In Search of a Brand for a Higher Education Institution through Its Architecture: The Case of the Polytechnic University of the Philippines

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Abstract: The genesis of a formal education can be traced from the University of Bologna in Italy during the medieval period. The quest of making a mark in contributing to the development of the society through creation and transfer of knowledge has been the primordial concern. The race to be a top school has never been stiffer. A university cannot and should not be complacent with its status and must deliberately make efforts to improve their stature in the industry especially in teaching, research and extension. Over the years, architects have helped create a brand for top universities in Europe through its architecture. This trend was introduced in America and eventually in other parts of the world. In the Philippines, the establishment of the university found its way through its colonization by the Spaniards in the 16th century. The Spaniards brought with them the lessons of European architecture and educational systems. The paper chronicled the top universities in the Philippines and identified the image created through the architecture of their buildings with an end in view of providing a brand for the Polytechnic University of the Philippines. There is a very peculiar way by which the Polytechnic University of the Philippines evolved. The university is now situated in a compound intended for housing and its first building designed for a tenement housing. It is within this purview that this paper will provide the intervention which the administrators might consider in providing a brand for the university.

Keywords: Branding of University, Architecture as a Brand, Developing a Brand

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1. Introduction

The Spaniards introduced formal education in the Philippines in 1570. One of the reasons for colonizing the Philippines was to convert its people to embrace the Roman Catholic faith. In doing so they introduced education and governance. Community planning was through the Laws of the Indies with the distinct development of the church and government structure facing the plaza. The Spaniards built the palisade that was probably made up of coconut trees described extensively by Antonio Pigafetta as defense wall was constructed in 1571, an edifice of a stone wall fortification that integrated new tower design was done from 1951-94 which was given the name Intramuros (Latin *intra* [within]; *muros* [wall]). The central government of the Spaniards was established in Intramuros. Major institutions of learning were established in Intramuros. In the early colonial rule the institutions were established for the needs of the Spaniards for training their clergies, civil servants and their children. The educational institutions were eventually opened to people living in the adjoining communities. The genesis of two among the top 4 universities in the Philippines could be traced in Intramuros. The Ateneo de Manila University (formerly established as Ateneo Municipál de Manila) and the Royal Pontifical University of Santos Tomas (Universidád de Santo Tomas). The Spanish administrator turned over the administration of Ateneo de Manila University (Ateneo Municipál de Manila) to the Jesuits in 1859 a school for boys who were mostly from the most influential families of the country. One of the students of Ateneo from the province of Laguna was Jose Rizal who eventually became Philippine's national hero. He eventually studied in Universidád de Santo Tomas as a medical student. Ateneo took several sites for their school until they established in Loyola Heights, Quezon City. The Royal Pontifical University of Santos Tomas (Universidád de Santo Tomas), the oldest university in the Philippines, was established in 1611. It transferred to its existing site in Sampaloc District in 1927.

2. Theory and Literature Review

Making a Higher Learning Institution.

The medieval university was largely a European phenomenon, inaugurated by the University of Bologna founded in 1088 (Caulson, et.al 2015). The concept of education has long been seen and manifested even during the pre-historic epoch and the classical period. The model specifically in the higher education became more apparent when it was formalized and organized and eventually required a structure that would house the systems and procedures. Lucas discussed the term university which simply meant the student body and organized for the communal protection of foreign students who were taken advantage of by scheming local businessmen. The University of Bologna was founded in 1088, but it was only in the 16th century that it could establish its campus in Palazzo dell'Archiginnasio. The emergence of the university architecture found its genesis in the 12th century in

the areas of Vicenza and Cambridge. The campus in Palazzo dell'Archiginnasio was a prototype of Spanish and Italian universities of the Renaissance in its four-sided courtyard format surrounded by arcaded cloisters plus an impressive façade (Caulson, et.al, 2015). In the height of the development of universities in Europe there was an increase of remarkable buildings, these majestic Gothic structures. There was a deliberate effort in the campus planning of the universities in America, where they detached the monastic-type of cloistered plan seen in Europe. The American universities 'reconnoitered open landscape and building took an E-formation. Harvard's first structure was inspired by Georgian line in brickwork reminiscent of an Elizabethan Manor House.

The development of the universities in the Philippines was highly influenced by the Spaniards. The first universities were built inside Intramuros. The type of construction labeled by the Jesuit Ignacio Alzina in 1668 as arquitectura mestiza or "mixed architecture" because its components were partly of wood and partly of stone (Merino, 1987). Several school foundations can be traced in the walls of Intramuros. While there are still several schools operating inside the walls, most of the schools that started there have been established in other parts of Metro Manila among which are Ateneo de Manila University and the University of Santo Tomas.

Branding in Higher Education

Drawn from Celly et.al, 2010, universities create a brand that makes them identifiable. This becomes inevitable to gain respect in the field of expertise. Hanover Report entitled: Trends in Higher Education, Marketing, Recruitment and Technology in March 2014 quoted Noir Sur Blanc "that 93% of administrators in higher education already considered their institution to be a brand (Hanover 2014, p.7). Universities today are increasingly competing for international students' enrolment in response to trends in the influx of foreign students, decrease in financial support from the university and government-initiated scholarship programs. In the context of the research of Hemsley-Brown, 2007, it was observed that this competitive mode influenced the need for universities to clearly articulate and develop their brand and improving harmony within the brand architecture. Architecture branding and branding through Architecture although closely associated with each other would differ in terms of their implementation and components. Architecture branding covers a more extensive area with a holistic approach that includes the organization, systems, protocols and procedures that would eventually formulate into a culture. These would entail progressiveness and flexibility. Branding through architecture could simply refer to the structure itself which can be characterized by constancy with a certain degree of permanence. A more tangible indication of the architectural field of action is found in the building caught in transition, when their structures are either under construction or dissolving to ruins (Plummer, 2016 p. 211) When we look at the structures in the context of the site we witness how several structures should fit the puzzle that eventually creates the brand. However, when incoherent structures are built the construction of the new building can eventually dissolve and melts the brand it intends to generate. The wrong context of structures liquefy what is built over a period of time sometimes works of decades can be crushed by a single structure. The common characteristics between the two would be integrity and fidelity of purpose. Branding universities are creating a sustainable institution. Students are not the only clientele of a university but also parents, prospective employers and benefactors from philanthropists to the industry partners. Association to a strong brand name enables the institution to enhance its academic offering, expand its research in horizontal and vertical depth and expand its sphere of influence through its network and extension programs.

Branding in the Public Sector

Branding has transcended over a period of time. The use of brands started from the Stone Age, when hunters used specific weapons to ensure success in the hunt (Almquist, et.al Roberts as cited by Hampf, et.al 2011 p. 4). Branding has been a protocol in the private sector, the measure of their success is normally equated to profit and their sphere of influence. It is not limited to logo and its colors. The two types of architecture branding (Petromilli as cited by Hemsley-Brown et.al 2007 p. 10) can be summarized into tangible and intangible aspect. The former is exemplified by structures, buildings and awards while the latter is manifested through the students' demeanor and their advocacies culled from their learning experience. The identity of a brand is largely formed by the confluence of its positioning and strategic personality, that is, from the singular way in which those two core components stream together and outward toward the prospect (Upshaw, 1995 p. 25) Identifying the sphere of influence in terms of choosing the environment prepares the institution in creating the brand it aims to generate overtime. Upshaw further elucidated that the brand can be likened to a DNA that unique and specific genetics that make up the brand of an organization. These elements no matter how small is a component to harmonize the visual identity and the core of what propelled an organization along with its vision and mission provides consistency and concretization of its very essence.

Branding for the private sector essentially focuses on profitability for it to be sustainable. In the public sector the objective of a strong brand would allow the realization of nation building. A robust public sector refers to those who have strong branding. Some of the benefits of a strong brand are: 1) increase stability 2) improvements in international credibility 3) attraction of global capital 4) increase in international political influence 5)

development of stronger international partnership 6) enhancement of nation building (confidence, pride, harmony, ambition, national resolve) 7) attraction and retention of talent 8) greater access to global market 9) reversal of negative thoughts about the nation. (Temporal, 2015 p 13). Theoretically, the benefits of a strong brand for the private and public sector is very much focused on intense competition, investment and talents.

Ranking of Universities

The access to information in a blink of an eye provides new challenges and opportunities in marketing products and services. Education, both seen as service with product output is not spared from this phenomena particularly in the arena of higher learning institutions. Prospective clientele will surf the web in order to be informed about the performance of the institution. One of the most trusted ranking systems of higher universities is the QS. The QS has 4 indexes in the rating system, 1) Academic Reputation 2) Employers Reputation 3) Research Citation per papers and 4) the H-index.

The four universities under study have appeared in the QS ranking in the past 4 years as top schools in the country and would rank among the top 300 schools in Asia. The pressure of university ranking is likened to the Olympic Games. Ranking, in parallel with Olympics, are highly competitive, offering participants the potential to earn prestigious prizes or rewards that can shape their prospects for the future in profound tangible ways (Yudkevich, et.al 2016 p.3) There are several influential recognized global rankings however, for the purpose of the study the focus was directed to QS since the appearance of the 4 schools are constant. Job Street is a recruitment web-site in the Asia-Pacific, recently joined the ranking system. PUP has a relatively low showing in the QS, it made its second appearance in the job street ranking for the most preferred newly hired employees for the past two years. This brought PUP to the attention of the public as a school to reckon with. The ranking of the universities provides a venue to be recognized and would reverberate to attracting good students, proficient faculty and attracting benefactors from the private sector.

3. Materials and methods

Polytechnic University of the Philippines has a rich history in providing the best education for the most marginalized, financially challenged group of the society. Over the years, it was recognized as one of the best universities in the Philippines. The stigma that has been cast to the graduates as prime movers of unionism and activism has slowly been debunked. The most significant indicator is that its graduates have been chosen by the employers as the most preferred employees. With this renewed acceptance there is a need to search for a brand that would truly exemplify the vision and mission of the university. The architecture of the university would be the most tangible witness to the kind of brand and image it will portray to the alumni, students, faculty and staff and the public.

The study looks at the experiences of the four universities in the Philippines in their journey to be in the top four through their programs and how they are manifested in their architecture.

The research papers utilized the case study approach to organize how branding was established in the four top universities in the Philippines. These universities are Ateneo De Manila University, De La Salle University, University of Santo Tomas and University of the Philippines. The four (4) top universities are cited by the Commission on Higher Education (CHED) in terms of the number of programs as Center of Excellence and Center for Development. It is noteworthy to state that these universities appear in the QS ranking. Quacquarelli Symonds (QS), a British company, specialized in higher education launched the worldwide university ranking with Times Higher Education in 2004.

Random sampling online survey was utilized to solicit the opinion of the public in terms of their perception of the university through its buildings and how the structures represent the institution and the branding that it creates. Google form was used to disseminate and collect the reply of the respondents. Before the survey was run on-line the forms were tested with at least 20 people to check and assess the validity of the questionnaire. There were 300 respondents who participated and completed the survey form. Word cloud was used to illustrate the perception of the respondents. The word cloud exemplified the degree of the description in terms of the size of the words generated by the respondents which are further strengthened with the radar chart.

The Four (4) Big Schools in the Philippines

In the global village the shrinking community has been affected including the ivory walls of the universities in terms of ranking. This phenomenon of global academic ranking has a significant consequence on the perceptions of the students, parents, the future employers of the graduates and the officials of higher education institution has recognized this fact. This challenge of creating a niche for the graduates has been a constant factor in the development of the institutions.

The four (4) big schools in the Philippines are a creation of ranking from QS (Quacquarelli Symonds) and Commission on Higher Education (CHED), an executive branch of the Philippine Government that has a mandate and acts as a collegial body in formulating plans, policies and strategies relating to higher education. There were four universities in the Philippines within the last 5 years that rose to academic prominence, to wit:

Ateneo De Manila University

In 1859 the Spanish Jesuits established the Ateneo de Municipal inside the wall of Intramuros after an 8 decade of absence from the Philippine shores. The school was initially managed by the city then called the Escuela Pia before the ayuntamiento or city council prevailed, for the Jesuits to run the school that would be funded by the government through the Governor-General. The school occupied a modest building along the Arsobispo St. adjacent to the residence of the Archbishop.

During the American colonial rule in 1902, the Ateneo de Municipal lost its government subsidies. Eventually the Jesuits continued with its educational and government recognized efforts and gave the college license to offer a bachelor's degree and certificates in various courses, including electrical engineering. As a private institution in 1909, the Jesuits finally renamed the school as the Ateneo de Manila. After the fire that brought down the building of Ateneo it was transferred to Padre Faura, then to Plaza Guipit in Sampaloc until they found a permanent home in Quezon City. The Salcedo and Rockwell campuses of Ateneo are dedicated to their professional programs. Figure 1. The Site Development Map of Ateneo De Manila University and their 3 buildings are used in the study. Ateneo De Manila University seats on an eighty-three (83) hectare campus. The 3 buildings are the Old Rizal Library, the Ateneo Gym and the Church of Gesu. The buildings are some of the best representatives of the architecture in their time.

Figure 1 : Site Development Map of Ateneo De Manila

Source: http://www.ateneo.edu/ (Modified)

De La Salle University – College of Saint Benilde

After Spain had relinquished the control of the Philippines to the Americans, the Catholic education remained as a stronghold of the service of the religious groups. Jeremiah Harty, the Archbishop of Manila sought the support of La Sallian brothers to provide education for children of the upper-class of the society. The brothers were reluctant at first because their thrust focused on the disadvantaged people of the society. They eventually heeded to the request since everyone needed a good moral and spiritual training. In 1911, they set up the first La Salle school in the Philippines in the district of Paco, a few kilometers away from the Intramuros. The university sits on a 6- hectare lot, however, there are other buildings of the university adjacent to the big campus. The De La Salle University was granted the university status in 1975 and has established 2 campuses for primary education in the eastern part of Metro Manila, San Juan and on the southern part in Alabang. DLSU put up the College of Career Development in 1980 a night school to address the needs of the working students which evolved as the College of Saint Benilde in 1988. To date it is now known as De La Salle-College of Saint Benilde. For purposes of the study while DLSU- College of Saint Benilde has received its autonomous status, the buildings in the survey are from both campuses as reflected in Figure 2. The site development plan for De La Salle University – College of St. Benilde (DLSU-CSB) includes the 3 buildings namely: the De La Salle University Hall, the CSD School of Design and Arts and the Henry Sy Hall. The first two buildings are funded by the university while the donation of the patriarch of the SM Inc. jump-started its construction aptly named as the Henry Sy Hall. The Henry Sy Hall is a BERDE certified building. BERDE is a green rating used in the Philippines with the same objective as LEED (Leadership in Energy and Environmental Design).

Figure 2. Site Development Plan of De La Salle University and DLSU- CSD

Source: http://www.dlsu.edu.ph/ (Modified)

University of the Philippines

The University of the Philippine was founded by the American Colonial Government in 1908. The first campus was at Padre Faura, approximately 1.6 kilometers away from where the first established school in the Philippines was founded – Intramuros. The University is comprised of 8 campuses across the country operating on the UP system. After more than 30 years it established Diliman Campus which seats in a vast area of 493 hectares. Diliman became the flagship unit of the University of the Philippines System. One of the first structures on the campus was the Quezon Hall also known as the Administration Building which was built in 1950 by the first National Artist for Architecture Juan Nakpil. The two structures are the Melchor Hall and the College of Architecture Building. The College of Architecture Building is made up of two adjoining buildings. Building 1 is a new building while building 2 was a burnt down maintenance office which was designed for adaptive-reuse.

Figure 3: Site Development Plan of University of the Philippines

Source: http://upca.upd.edu.ph/history.html (Modified)

University of the Santo Tomas

The University of Santo Tomas was established on April 28, 1611 by the 3rd Archbishop of Manila, Msgr. Miguel de Benavides, O.P. with Frs. Domingo de Neiva and Bernardo de Santa Catalina. The school was originally conceived for young men for priesthood located within Intramuros, the Walled City of Manila. It was called Colegio de Nuestra Señora del Santissimo Rosario and later renamed Colegio de Santo Tomas in honor of Saint Thomas Aquinas, a distinguished Dominican Theologian. The institution moved from Intramuros to its present campus location with a total area of 21.5 hectares in Sampaloc, Manila. In 1927, the main building was constructed and was designed by engineer-friar Fr. Roque Ruaño, O.P. From the construction of the main building, three (3) structures were erected, in 1929 the Anatomy Building, in 1937 the Father's Residence and the gymnasium. Throughout the centuries, the institution was given several titles and the physical makes up to numerous transformations. To date, it is known as: The Royal and Pontifical University of Santo Tomas, The Catholic University of the Philippines. The university is the cradle of four (4) heritage structures as declared by the National Historical Institute of the Philippines, to wit: the UST Main Building, the Arch of the Centuries, the Central Seminary and the Grandstand open grounds. (Rivera-Lutap, 2016).

Figure 4. The Site Development Plan of the University of Santo Tomas as reflected are the Main Building, the Beato Angelico Building and the Quadripavillion.

Source: http://www.pcne.com.ph/subpages/map.aspxdiliman (Modified)

The Polytechnic University of the Philippines

The Polytechnic University of the Philippines takes precedents from the experience of the first European universities where they are housed in structures that are specifically designed for school activities. In its initial operation as a business school it carried the name Manila Business School and Philippine School of Commerce in 1904 and 1908 respectively. From its conception in 1904 the school took on different names and was housed in different sites and buildings around what is now known as the University Belt area of Manila. As a result of the passage of Republic Act (RA) 778 on May 20, 1952 and signed by then Philippine President Elpidio Quirino on June 21, 1952, the PSC was converted into the Philippine College of Commerce (PCC). However, unlike the 4 top schools that had the luxury of choosing the site and designing their first buildings, PUP had to be contented with the Pandacan site of the Bureau of Animal Industry and the adjoining multi-story tenement housing. This was awarded to the university by then President Diosdado Macapagal in 1965. Similar to the University of Bologna, PUP has a multi-campus structure in Sta.Mesa and branches in other cities and provinces. Figure 5 shows the Main Campus of PUP and its sub-campus in Sta. Mesa.

From 1972 with its new home it was also given a new mandate through Presidential Decree (PD) 1341 whereby it was converted into a chartered state university and was bestowed the name Polytechnic University of the Philippines (PUP). This steered the creation of new course offerings, charting a new organization and eventually construction of support facilities. The 5- storey tenement housing in the form of Letter Y plan was converted into classrooms and offices. In 1974 the university witnessed the completion of the first phase of the gymnasium, the Marble pylon and the Mabini Circle. The marble pylon upon its initial conception meant true, good and beautiful. However, these 3 words were descriptions articulated by then First Lady Imelda R. Marcos wife of the deposed dictator, Ferdinand E. Marcos. However, in 1987 the triad pylon would now stand for truth, excellence and wisdom. The main campus was named after one of the country's national heroes Apolinario Mabini known as "the sublime paralytic". Several other structures were built on the campus in 1979, the main library, university canteen, the Interfaith Chapel and the completion of the 3rd, 4th, and portion of the 5th floor of the XYZ building (Main building) and the Graduate School Building at M.H. Del Pilar Campus. In 1990-1993 the most significant physical developments in PUP included the University Library Building and the College of Engineering and Architecture Building.

Figure 5: Site Development Plan of Polytechnic University of the Philippines
Source: https://www.pup.edu.ph/ (Modified)

4. Results and discussion

One of the factors that affect the brand of a higher education institution is its ranking. In the past 3 years from 2014-2016 the University of the Philippines has consistently ranked number 1 while the 3 universities Ateneo, DLSU and UST got the rank of 2,3,4 respectively in the Philippines. However, much is to be desired in their appearance in the Asian and World ranking. The highest rank ever achieved by the University of the Philippines was 63 in Asia and 367 in the world in 2014. In 2014 PUP made its first appearance in the QS ranking 301+ in Asian. Table 1 Ranking of Top Philippine Universities by QS from 2014-2016. Harmonizing the vision, mission and goals of the university to its infrastructure strengthen the branding of the institution.

Table 1. Ranking of the Top Philippine University by QS (Quacquarelli Symmondes) from 2014-2016

Source: https://www.topuniversities.com/qs-world-university-rankings (Complied by the Author)

Philippine Higher Education Institutions (HEIs)	QS Rankings (Quacquarelli Symmonds)						THE (Times Higher Education)	BRICS & Emerging Economies (THE)
	2014		2015		2016			
	Asia	World	Asia	World	Asia	World		
University of the Philippines	63	367	70	401-410	70	374	800	201-250
De La Salle University	151-160	651-700	181-190	701+	143	701+		
Ateneo de Manila University	115	461-470	114	501-550	99	501-550		
University of Santo Tomas	141	701+	143	701+	157	701+		
Silliman University	301+				251-300			
Xavier University (CDO)	301+				251-300			
University of San Carlos	301+				301-350			
Ateneo de Davao University	251-300				251-300			
Polytechnic University of the Philippines	301+							
Mapua Institute of Technology	301+							
University of Southeastern	301+							

Philippines							
Adamson University	*30 1+*						

All the universities in the study are more than 100 years old as an organization. However, most of the structures were built in the middle of the 20th century the oldest of which is the Main Building of the University of Santo Tomas constructed in 1923-1927. Three buildings on the campus of the top 4 universities were chosen and for the Polytechnic University of the Philippines. The first structure for the universities is the main building which represents the genesis of the institution under study. The second choice is a structure that demonstrates distinct architecture or the building that houses the architecture program when applicable and the third structure is the latest addition to the campus. The first part of the survey was to solicit voluntary perceptions of the respondents on the structures. Table 2. Perception of Respondents on Ateneo De Manila University based on the 3 of their buildings. The result on the Rizal Library of being perceived as old is very dominant, while the Blue Eagle Gym that elicited the perception of blue, pride and simple is relatively equal. The 3rd structure the Chapel of Gesu is dominantly described as modern.

Table 2. Perception of the Respondents on Ateneo De Manila

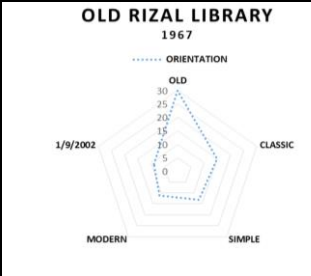Source: Data from the survey processed by the Author
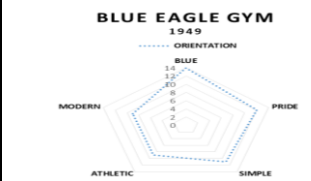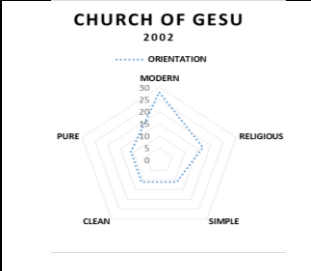
Structure	Word Cloud	Level of Orientation

Table 3. Perception of Respondents on De La Salle University based on the 3 of their buildings. The first structure is the De La Salle Hall, described as old and Roman. The 2nd building which is the SDA (School of Design and Arts) was generally characterized as modern and unconventional. SDA is within the De La Salle University System known as College of St. Benilde (CSB). While DLSU-CSB has an autonomous status from DLSU, the La Sallian system of education on innovativeness and inclusiveness is very much felt not just in its administration but also in the facilities and structures in the School of Design and Arts. The 3rd building is one of the most recent buildings in the De La Salle Manila Campus, the Henry Sy Hall was branded as modern, beautiful and dynamic.

Table 3. Perception of Respondents on De La Salle University

Source: Data from the survey processed by the Author

Structure	Word Cloud	Level of Orientation

Table 4. Perception of Respondents on University of the Philippines which is based on the 3 of their buildings. A great number of respondents perceived the Quezon Hall (initially known as the Academic Building) as old and classical. The Melchor Hall although built at the same time as Quezon Hall was perceived by the respondents as simple and creative. The College of Architecture building is seen as modern and creative.

Table 4. Perception of Respondents on University of the Philippines

Source: Data from the survey processed by the Author

Structure	Word Cloud	Level of Orientation

The perception of the respondents from the University of Santo Tomas specifically the Main Building has a very strong propensity as being historical, old and classic. The influence of European architecture has been fervent, this can be attributed to the influence of the Spaniards who have been in the Philippines for almost 400 years. The Beato Angelico Building where the College of Architecture and the College of Fine Arts and Design are housed, was conceptualized by the designer with contextual architecture in mind. This might be the reason why the respondents view the building as classic and old yet modern. The structure was built in 1991 and it took several stages until it was completed as an eight storey high building on the corner of the main thoroughfare the España Boulevard and minor road. The 3rd building is known to the community as the Quadripavillion. The Quadripav as commonly known was specifically constructed for the 400 years celebration of the university since its conception in 1611. The building was designed by a prominent architect and an alumnus of the university, it took the route of a modern contemporary design which is very much different from the architecture of the Main building. It is described mainly as modern no description other description came close to this.

Table 5 . Perception of Respondents about University of Santo Tomas based on the 3 of their buildings.

Source: Data from the survey processed by the Author

Structure	Word Cloud	Level of Orientation

Table 6. Perception of Respondents about Polytechnic University of the Philippines which is based on the 3 of their buildings. The first structure is the Main Building, a tenement housing for the men and women serving the Armed Forces of the Philippines. The Main building was predominantly described as "simple" and closely

following is the adjective "old." The second structure is the Main Library, which was characterized as simple, very close were the description of modern and massive. The 3rd building is the Engineering and Architecture Building, considered as simple, normal and old.

Table 6 . Perception of Respondents on Polytechnic University of the Philippines.

Source: Data from the survey processed by the Author

Structure	Word Cloud	Level of Orientation

The Image of the University and their Buildings

The image of a university is reflected both in the intangible and tangible representations of the school. The ranking of the university provides to some degree an affirmation of the core vision of higher educational institutions which is excellence. The structures are the tangible symbols and manifestation on how the vision and mission of the university are conveyed through its students. It prepares them for the challenges of the future. The structure where their classrooms, laboratories, halls and open spaces provide them with the sense of place where they can identify themselves with Table 7. Respondents' Answers Whether Buildings in the University Reflect the Image and which of the buildings represent their Image. All the top universities received an approval rating of more than 73.3%, on whether the buildings in these universities reflect the image they convey. PUP received 68.7% , 4.6% lower from the lowest rating (Ateneo de Manila University) and 17% from the university that got the highest (University of Santo Tomas). Only Ateneo and UST received and answered of none when asked which of the buildings represent their brand and image with the percentage of 6.7% and 2% respectively. Glaring is the response on PUP, while the Main Building received the highest rating of 60%, the response None received the second highest rating of 16% which is second after the Main Building. UST Main Building received the highest rating of 92% on the query of which building that represents their brand and image. Seven (7) buildings were cited for Ateneo and UP as the buildings that represent them. These 2 universities have the biggest campus area with 83 hectares and 463 hectares, respectively. UST covers an area of 21.5 hectares with its main building as the structure that represents the image of the university by receiving a rating of 92% that is the highest among all the universities. DLSU-CSD has the smallest campus among the 4 universities under study yet the De La Salle Hall or Main Building received the highest rating of 66.6 % second to UST in terms of having a structure that represents

the image of the university in spite of the proximity of the old and new buildings and the difference in their style. Contextual architecture is not a common source of design inspiration in the campus.

Table 7 Respondents Answers Whether Buildings in the University Reflects the Image and which of the buildings represents their Image.

Source: Data from the survey processed by the Author

Philippine Higher Education Institutions (HEIs)	*Do you think the image of the university is reflected in your buildings?*		*Which building in the university best represents the brand and image of your school?*	
	YES	*NO*	*Name*	*Percentage*
Ateneo de Manila University (ADMU)	*73.3%*	*26.7%*	*Church of Gesu*	*46.8%*
			New Rizal Library	*6.7%*
			Rizal Library	*13.3%*
			Xavier	*6.7%*
			John Gokongwei School of Management	*6.7%*
			SEC	*6.7%*
			Original Buildings in College	*6.7%*
			None	*6.7%*
De La Salle University (DLSU)	*83.3%*	*16.7%*	*St. La Salle Hall/Main Building*	*66.6%*
			Henry Sy Hall	*16.7%*
			College of International Hospitality Management (CIHM)	*16.7%*
University of the Philippines (UP)	*78.1%*	*21.9%*	*Quezon Hall*	*47.2%*
			Palma Hall	*37.3%*
			Melchor Hall	*3.1%*
			Science Complex	*3.1%*
			UP DMMME	*3.1%*
			Vinzons Hall	*3.1%*
			Gonzales Hall	*3.1%*
University of Santo Tomas (UST)	*85.7%*	*14.3%*	*Main Building*	*92%*
			Beato Angelico	*4%*
			Arch of Centuries	*2%*
			None	*2%*
Polytechnic University of the Philippines (PUP)	*68.7%*	*31.3%*	*Main Building*	*60%*
			None	*16%*
			CEA	*9.3*
			NALRC	*8.6%*
			Pylon	*4 %*
			Chapel	*2.1%*

5. Conclusions

The genesis of the top four universities took the same route as the first university in the world, the University of Bologna in Italy. The building typology was not yet available for this kind of institution. The spaces were yet to be determined in spite of the fact that these institutions have a concrete vision on how they will educate the youth. Slowly the spaces were determined and tempered by technologies available to them as they carved their niche. From the four top universities 3 of them are run by Catholic religious orders, the Jesuits, La Sallian Brothers and the Dominicans, the University of the Philippines is the only state-run institution. The four universities are all housed in the site of their choice and started with the building they have built, created and have evolved with over time. The common adjectives that are descriptive of the structures of these four top universities are old, iconic and modern. The growth of most of the universities in the Philippines is organic. They have horizontally expanded when there are spaces available while some were vertically done due to limited space. UP having the biggest campus of 493 hectares has leased some of its open spaces. Ateneo which is sitting on an 83-hectare campus still enjoys the open spaces while several buildings are mushrooming on site most of which most are donations. UST's 21.5 hectares site is slowly hitting a high capacity rate as it is building high-rise structures in the periphery of the Main Building. De La Salle with the College of St. Benilde is exponentially increasing, its administration has opted a multi- campus system around the main campus as it sits on a 6-hectare lot. Branding the university cannot be done overnight and the architectural component is part and parcel of creating the image and the brand. The alumni are the best ambassadors of branding; however, it cannot be denied that the structures provide a strong impression on the perception that it creates for the school. The top four schools in the Philippines have created a strong brand for themselves.

The Polytechnic University of the Philippines earned the respect of the community and the industry. For two consecutive years, its graduates have been the top choice of the employers. Over time, it has improved on its research capability. The big task today is how it can sustain its growth and the reciprocity of its facilities. The journey of the Polytechnic University of the Philippines is quite peculiar since the site of its main campus was originally intended as a housing facility for the members of the Armed Forces of the Philippines. The first structure on the site was a five-storey tenement building in the shape of a Y and terminates in the center through a ramp sheltered by a dome. The need for the PUP to create and find its brand is evident in the structures that were later built. The Pylon, brass wall relief, a fountain (which was removed), an obelisk in the roundabout and more recently the replica of the Intramuros Walls (walled city of Manila core of the Spanish colonizer). Several buildings stood, roads constructed, some were retained while some were demolished. The need to harmonize the campus with its structures becomes inevitable as it is slowly gaining the respect it deserves from the community, the industry, and the academic institutions both local and international. Refinement and sensibility of spaces must be more pronounced than ever.

Under construction and near completion located strategically in front of the campus is the Academic Research Center (ARC) which is dedicated for the use in engineering and sciences funded by the Commission on Higher Education. The building was conceptualized by an alumnus of the University. Figure 6-A. is the Perspective of the PUP-ARC. The design took cognizance of the pylon in front of the university and the colors of maroon and white as shown in Figure 6-B. The PUP Pylon. Figure 7 A. Photo of PUP Gymnasium is up for renovation. Figure 7 B are conceptual perspectives from the BL+RP architects and designers. The architectural lines used in the ARC was the same springboard used in composing the concept for the renovation of the gymnasium.

Figure 6-A: Perspective PUP ARC
Source:budji-royal.com

Figure 6-B : PUP Pylon
Source : https://www.pup.edu.ph//

Figure 7-A: PUP Gymnasium
Source: https://www.pup.edu.ph/

Figure 7-B Conceptual Perspective of Gymnasium
Source: budji-royal.com/

The architecture as an instrument in creating a brand for the university has to be critically assessed. The perception of the structure is volatile because there are times that people are swayed based on the reviews they read. What should be consistent is how the development of the structures and the facilities could be reflective of the vision, mission and objectives of the university which must be properly buttressed with a strong foundation of the past and a clear perspective of the future. Several factors can be considered in order that the structures could help generate and improve on its brand. Among which are the following:

1. Inventory. There is a need to understand and make an inventory of the existing campuses and its structures. This will provide a backbone on appreciating the journey of the university. The sizes of the campuses and their existing development necessitates assessment. The size of the campus plays an important role on how branding and image area is created. The bigger the site the more difficult for the building to be cohesive.

2. Collaboration. The need to collaborate for stakeholders and shareholders is essential in creating a brand. The acceptance in the change created in both the tangible and intangible makes the transition lighter because of a consensus.

3. Contextual Architecture. The inventory of the campuses and its structures will substantially provide the key on the context of the architecture. Contextualizing the architecture does not mean copying the design. Contextual architecture creates a strong sense of place that provides the people vital attachment and their source of pride.

4. Master Developmental Framework. The developmental framework for the university may be established to concretize the brand and image. Guidelines on the design of structures whether the funding would come from income generated by the institution or other funding agencies such as the government or through private benefactors should conform to the established strategies, principles and design guidelines.

Change is inevitable it comes with progress, but the evolution should not compromise the basic tenet of higher education institution as the vanguard of creating knowledge. The integrity of the institution should be reflected in all aspects of its operations. All students, alumni, personnel, faculty and administrators are part of the system that created the brand and in order to attain a sustainable branding it should act as a whole

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