunities for development. It highlights PSU's belief in holistic growth that encompasses academic excellence, research, and community outreach, with a particular focus on empowering marginalized and underrepresented groups. This symbol aligns with SDG 5 (Gender Equality) and SDG 10 (Reduced Inequalities), reinforcing PSU's commitment to building a diverse, equitable, and inclusive society.



Figure 06. The Circle



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b. Gender Equality Symbol

The Gender Symbols included in the logo reflect PSU's comprehensive approach to promoting gender inclusivity. These symbols represent the university's dedication to recognizing and supporting all gender identities, transcending the binary understanding of gender. PSU's GAD programs advocate for gender equality across diverse communities, working to ensure that individuals of all gender identities have equal access to education, employment, and leadership opportunities. The inclusion of these symbols in the logo emphasizes PSU's commitment to creating an environment where everyone—regardless of their gender—can achieve their full potential. This approach aligns with PSU's efforts to fulfill SDG 5 and SDG 10 by reducing inequalities and promoting a more inclusive society.



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Figure 07. Gender Equality Logo



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c. Urduja

Urduja, the legendary warrior princess of Pangasinan, is a symbol of strength, resilience, and leadership. Her presence in the logo highlights the core value of women's empowerment and the role of female leaders in shaping a more inclusive and equitable society. Urduja's image signifies the courage and determination needed to challenge gender stereotypes and break down barriers, reminding the PSU community of the importance of advocating for the rights of women and marginalized groups. She embodies the spirit of progress and the ongoing fight for gender equality that is central to the center's initiatives.



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Figure 08. Urduja



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d. Limahong

Limahong, the historical Chinese pirate who once sought refuge in Pangasinan, adds a dynamic layer to the logo. His inclusion symbolizes strategic leadership, adaptability, and the power of collective effort in achieving shared goals. Limahong represents the strength and unity needed to address complex societal challenges, including gender inequality. His role in the logo emphasizes the importance of collaboration across diverse perspectives, reinforcing PSU's commitment to inclusivity and partnership in promoting gender-sensitive policies and programs. Together with Urduja, Limahong's image symbolizes the dual forces of leadership and unity in advancing the cause of gender equality.



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Figure 09. Limahong



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e. PSU and Urduja Resource Center Emblem

The PSU and Urduja Resource Center Emblem serves as an anchor in the logo, representing the university's longstanding legacy of academic excellence, social responsibility, and community engagement. As one of the leading institutions of higher education in Northern Luzon, PSU has consistently championed the causes of gender equality, volunteerism, and community service. The emblem symbolizes PSU's leadership in advancing gender equality through research, education, and advocacy. It reflects the university's integral role in shaping not just the local community but also contributing to national and global gender equality movements.

The Urduja Resource Center symbol in the logo represents the leadership and vision of PSU's Gender and Development initiatives. Named after the legendary warrior princess Urduja, the center serves as a hub for gender advocacy, research, and education. It is a testament to PSU's commitment to empowering individuals from marginalized backgrounds and advancing



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Figure 10. PSU and Urduja GAD Resource Center Emblem



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V. Typography

Incorporating Arial as the font style in the Gender and Development Urduja Resource Center logo underscores a deliberate choice for simplicity and directness. Arial's clean, sans-serif design communicates a sense of clarity and modernity, making it an ideal choice for conveying information with straightforwardness and efficiency.

The simplicity of Arial enhances readability, ensuring that the center's name and any accompanying text are easily legible across various applications and sizes. This straightforwardness aligns with the center's mission, emphasizing transparency and accessibility in its communication efforts related to gender equality and development initiatives.

Moreover, Arial's directness reinforces the center's commitment to clear and concise messaging, reflecting its dedication to promoting open dialogue and understanding surrounding gender issues. By eschewing decorative flourishes and opting for a straightforward typeface like Arial, the logo communicates a sense of professionalism and credibility, bolstering the center's authority in its field.

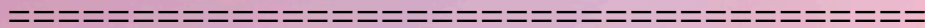


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