

LEON NATIONAL HIGH SCHOOL

UNIFIED

SCHOOL MARKS & IDENTITY
MANUAL

2026



LEONHHS
ONLY THE BEST FOR LEON NHS

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THE UNIFIED SCHOOL MARKS AND VISUAL IDENTITY MANUAL

First Edition, 2026

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THE SCHOOL BRAND
CONVEYS **NATIONAL IDEALS**
AND TRADITIONS THAT
EXPRESS THE PRINCIPLES OF
SOVEREIGNTY
AND NATIONAL **SOLIDARITY.**



CONTENTS

	Page
I. RATIONALE	1
II. THE CAMPAIGN	3
III. SCHOOL SEAL	4
IV. SEAL SYMBOLISM	5
V. MEASUREMENTS	6
VI. RENDITIONS	7
VII. IMPROPER EXECUTIONS	8
VIII. SCHOOL COLORS	9
IX. SCHOOL LOGO	10
X. LOGO SYMBOLISM	11
XI. SCHOOL TAGLINE	12
XII. CURRICULUM PROGRAM LOGO	13
XIII. IMPLEMENTATION	14



RATIONALE

The brand of Leon National High School transcends
beyond just a design.

It conveys national ideals and traditions that express the principles of sovereignty and national solidarity. It stands for the perseverance and resilience of the Filipino people, who view education as a lifetime accomplishment that will help them realize their goals for a brighter future despite the toughest challenge of time.

The School Marks and Visual Identity Manual guides Leon National High School administrators, personnel, staff, and authorized individuals who create **official communications, advocacy, educational, and training materials**. It offers guidelines, models, and materials to guarantee that our brand is presented consistently and conveys to all Filipinos the objectives of the Department of Education and the school itself.

The school marks follow the **Flag and Heraldic Code of the Philippines** (RA 8491) and comply with **Article XIV Section 3** of the **1987 Philippine Constitution**, which states that schools must teach citizenship rights and duties, strengthen ethical and spiritual values, develop moral character and personal discipline, encourage critical and creative thinking, broaden scientific and technological knowledge, and promote vocational efficiency.

Similarly, this manual acts as the school's initiative to encourage educational program improvements and provide guidance on accomplishing and sustaining these developments, as required by **Governance in Basic Education** (RA 9155).

THIS IS OUR SCHOOL. THIS IS OUR BRAND.



THE SCHOOL BRAND
IS AN **IMAGE OF UNITY**
WHICH CREATES **A SENSE OF**
SCHOOL COMMUNITY,
WHERE EACH MEMBER FEELS
VALUED AND SUPPORTED.



THE CAMPAIGN

UNIFIED

The adage "*unity is strength*" often applies to every aspect of life, including relationships, in households, workplaces, and society.

Our mission statement states that our ultimate objective is to educate the full child—mind, body, and spirit—to empower them and motivate learning. In the end, this can be accomplished by the cooperative efforts of a peaceful school community.

Raising a child indeed requires a village.

The strongest message embedded in the manual about togetherness is through our school's logo and branding, which enhance our reputation as outstanding role models and educators of UNITY.

The campaign will adhere to the principle of

ONE School. ONE Brand.

This is the mission of our school and in building our nation.



THE SCHOOL SEAL



Leon National High School's seal is a sacred emblem represents the school's values and services to all Filipinos.

*It was inspired by
the great seal of the Department of Education.*

Thus, the seal should follow the standards outlined in this manual to ensure its clarity and dignity when applied to several media.



SYMBOLISM



SHIELD

Represents a harmonic collaboration with other government agencies and school stakeholders to help implement the Department of Education's plans, projects, and activities.



TWO LIONS HOLDING THE TORCH

The Leon National High School's burning passion for basic education is symbolized by the torch. The Two Lions, also known as the Lions of Leadership and Excellence, stand for a basic education that prioritizes and fosters evidenced-based knowledge acquisition as well as the application of moral principles and practical skills that are instilled in every Filipino learner through good school leadership and excellence in the teaching-learning process.



SUN RAYS

Represents the Leon National High School's warmth, upholding and protecting every child's rights.



FOUR STARS

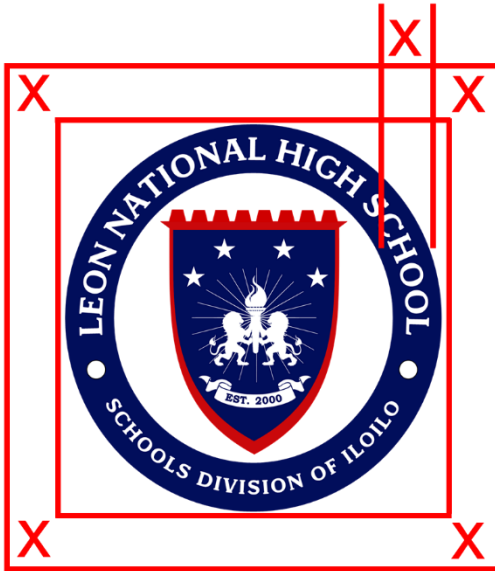
Represents the national motto, "*Maka-Diyos, Maka-tao, Makakalikasan at Makabansa*".



ESTABLISHMENT BANNER

The Republic Act No. 8885, created the Leon National High School and was approved on August 22, 2000.

MEASUREMENTS



The space around the seal is the same width as the circle and should remain empty. The width of the circle will be limited by the measurements of the seal. The white space surrounding the seal should not overlap with other elements.

SMALLEST ALLOWABLE SIZE

0.75 inches x 0.75 inches for print materials



95 pixels x 95 pixels for digital materials





COLOR RENDITIONS

Full Color



Using an effect.
(Drop shadow, blur,
adding strokes, etc.)

Black and White

Light Background

Dark Background

IMPROPER EXECUTIONS



Using an effect.
(Drop shadow, blur,
adding strokes, etc.)



Distortion
of the seal.



Tiling of the seal.



Changing of
opacity/using the seal as
a watermark.



Using a different
color option other than
what are provided.



Changing an
element of the
seal.



Placing the seal on
a busy background.

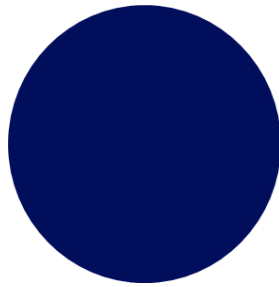
THE SCHOOL LOGO



The school emblem is an alternative form of identification for the school. Similar to the seal, the logo represents Leon National High School and must be treated with care to maintain its dignity and clarity when used across various media.

This is to be used in cases where the school seal is not appropriate. Including but not limited to garments, merchandise,

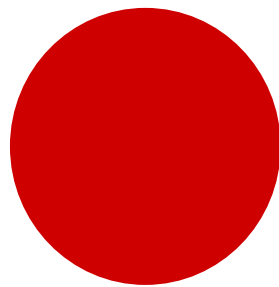
THE SCHOOL COLORS



LEON NHS BLUE

HEX #010e5b
RGB (1,14,91)
CMYK (99,85,0,64)

Represents
peace, truth, and
justice



LEON NHS RED

HEX #cf0000
RGB (207,0,0)
CMYK (0,100,100,19)

Represents
patriotism and
valor



THE SCHOOL TAGLINE LOGO



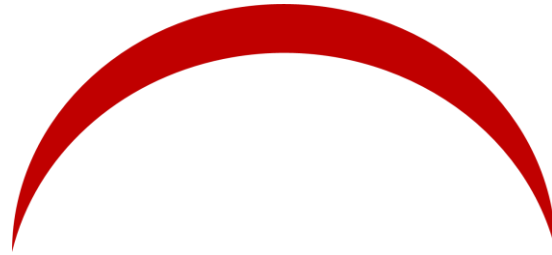
While the seal is considered a "*sacred mark*", the Leon National High School's logo presents a **friendlier** and **less frightening image of the institution.**

Compared to the seal, the logo is **more straightforward** and has a **youthful** tone.

It states the name of the school in a bold typeface using vibrant school colors.

Similar to the seal, the logo represents Leon National High School and must be treated with care to maintain its dignity and clarity when used across various media.

SYMBOLISM



MOUNTAIN

A mountain serves as a timeless metaphor for stability and strength, encouraging us to persevere through all of life's hardships.



LION

The lion is a sign of self-actualization, leadership, inner wisdom, power, courage, and strength.

THE SCHOOL TAGLINE



ONLY THE BEST FOR LEON NHS

The phrase "*Only the Best*" is used to **convey good wishes for success** in all of Leon National High School's undertakings.

It is intended to express a sense of encouragement and support to the entire school community at all times. It conveys the cooperation of all members of the school community working toward achieving the goals of the school.



THE CURRICULUM PROGRAM LOGO

The Curriculum programs are **permitted to establish their sub-brands or logos**. The school logo should however appear together with the curricular program logo on invitations, signage, movies, presentations, fact sheets, business cards, folders, press releases, t-shirts, and other public-facing materials.

SAMPLE TEMPLATE :

Special Program in Science Technology and Engineering (SPSTE)





IMPLEMENTATION

SCHOOL SEAL	SCHOOL LOGO
School Letters, Certificates Awards (medals and trophies)	Invitations, promotion signages, movies, presentations, fact sheets, business cards, folders, press releases, t-shirts, and other school merchandise and public-facing materials.
Official School Uniforms and Identification Cards (Learner, Teaching and Non-Teaching Personnel)	
School Signages, Activity Tarpaulins, Vehicle Stickers	

*The Official School Logo was approved by
 Leon National High School Teaching and Non-Teaching Personnel
 on September 6, 2024.*

THIS IS INTENDED TO
EXPRESS A **SENSE OF**
ENCOURAGEMENT
AND **SUPPORT** FOR
THE ENTIRE
SCHOOL COMMUNITY.