



Policies and Guidelines
CORPORATE IDENTITY MANUAL
SUBIC BAY METROPOLITAN AUTHORITY

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1.0 INTRODUCTION

1.1 Foreword

This Corporate Identity Manual is designed as a reference for employees to ensure the proper and correct use of graphic elements that are associated with the Subic Bay Metropolitan Authority (SBMA) and the Subic Bay Freeport Zone (SBFZ).

It contains information, policies, and guidelines about the Agency's corporate identity; namely, its corporate logo, and other visual symbols and representations of the Agency with which the public associates it, as approved by SBMA Board Resolution No. 15-09-5506, on September 15, 2015.

It seeks to project a positive corporate identity and elicit recognition, understanding, and appreciation of what the Agency stands for by presenting a consistent image in relating to target publics.

1.2 How to Use this Manual

The main focus of this manual is the proper usage of the Agency logo and its other graphics for a standardized visual portrayal of the Subic Bay Metropolitan Authority as a government agency and the Subic Bay Freeport Zone as a destination.

It contains guidelines for the official colors, fonts (typefaces), and other visual elements, and how they are to be applied to come up with uniform documents, written communication, and other materials.

The integrity of the Agency's logo must be respected at all times. Thus, it may not be used if its application does not conform to these guidelines. Guidelines for other images or iconographies used by the Agency are likewise included in this manual.

Please do not use this manual to replicate artwork inasmuch as quality is significantly reduced, thus defeating the purpose of standardizing and protecting the Agency's corporate identity. Original digital artwork can be accessed and downloaded from this website but limited within the SBMA Network.

1.3 Contact Information

For additional queries, guidance, or download needs relative to this Manual, please contact the Corporate Communications Office at (+6347) 252.4007 or 4999, or corcom@sbma.com

2.0 ABOUT US

2.1 Who we are

We are the Subic Bay Metropolitan Authority, the agency created by virtue of Republic Act 7227 (RA 7227), Section 13, and mandated to manage, promote, and develop the Subic Special Economic Zone into a self-sustaining, industrial, commercial, financial, and investment center to generate employment opportunities in and around the zone, and to attract and promote productive foreign investments.

2.2 What We Do

The SBMA's main role is to make business in the Freeport happen and thrive, generate employment, and protect natural resources within the Zone. With careful planning and management, we help ensure businesses of stable, strategic, and sustainable growth.

Investment Promotion. We attract local and foreign investments to promote the economic and social development of the country, particularly in Central Luzon. We assist investors in setting up their businesses and provide them with quality services.

Employment Generation. Through the foreign and local investments we attract, we create gainful employment and livelihood for the benefit of neighboring local communities. We source out our locators' manpower needs from these areas and ensure compliance with labor laws, rules, and regulations.

Infrastructure Development. We construct and maintain public infrastructure within the Freeport in support of business, industry, port, tourism, and community needs. We believe that quality infrastructure is essential to the smooth and cost-effective movement of people, goods, and services within and across the Freeport.

Port Administration. We serve as the Authority of the Port of Subic and as such, manage, administer, develop, and market the port and its facilities. We coordinate with concerned government agencies to ensure port user compliance and enforcement of applicable rules, regulations, and policies.

Security and Law Enforcement. We manage, provide, and maintain our own internal security and fire-fighting forces within the Freeport area for the safety and protection of our locators, workers, and residents. We readily respond to those in need of these services beyond the boundaries of the Freeport.

Permitting and Licensing. We issue permits and licenses to regulate business activities, as well as the operation and maintenance of utilities, services, and infrastructure within the Freeport.

Tourism Development and Promotion. We pursue the development of the Freeport not only as an investment site but also as a safe and wholesome tourism destination without compromising our natural environment as the centerpiece and competitive edge of our tourism thrust.

Environmental Protection. We are responsible for the protection of the environment within the Freeport, and implement laws, policies, rules, and regulations governing the conservation and protection of our natural resources.

2.3 Our Vision

By 2030, the Greater Subic Bay area shall be the premier Freeport Zone in Asia.

2.4 Our Mission

To generate broad-based business and job opportunities by offering unique maritime, eco-tourism, and technologically advanced industrial services and infrastructure to the world as a showcase of Philippine economic progress and development

2.5 Our Core Values

Excellence

We give better than our best to anything and everything we do. We go the extra mile to sustain our development gains and satisfy our customers.

Integrity

We practice good governance to ensure that our moral compasses point us to the right direction. We consider personal integrity as integral to leadership and public trust.

Malasakit

We strongly adhere to the Filipino spirit of bayanihan. We acknowledge the common good and the protection of the environment as a social responsibility.

2.6 Our Agency Daily Prayer

Amang Makapangyarihan, gabayan N'yo kami tungo sa landas ng kabutihan.

Basbasan N'yo kami sa araw na ito upang matupad namin ang aming tungkulin na maglingkod sa Inyo, sa aming bansa, at sa aming kapwa.

Bigyan N'yo kami ng lakas ng loob kung kami ay nanghihina;

tapang ng loob sa panahon ng pangamba;

at lubos na pagtitiwala sa Inyo sa mga pagkakataong kami ay nag-aalinlangan.

Amen.

3.0 Our Corporate Signature

3.1 Background

Among the SBMA's powers, as defined in the Implementing Rules and Regulations of RA 7227, is "to adopt, alter and use a corporate seal". Over the years, this corporate seal or logo, also known as the corporate signature, has undergone changes in form, typography, graphical style, and color.



In 2004, the Agency added the logo of TUV Product Service to its official letterhead and other materials upon receiving its first ISO 9001 Certification that year. The TUV Product Service logo was used for only a period of one (1) year due to the non-renewal of the said certification.



In 2007, and as authorized by the SBMA Board of Directors, the two (2) logos that were used during the Agency's 15-year existence were incorporated side by side and adopted as the Agency's 15th anniversary logo. This was used from November 2007 to November 2008, to depict the Agency's 15-year existence.



On January 18, 2008, the SBMA Board issued Resolution No. 08-01-2056, approving the reversion to the Agency's first or original logo, but with a slightly modified font.



In celebration of the Agency's 20th anniversary on November 24, 2012, a commemorative logo and slogan design was officially adopted from November 12 to December 31, 2012. The slogan was the top winning entry in an anniversary slogan-writing contest that was launched by the Agency among its employees.



Thereafter, the Agency reverted to its standard official logo, as approved in Board Resolution No. 08-01-2056.

On January 14, 2015, the SBMA Board passed Resolution No. 15-01-5302, approving “the sole use of the SBMA Corporate Logo for all internal and external corporate communications until such time that a standard policy for the use of all approved SBMA Logos are finalized. The use of an alternative shall require a written authorization from the Administrator and any deviation from this resolution will be subject to appropriate disciplinary action”.

3.2 Corporate Signature Elements and Symbolisms

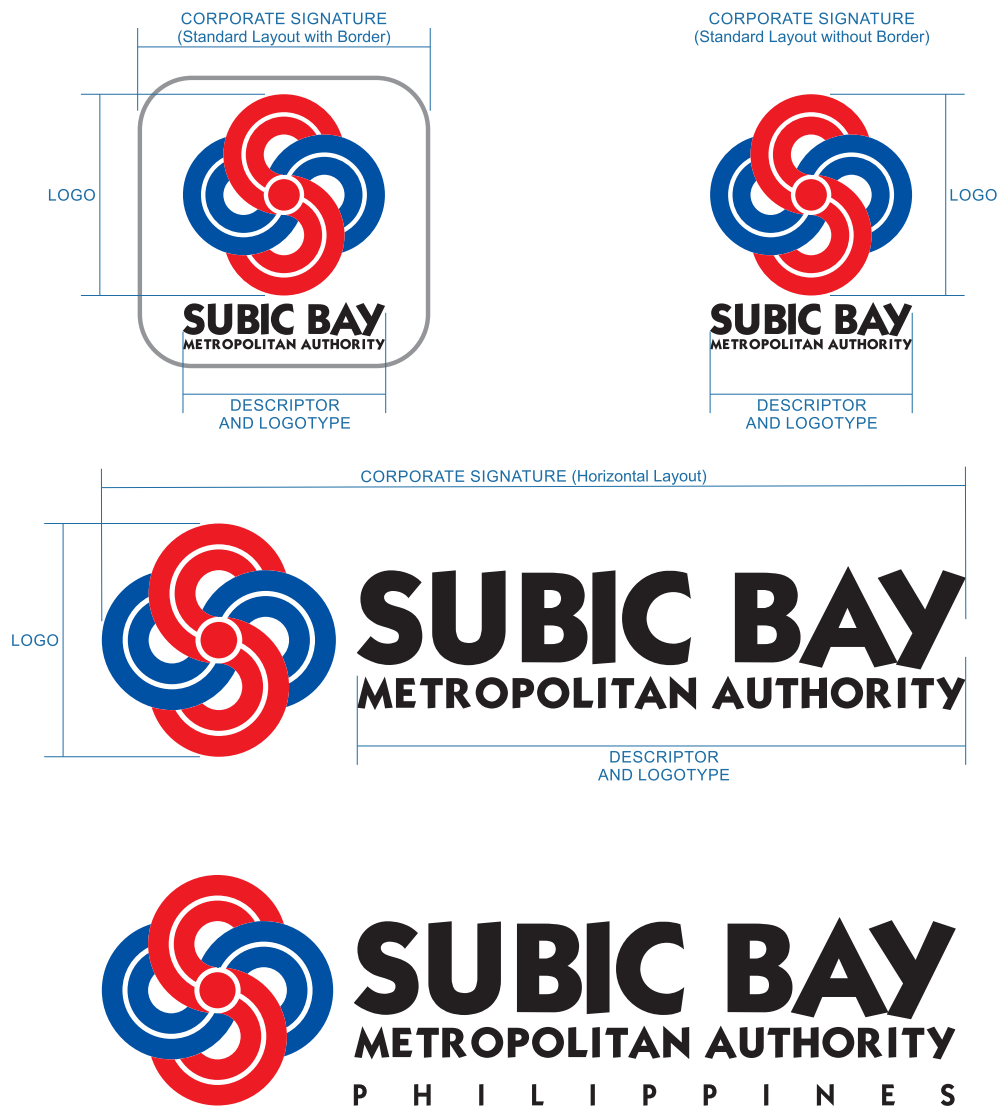
The Agency's corporate signature comprises of three (3) elements: the logo, the corporate name or descriptor, and the logotype, all of which appear in specific proportional arrangements, colors, spacing, and size relationships.

The main design element of the Agency logo is made up of two (2) intersecting and overlapping letter “S”, which stands for “Subic Bay” and “SBMA”. Similar to a rotor or propeller, the two letters signify movement and dynamism. The letters “S” are also positioned vertically and horizontally to one other to denote growth in all directions with Subic Bay as pivot and center.

White lines run in the middle of the red and the blue “S”, and converge in the middle of the intersection identified by a white-outlined red circle, to symbolize unity in vision and action. The major logo colors of red and blue closely approximate the same blue and red colors of the Philippine National Flag in keeping with the Agency's status as a government organization.

Completing the corporate signature are the Agency's corporate name or descriptor and the logotype. The descriptor refers to the Agency's name Subic Bay Metropolitan Authority and the logotype to the font or typography used for it. No other descriptor (e.g. SBMA) or any part thereof and logotype may be used for the corporate signature.

The corporate signature with “PHILIPPINES” is used for promotional materials intended for international/outbound trade missions.



3.3 Logotype

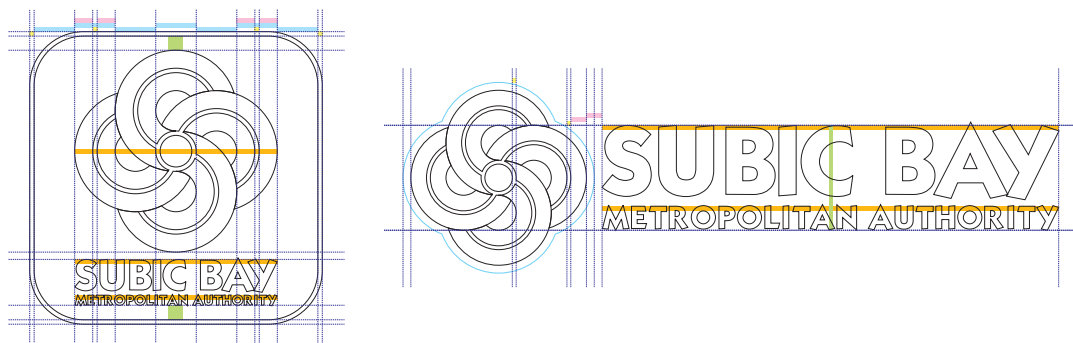
Logotype refers to the style and appearance of the descriptor, which is usually achieved through the use of a specific color and typeface, or set of fonts.

- 3.3.1 *Typeface and color* of the logotype for “Subic Bay Metropolitan Authority” is 100% Kabel black font all caps. The integrity of the logotype must be maintained at all times (e.g. no vertical or horizontal scaling, no added stroke, etc.). No other typeface or font may also be used for the purpose.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

- 3.3.2 *Logo exclusion zone* is the clear area that surrounds the corporate signature. Its purpose is to ensure that all the elements of the corporate signature maintain clarity and impact. No background images or extraneous elements must encroach upon the corporate signature's protected area or exclusion zone. The background within the logo's protected area must also be of one consistent color. The prescribed exclusion zone or minimum clearance around the logo is at least 0.5 of any metric unit of length.
- 3.3.3 *Proportion or size relationship* refers to the comparative measurements or size of the different parts of the corporate signature. Maintaining the proper proportion between the logotype and the logo itself is important to the integrity of the corporate signature. Any distortion defeats the purpose of any logo standardization effort.

The words “Metropolitan Authority” must extend the entire width of the words “Subic Bay”, as illustrated. Equally important, also as illustrated below, is the proper proportion that must be observed between the logo and the logotype.



If any element of the corporate signature is to be increased or decreased, all other elements must likewise be adjusted proportionately.

- 3.3.4 *Minimum size* refers to the smallest size that the logotype may be reproduced to ensure legibility, impact, and recognition. For this reason, the logotype must not be reproduced less than 1.27 cm. or ½ inch (0.5”), which is the allowable minimum size.

If a smaller logotype needs to be used, please consult the Corporate Communications Office.



3.4 Iconography

Iconography refers to the visual image and/or symbol used in a logo. In the Agency's official logo, the main iconography or image refers to the two (2) intersecting and overlapping “S”.

3.4.1 Official Color Palette

In addition to design elements, the color palette increases the uniqueness and attractiveness of a logo. The official color scheme must be faithfully maintained to guarantee consistent logo application.

The Agency logo uses three (3) colors – blue, red, and white – two (2) of which are identified below:

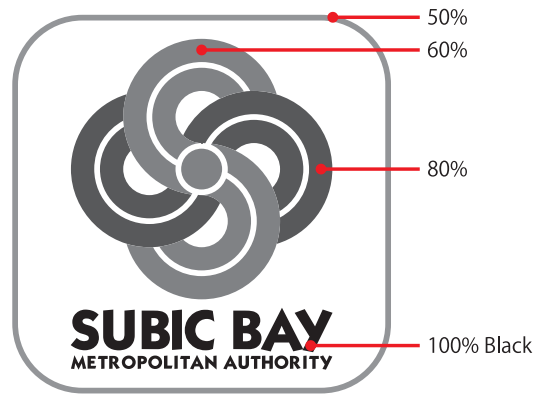
SCHEME	BLUE	RED	GREY*
RGB	R38-G88-B165	R237-G50-B55	R150-G152-B154
CMYK	C100-M79-Y0-K0	C0-M100-Y100-K0	C0-M0-Y0-K50
HEX	#2658A5	#ED3237	#96989A

**For logo border when applicable*

3.4.2 Other Color Options

In some instances, the corporate signature may need to be reproduced in grey scale or in black and white.

For this purpose, only the following grey scale of the corporate signature must be used:



- 3.4.3 *Minimum size* refers to the smallest size that the logo may be reproduced. For the Agency logo, the allowable minimum size is ½ inch (0.5”) to ensure legibility, impact, and recognition.

If a smaller logo needs to be used, please consult the Corporate Communications Office.

3.5 Logo Application Guidelines

Logo application guidelines have two (2) common goals: to respect the integrity of the logo; and to increase the Agency's visibility through improved public recognition of its corporate identity.

Thus, the following guidelines seek to convey a consistent and coherent image of the Agency to all its publics by standardizing the application of the Agency logo in form and presentation.

3.5.1 General Guidelines

- a) As the Agency's corporate signature, the logo must be used as a complete unit and must not deviate from its approved form.
- b) All elements of the logo, including its colors, must appear in their fixed relationship and proportion, and must not be adjusted or modified in any manner that distorts or alters any element.
- c) The logo must be positioned in the most suitable part of a particular communication or material.
- d) Except in rare cases (e.g. SBMA flag), the logo must be shown with the Agency's complete name. No abbreviations or acronyms such as SBMA may be used as descriptor.
- e) The positioning of the complete Agency name is equally important. As a general guideline, it must always be placed beneath the two (2) overlapping and intersecting "S", or horizontally on the right side of the logo, as shown on page 9 of this Manual.
- f) The two (2) overlapping and intersecting "S" in the Agency logo must always be equidistant from the center of the white-outlined circle in the middle of the intersecting "S".

3.5.2 Specific Guidelines

- a) When to use the logo with a border
The standard logo with the border is used only against a WHITE or LOW contrast background, graphic, or design.
- b) When to use the logo without a border
The standard logo without the border is used only against a HIGH contrast background, graphic, or design.

Examples of Logo Application with and without a border



- c) When to use the horizontal logo layout
- i. The horizontal logo is used in a layout or artwork with limited space for the Agency logo to make the descriptor or logotype more visible and readable. The same rule applies in horizontal and vertical banners or streamers, as well as advertising signage.
 - ii. The horizontal logo is used if other logos in the artwork are also in horizontal format to create a balanced layout.
 - iii. The horizontal logo with white background is used in a layout with a high contrast background or artwork.
 - iv. The horizontal logo without a white background is used in a layout with a low contrast background or artwork.

Examples of Horizontal Logo Applications



3.5.3 Other Guidelines

- The Agency logo must be used only for SBMA corporate materials, events, activities, projects, and other similar purposes.
- The Agency logo must never be used or reproduced in a vertical format.
- The Agency logo may be used as a watermark for security purposes such as in SBMA IDs, contracts, and other similar materials or documents.
- Any animation, using the Agency logo, must comply with the guidelines set forth in this Manual.
- Only SBMA-sanctioned social media accounts (e.g. Facebook, blog sites, Twitter, etc.) may use the Agency logo in accordance with the guidelines prescribed in this Manual.

To ensure logo integrity and consistency of application, please consult the Corporate Communications Office.

3.5.4 Some Dos and Don'ts of Logo Application

The Agency logo must be used properly for it to be effective. Below are some rules of thumb to help maintain logo integrity:

Dos	DON'Ts	Improper Logo Usage
Do maintain the integrity of the color, spacing, and proportions of the logo.	Don't alter, stretch, or condense the logo or realign any of its components.	
Do maintain the design integrity of the logo.	Don't add other design elements to the logo (e.g. outlines, ribbons, strokes, or drop shadows).	
Do use the correct logo configuration.	Don't reconfigure the logo.	
Do maintain the prescribed logo exclusion zone to leave ample room around it.	Don't crop the logo in any way or align it to the edge of the page.	 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed venenatis sapien ut erat semper, at suscipit lorem convallis. Integer iaculis, eros tristique volutpat molestie, mi massa varius purus, eget cursus erat tellus idorci. Nulla sollicitudin justo non mauris congue, vel eleifend massa congue.
Do use the logo in full color against a white background whenever possible.	Don't use any color or color combinations for the logo other than what is prescribed in this Manual.	
Do use the grey scale version of the logo only when the full color version is not applicable.	Don't use any other grey scale version of the logo other than what is prescribed in this Manual.	
Do use the logo as it is, without breaking it into component parts.	Don't use the logo as part of a sentence, phrase, or headline.	
Do place the logo away from other logos.	Don't "tie in" or append any business names, product names, slogans, tag lines, or other phrases with the logo.	
Do reproduce the logo in high resolution to assure its visual quality.	Don't use any official logo other than high resolution artwork or original digital files from the downloadable materials in the Agency website to reproduce the logo.	

4.0 AGENCY LOGO APPLICATIONS

4.1 Agency Letterhead

4.1.1 Header

- a) Only the official logo without a border must be used in the Agency letterhead.
- b) The official logo and its attendant marking, *i.e.* AJA Registrars registered company mark, must appear in the same proportion and position of the header.
- c) No divisional identifiers, *i.e.* names of administrative units must appear in the header whether for external or internal correspondence.

4.1.2 Footer

- a) The Agency's complete address, contact details, and email address must be placed on the left of the footer and mysubicbay.ph QR Code at the opposite (right) side of the footer for all external correspondence.
- b) Names of administrative units and their complete address and contact details must be placed in the footer for all internal correspondence only.

4.1.3 Others

- a) Except for the official logo and QR Code, no other iconography such as emblems, insignias, or marks, including those approved by the Board, must be added to any part of the Agency letterhead.
- b) Board-approved commemorative logos such as anniversary or milestone logos may be added to the Agency letterhead from time to time in accordance with special usage guidelines to be issued therefor.
- c) All Agency letterheads must be electronically printed only.

4.2 Letter Envelopes

- 4.2.1 Only the official logo in horizontal layout and Agency's address, email, and website address must be placed at the left-hand corner of the Agency's letter envelopes.
- 4.2.2 No other iconography such as emblems, insignias, or marks, including those approved by the Board, must be placed on the Agency's letter envelopes.
- 4.2.3 The words "URGENT", "CONFIDENTIAL", "RUSH" or any other similar communication markings may be stamped on the Agency's letter envelope, when needed.
- 4.2.4 Letter envelopes may be electronically printed.

4.3 Business Cards

- 4.3.1 Only the Agency's official logo without a border may be used in official business cards.
- 4.3.2 General Specifications
 - a) Paper stock : Fancy Ediciones, 240 gsm
 - b) Size : 6.0 cm x 8.5 cm
 - c) Color : Ivory White
- 4.3.3 Logo and QR Code. The Agency logo and the QR code are the only images that must be placed on official business cards.
 - a) Official Logo
 - i. Size : 1 inch height (proportional to width)
 - ii. Position : upper left corner within the 1/8" margin
 - b) QR Code
 - i. Size : 0.75 inches
 - ii. Position : center to center (back)
- 4.3.4 Other Guidelines
 - a) Name
 - i. The person's complete name must be capitalized, using Avant Garde Standard Medium, 11 pts., followed by a comma if credentials are listed.
 - ii. Middle initial is required and ended with a period.
 - iii. Terms such as Dr., Atty., Engr., Mr., Mrs., Miss, and similar titles must not be used or appended to the name.
 - b) Credentials
 - i. Credentials following the name are set in normal case, using Avant Garde Standard Book, 11 pts.
 - ii. Credentials must include periods, (e.g. Ph.D.), separated with commas, if there are more than one credentials.
 - iii. If there are too many credentials to appear immediately after name, the other credentials must be placed on the next line and listed together.
 - c) Job Title
 - i. The job title must be placed below the name, using Avant Garde Standard Book Light 6.5 pts.
 - ii. Only official titles, as furnished by the Human Resource Management Department, may be used.

- d) Address
 - i. Address must be set in Avant Garde Standard Medium 6.5 pts.
 - ii. Proper street addresses must be separated with a space, and 'St.' (not St or Street), 'Ave.' (not Ave or Avenue), and 'cor.' (not cor, Cor., or corner) must be used.
 - iii. Subic Bay Metropolitan Authority' or 'SBMA' must not be repeated in the address portion of the card.
 - iv. The postal code (2222) must appear on the last line of the Agency address, preceding 'Philippines' with a single space in between.
- e) Others
 - i. All text set on the business card must be printed in black ink only.
 - ii. Contact numbers must include the following:
 - Tel. No.: Prefix “+” 63 + Area Code + Phone no. and separated by a period, not a dash (e.g. +6347.252.XXXX).
 - Telefax: Prefix “+” 63 + Area Code + Phone no. and separated by a period, not a dash (e.g. +6347.252.XXXX).
 - Mobile: Prefix “+” Area Code + three-digit service provider number + seven-digit cell number and separated by a period, not a dash (e.g. +63917.444.1234).
 - iii. Only the person's official email must be included in the card. Inasmuch as the “@” symbol within the email address adequately signifies an email address, prefixing the person's email with the word 'Email' is not needed.
 - iv. The Agency's website address (www.mysubicbay.com.ph) must be placed on the last line and must not be prefixed with the word 'Website'.
 - v. A surrounding margin of 0.25 or ¼ inch must be maintained.

4.4 SBMA ID Card

- 4.4.1 Only the Agency logo in standard layout must be used in all ID cards issued to Agency officials and employees.
- 4.4.2 The ID card must follow a standard format and size regardless of the rank or position of the person it is issued to.
- 4.4.3 The name of the ID holder must appear in the following sequence: SURNAME, GIVEN NAME MIDDLE INITIAL.
- 4.4.4 The address of the ID holder must appear in the following sequence:
 - a) First Line : # + House Number + Street
 - b) Second Line : District + City
 - c) Last Line : Zip Code + Province + Philippines

e.g. #123-D 1st Street
West Tapinac, Olongapo City
2222 Zambales, Philippines

4.5 Facsimile Sheet

Facsimile or fax sheets are computer-generated forms, using A5 or half of an A4 paper, that must be sent with every fax transmittal. A standardized template for this purpose is available in the Agency website.

4.6 Official Forms for External Use

The official logo must appear in the header portion of all official forms such as official receipts, billing statements, applications, permits, etc. that the Agency uses for external customers.

For assistance in applying the official logo in the forms header, please consult the Corporate Communications Office.

5.0 OTHER APPLICATIONS

5.1 Flags and Pennants

The Agency logo may be used in flags and pennants for various purposes. The complete corporate signature, however, must always be used against a white background.

5.2 Signage

Although a standard format must be followed in the application of the Agency logo in any building, office, or directional signage; the actual design of the signage may vary depending on space availability, location, material/s to be used, and other factors.

5.3 Official Vehicles

The Agency logo must be placed on official vehicles, particularly on SBMA-owned buses, utility vehicles, fire trucks, and ambulances. High quality digitally printed and self-adhesive decals or stickers are recommended for this purpose.

5.4 Institutional Advertising

The Agency logo must be used in all the Agency's print and televisions advertising materials that are institutional in nature.

5.5 Sponsorship and Event Materials

The Agency logo may be used to indicate the Agency's sponsorship of corporate and public events/activities, except those that are tourism in nature in which case the Tourism Branding Icon (Section 6.3) is used.

For assistance in other applications of the Agency logo, please consult the Corporate Communications Office.

6.0 ICONS, EMBLEMS, AND MARKS

In addition to the Agency's main iconography, the following mark, icon, and emblem are used, which are not necessarily part of the corporate signature but which nonetheless may appear on the Agency's official materials:

6.1 AJA Registrars Registered Company Marks



Certificate Number: AJA13/16628

“MISUSE OF THESE MARKS WILL RESULT IN THE NEED TO WITHDRAW ALL OFFENDING DOCUMENTATION. SHOULD YOU HAVE ANY DOUBTS ABOUT THE VALIDITY OF THE USAGE OF THESE MARKS WE WOULD SUGGEST THAT YOU CONTACT AJA REGISTRARS PRIOR TO PRINTING. ANY QUESTIONS SHOULD BE ADDRESSED TO THE CERTIFICATION MANAGER.”

From AJA Registrars

To avoid misuse of these marks, the AJA Registrars provides the following guidelines:

6.1.1 AJA Registrars Registered Company Mark

The mark can be applied to stationery and publicity material that relates to the company's Scope of Registration. This can include websites, brochures, product cards, walls, exhibition stands, advertisement, etc.

The mark shall not be applied directly to the company's product or packaging whether secondary or primary, or be reused in any way that may be interpreted as denoting product conformity. It may not be applied to laboratory test, calibration or inspection reports.

The mark may only be reproduced in a single colour, which is unlimited, but where practical should conform to existing pre-printed stationery, brochures, letterheads or other promotional materials of the company.

Where the mark is used, the certification registration number must be clearly indicated, as must the standard to which the company has been certified.

Where the AJA Registrars Registration Mark is issued under a National Accreditation Scheme, an additional Accreditation Mark can be used in conjunction with the AJA Registrars Registered Company Mark. The Accreditation Mark to be used will vary dependent upon the National Accreditation Scheme under which the Certificate was issued.

6.1.2 Accreditation Mark

The Accreditation Mark shall only be used in conjunction with the AJA Registrars Registered Company Mark in accordance with the brochure issued to your company with the certificate of registration and is limited to stationery, internal walls, exhibition stands, websites, literature and other written promotional materials.

It shall not be applied to company vehicles or flags and shall not be applied directly to the company's product or packaging, whether secondary or primary, or be used in any way that may be interpreted as denoting product conformity. It may not be applied to laboratory test, calibration or inspection reports.

Where practical, the Accreditation Mark should be reproduced in a single colour to conform to existing pre-printed stationery, brochures, letterheads or other promotional material. It is permissible to print the Accreditation Mark in full colour but it must conform to the colour scheme indicated below and no other combination of colours is permitted under accreditation body rulings.

Where the mark is printed on an A4 unfolded page the mark shall be a maximum of 30mm in height. For larger paper size the mark may be larger, but must be a proportional increase.

Under normal circumstances the mark will not be printed less than 20mm in height excluding the certificate number, however in exceptional circumstances where the space is limited (for example on business cards) the mark may be smaller, but must still be legible and proportional to the rules on the use of the mark on A4 size documents.

The Accreditation Mark shall not be used in such a way as to suggest that the Accreditation body or Government Organisation it represents have certified or approved the activities of the Company, or in any other manner which can mislead.

*Source: AJA Registrars
Document: Use of Accreditation and Certification Marks
Issue: N
Date: February 15, 2013
Page 1 of 1*

6.2 mysubicbay QR Code



www.mysubicbay.com.ph

A Quick Response (QR) Code is a machine readable label used for storing text data (in most cases, to access websites). The code is readable by a variety of devices such as phones/tablets, handheld consoles, and others.

Using a QR (Quick Response) Code is a tactic that helps get directions, access information, and reduce typing in URLs, messages, telephone numbers, or websites such as the case with mysubicbay QR Code.

6.2.1 Basic Application Guidelines

- a) Minimum size: 2.5 cm (1 inch) with scanning distance of 25 cm or 10 inches
Rule of thumb: Optimal QR Code Size = Scanning Distance / 10
(e.g. For scanning distance of five feet (60"), QR Code size should be 6")
- b) Color: Black and white only
- c) The URL (www.mysubicbay.com.ph) must always appear below the QR code as a fallback measure for those without smartphones.

6.2.2 Other Tips and Reminders

- a) Leave enough space around the code.
- b) Do not print on highly reflective or highly curved surfaces.
- c) Print on white or soft pastel color background only, never on a dark color
- d) Do not reverse or invert in print. The black must be black for scanners to appropriately pick it up.
- e) When using on print, make sure to keep the QR Code away from the fold to improve scanning without reflecting the other facing page.
- f) Do not stretch or distort the QR code. When resizing, make sure to scale the code proportionately.

6.3 Tourism Branding Icon



On April 29, 2015, the SBMA Board passed Resolution No. 15-04-5392, approving the SBMA Tourism Logo.

To distinguish the Agency logo from the SBMA Tourism logo, the latter shall henceforth be referred to as the Subic Bay Tourism Branding Icon.

6.3.1 Color Scheme

SCHEME	BLUE	YELLOW GREEN	LIGHT GREEN	GREY
RGB	R38-G88-B165	R143-G199-B74	R200-G217-B155	R150-G152-B154
CMYK	C100-M79-Y0-K0	C50-M0-Y100-K0	C24-M3-Y50-K0	C0-M0-Y0-K50
HEX	#2658A5	#8FC74A	#C8D99B	#96989A

6.3.2 Color Variations

For more flexibility and variety in the application of the Subic Bay Tourism Branding Icon, the following color variations may be used:

a) Gray Scale



b) Black Reversed



c) Spot Color in Yellow Green



- d) Spot Color in Yellow Green Reversed



- e) Spot Color in Blue



- f) Spot Color in Blue Reversed



6.3.3 Layout Variations

a) Standard Layout



b) Horizontal Layout



c) Vertical Layout



6.3.4 Exclusion Zone

Exclusion zone is the clear area that must surround the branding icon. The exclusion zone of the Tourism Branding Icon is equivalent to the width of the letter “I” in “SUBIC Bay”.

For Standard Layout



For Horizontal Layout



For Vertical Layout



6.3.5 Minimum Size

Minimum size refers to the smallest size that the branding icon may be reproduced to ensure legibility, impact, and recognition.

- a) Standard Layout : 1 inch width (proportional to height)
- b) Horizontal Layout: 2 inch width (proportional to height)
- c) Vertical Layout : 1 inch width (proportional to height)

6.3.6 Other Guidelines for the Subic Bay Tourism Branding Icon

- a) Branding icon background must be white.
- b) Branding icon must not be enclosed in any kind of border.
- c) No other spot colors must be used except blue and yellow green, as specified in Section 6.3.1 of this Manual.
- d) Using the image together with the Agency's official logo must be avoided. For further advice, please consult the Corporate Communications Office.

6.3.7 Applications

- a) ID Cards for locators, non-SBMA workers/employees, and residents
- b) Tourism-related ads, AVPs, collaterals, giveaways, and other marketing and promotional materials
- c) Tourism-related directional signage
- d) SBMA-owned tourist buses and vans

6.4 Law Enforcement Department (LED) Police Emblem

On March 24, 2015, the SBMA Board passed Resolution No. 14-03-5038, approving the use of the revised SBMA Police logo as patch for LED personnel's official uniform.

To distinguish the SBMA Police logo from the Agency's official logo, the former shall henceforth be referred to as the SBMA Police emblem.



6.4.1 Applications

In addition to LED personnel's official uniform, the SBMA Police emblem must also be applied to the following:

- a) LED Patrol Vehicles
High quality digitally printed and self-adhesive decals or stickers must be placed in all LED patrol vehicles.
- b) LED Flag and Guidon
The SBMA Police emblem must be used against a white background in the LED flag.

6.5 Others

Except for the above-enumerated marking, branding icon, or emblem, no SBMA department/office must use or have its own seal or logo without prior approval by the Board or the Administrator.

6.6 Other Standardization Guidelines

Equally vital to building the Agency's corporate identity is the standardization of its internal and external correspondence, as well as slideshow presentations for internal and external audiences.

6.6.1 Internal and External Correspondence

- a) General Fonts and Spacing
 - i. Arial 11 pts
 - ii. Single space
- b) Paper Size
 - i. International ISO standard A4 (8.27" x 11.69") size for regular correspondence and memoranda
 - ii. Legal size (8.5" x 14") for legal documents and horizontal spread sheets only
- c) Format
 - i. Block Format
 - Text is aligned to both left and right margins.
 - ii. Spacing
 - Single line spacing is used between sentences and double line spacing between paragraphs.

6.6.2 Slideshow Presentations

Standardized templates for slideshow presentations (PowerPoint) for specific audiences may be seen and downloaded from the Agency website. The Corporate Communications Office may likewise be consulted for special slideshow presentations for external audiences.

6.6.3 Memorandum Protocol

In office memoranda, protocol refers to accepted ways in which internal office communications are formatted, organized, written, and routed in a manner that takes formality, precedence, and etiquette into consideration. As such, they are expected to be timely, professional, formal, and polite.

a) Heading Segments

i. FOR/TO

- Use TO when your memo is addressed to a subordinate.
- Use FOR when your memo is addressed to a peer or an officer of higher rank.
- If your memo is intended for more than one recipient, make sure you list them in the order of their status or rank in the Agency
- Specify the recipient's position or title below his/her name.

ii. THRU

When to use THRU

- When the THRU addressee needs to be informed; or when the THRU addressee needs to endorse (i.e., approve, concur, coordinate) the document prior to its receipt by the main addressee
- As much as possible, limit THRU addressees to only two (2), unless absolutely necessary
- Aside from signing the memo, route it thru the THRU addressee so he/she may also add any comment such as “Noted”, “Concurred”, etc.

iii. FROM

- Use your full name (Note: You may sign your initials after your typed name to verify that the memo comes from you and/or sign your name at the end of the memo).
- Specify your position or title below your name.

iv. SUBJECT

- Summarize your message/purpose precisely.
- Capitalize all words and use bold typeface within the subject line.
- Avoid using “AS DISCUSSED BELOW” as your memo subject.
- If acronyms or abbreviations are used in the subject, spell them out, followed by the acronym in parentheses (Note: Once this is established, only the shortened form is used in the memo body but if the full title is to be used only once, there is no need to identify the acronym in the subject field).

v. CC

- If you intend to furnish other officers or staff copies of your memo, make sure you list them in the order of their status or rank in the Agency.

- You may also furnish copies of your memo to one or several offices in which case, make sure you list them alphabetically.
- vi. Date
 - Type or stamp the date (e.g. December 16, 2015).
 - Do not abbreviate the month.
 - Do not use military style (e.g., 20 Aug 2005) or endings such as "st" or "th" after the day (e.g. Aug 20th).
- b) Body Segments
 - i. Opening
 - Begin the memo with the most important information.
 - State the purpose of the memo.
 - Identify the exact reason for writing the memo and make it clear to the reader.
 - Include only as much information as needed.
 - ii. Summary
 - Provide a brief statement of the key points of the memo.
 - iii. Discussion
 - Include all details that support the key points of the memo and your recommendations.
 - iv. Closing
 - Close the memo stating what action/s you want the recipient to take. There is no need to write "Thank you" at the end of your memo.

c) Other Memorandum Protocol Guidelines

REFERENCE	DOs	DON'Ts
MEMO OR LETTER?	Use memos for internal (Agency-wide) correspondence only.	Never use memos for external audiences, such as locators, private businesses, other government agencies, and other non-SBMA officials/employees or entities.
	Use letters for formal internal correspondence whenever a personal tone would be appropriate such as letters of congratulations, commendation, retirement, condolence, etc.	Do not use a salutation (e.g. "Dear Sir:") or a complimentary close in a memo (e.g. "Respectfully yours,").
	Use letters for correspondence addressed to the President, the Vice President, Cabinet members, national or local government officials, foreign government officials or offices, and the public.	Never use a postscript (P.S.) in any memo, letter, or other official correspondence.
STATIONERY AND PAPER	Use the Agency letterhead for the first page of the letter or memo only. Use plain A4 paper for succeeding pages.	Do not add any other seal, logo, emblem, markings, slogans, or mottos on the official letterhead unless such use has been approved by the Administrator or Board of Directors.
	Use one side of the paper only.	
	Center one-page letters and memos vertically.	
	Use a 1-inch wide margin for left, right and bottom sides of the letter or memo.	Do not use the reverse side of the paper, as this may be overlooked.
FONT AND FONT SIZE	The standard font size of Arial 11 pts. may be slightly reduced to prevent a correspondence from continuing on to a second page, especially for the signature part of the letter, or for the ending sentence of a memo.	Do not use script or <i>italics</i> unless for occasional emphasis.
INK	Use black or blue-black sign pen to sign any correspondence.	Do not use a ball pen to sign any internal or external correspondence.
BODY OF MEMO	Letter or memo must be typed neatly. It must be written clearly, and as short and simple as possible. Breaking long paragraphs or using bullet points also makes it easier to read.	Do not use disconnected sentences or comments.
		Avoid using the first person pronouns "I", "me" and "myself" (Note: Use "we" or "us" instead).

BODY OF MEMO	Use the passive voice as much as possible. (e.g., "Such-and-such was measured" instead of "I measured such-and-such").	Do not refer to a person of position using the second pronouns "you" and "yours". Instead, use the person's position as reference (e.g. "the Chairman", "the President", etc.)
	Use short but complete sentences with proper punctuations and grammar.	Avoid misspellings and using long sentences, paragraphs, contractions, slang, colloquialisms, or abbreviations unless these abbreviations/ acronyms have been identified earlier in the memo
OTHERS	Number all pages, except the first page (e.g. 2 of 4), as well as all appendices (e.g. A1).	Do not begin a sentence at the end of the page.
	As much as possible, insert charts, attachments, etc. in portrait orientation so as not to inconvenience the readers.	Page and appendix numbers should never be handwritten.
		Avoid submitting attachments &/or annexes without any reference numbers such as "Annex A", etc.
	Place two (2) character spaces following each sentence and two (2)-line spaces following each paragraph.	Do not make your memo look too crowded or cramped by not observing normal spacing practice between sentences and paragraphs.

7.0 IMPLEMENTATION GUIDELINES

The following implementation guidelines shall be carried out to ensure that the Agency's standardization policies and guidelines, as set forth in this Manual:

7.1 COMPLIANCE

- a. All departments and offices must comply with the policies and guidelines set forth in this Manual.
- b. The Corporate Communications Office (CCO) shall be responsible for ensuring compliance by all departments and offices with the policies and guidelines set forth in this Manual. As such, all materials bearing the corporate logo and other markings, icons, or emblems that are intended for production or printing by an external supplier must be submitted to the said Office for review prior to submitting the materials to the supplier for final production or printing.
- c. The concerned department/office shall be responsible for submitting printing proofs to the CCO for final review. Should any revision be needed, the CCO shall have the option to request a second proof from the supplier through the concerned department or office.
- d. When in doubt as to the proper application of the corporate logo and other markings, icons, or emblems; the concerned department or office is encouraged to consult the CCO and must abide by and comply with the latter's decision on the matter.

7.2 MONITORING

- a. A monitoring unit under the CCO shall be set up for the purpose of monitoring compliance with the policies and guidelines set forth in this Manual.
- b. The said monitoring unit shall have the following tasks:
 - i. Collect and compile all Agency forms that use the Agency logo and/or BOD-approved icons, emblems or markings for the purpose of reviewing the application thereof on these forms;
 - ii. Undertake regular monitoring and auditing of Agency forms, letterheads, and other materials that involve the application of the Agency logo and/or BOD-approved icons, emblems or markings;
 - iii. Undertake regular physical inspection and documentation of non-compliant use of the official logo and/or BOD-approved icons, emblems, or markings in Agency and non-Agency signboards, advertising and marketing display boards, and other similar materials that are installed or displayed within the Freeport;
 - iv. Coordinate with the Tourism Department in monitoring compliance with the policies and guidelines set forth in this Manual, as applied in signage, advertising, and marketing materials of non-SBMA entities;
 - v. Consult and coordinate with the CCO's Computer Graphic Artist in determining non-compliance of materials, resulting from monitoring and auditing activities.

- vi. Endorse to the CCO for appropriate action any violation or non-compliance with the Agency's standardization policies and guidelines.

7.3. CLEARANCE

- a. Clearance for the application of the SBMA logo and/or BOD-approved icons, emblems, or markings shall emanate from the CCO
- b. The Tourism Department, which is in charge of implementing the Subic Bay Freeport Zone Signage, Marketing, and Advertising Guidelines, shall submit to the CCO samples of materials that involve the application of the SBMA logo and/or BOD-approved icons, emblems or markings prior to approving and clearing the said materials for installation within the Zone.

7.4 VIOLATIONS

- a. The CCO shall have the authority to call the attention of non-compliant departments and offices through a memorandum coursed through the Administrator, copy furnished the respective heads of the said departments and units, prescribing corrective measures thereon and/or illustrations on the proper application of the Agency logo and/or BOD-approved icon, emblem, or marking.
- b. In the case of non-compliance on the part of a non-SBMA entity such as but not limited to locators, event organizers, and other external parties, the CCO shall issue a memorandum coursed through the Administrator, copy furnished the head of the concerned SBMA department or office, detailing the following:
 - i. Instance of non-compliance, including location and photo of non-compliant material/s
 - ii. External entity involved
 - iii. Rectification required
 - iv. Deadline for rectification of non-compliant material/s
 - v. Action/s to be taken in the event of the external entry's failure to comply

(Note: The CCO shall likewise furnish the Law Enforcement Department with a copy of the said memorandum in order for the latter to remove or dismantle the non-compliant material/s should the erring external party fail to rectify or address its non-compliant material/s within the prescribed period.)

- c. The CCO shall be responsible for following through its memoranda issued to SBMA departments and offices to ensure that appropriate action is taken by the concerned departments and offices for cases of non-compliance.
- d. In the event of an external entity's failure to meet the deadline for rectifying any non-compliant materials/s, the following Fines and Penalties for Non-Compliance shall be applicable for temporary and permanent signs:

- i. 1st offense: Dismantling of the material at the expense of the external entity involved;
- ii. 2nd offense: Payment of fine equivalent to the amount of the permit applied for;
- iii. 3rd offense: Six-month suspension of the involved entity in putting up any advertising sign and/or related materials inside the Freeport Zone.

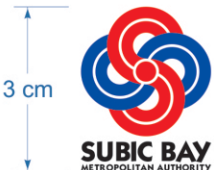

7.5 OTHERS

- a. An appropriate budget shall be allocated from the CCO Annual Budget for the following purposes:
 - i. Hiring of one (1) additional personnel for the regular physical monitoring and documentation of display materials that involve the application of the SBMA logo and/or BOD-approved icons, emblems or markings within the Zone; and
 - ii. Monthly fuel allowance for the above-mentioned activity.
- b. The Transportation Department shall make available a vehicle for the CCO's monitoring activities upon the latter's request to be made ahead of time.

8.0 AGENCY LOGO APPLICATION SAMPLES



Agency Letterhead External

A4 Size Paper (21 cm X 29.7 cm)

 <p>3 cm</p>	 <p>1 cm margin</p> <p>3 cm</p> <p>Certificate Number: AJA13/16628</p>
<p>2.0 cm margin</p>	<p>2.0 cm margin</p>
<p>Arial 9 pts.</p> <p>SUBIC BAY METROPOLITAN AUTHORITY Building 229, Waterfront Road, Subic Bay Freeport Zone, 2222 Philippines • Tel: +6347 252.7262/4000 • Fax: +6347 252.4428</p>	<p>1.5 cm</p>  <p>www.mysubicbay.com.ph</p> <p>1 cm margin</p>

Agency Letterhead Internal

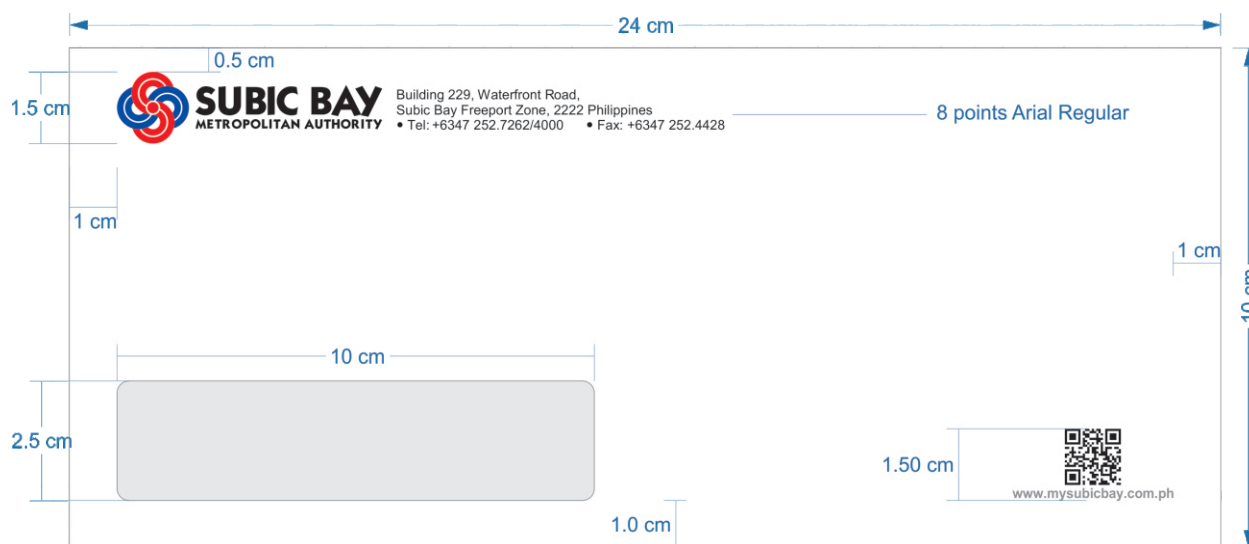
A4 Size Paper (21 cm X 29.7 cm)

 <p>3 cm</p> <p>1 cm margin</p>	 <p>3 cm</p> <p>Certificate Number: AJA13/16628</p>
<p>2.0 cm margin</p>	<p>2.0 cm margin</p>
<p>Arial 9 pts.</p> <p>Subic Bay Metropolitan Authority CORPORATE COMMUNICATIONS OFFICE Bldg. N, Quezon Road Ext., Subic Bay Freeport Zone, Philippines 2222 • Telefax: +6347 252.4007 • Email: corcom@sbma.com</p> <p>1 cm margin</p>	<p>1.5 cm</p>  <p>www.mysubicbay.com.ph</p>

Letter Envelope



Letter Envelope (with window)



Business Card

FRONT




BACK




ID Card


ID # 111111229



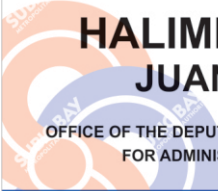
SUBIC BAY
METROPOLITAN AUTHORITY
SUBIC BAY FREEPORT ZONE
PHILIPPINES



**EXECUTIVE
ASSISTANT 2**



EXPIRY DATE:
Jan 01, 2015



**HALIMBAWA
JUAN D.**
OFFICE OF THE DEPUTY ADMINISTRATOR
FOR ADMINISTRATION

SDRRMC Member

Address:
**#1-A 1ST STREET
WEST TAPINAC, OLONGAPO CITY
2222 ZAMBALES, PHILIPPINES**

Citizenship:
FILIPINO

Bloodtype:
A+

Date of Birth:
01 January 1991

Civil Status:
Single

Gender:
Male

GSIS No. / SSS No.:
CM-2130252

TIN No.:
191-001-865

PhilHealth No.:
07-000073667-1


Pag-IBIG No.:
0103-163853-03

IN CASE OF EMERGENCY PLEASE NOTIFY:

JANE C. HALIMABAWA
0912-3456758


TERMS AND CONDITIONS OF USE

- This card is non-transferable.
- Display this card properly at all times while within SBFZ premises.
- Report the loss of this card immediately to SBMA's Office Services Department (OSD); or if found, please return to OSD.
- SBMA reserves the right to withdraw this card anytime.



Roberto V. Garcia
Chairman & Administrator

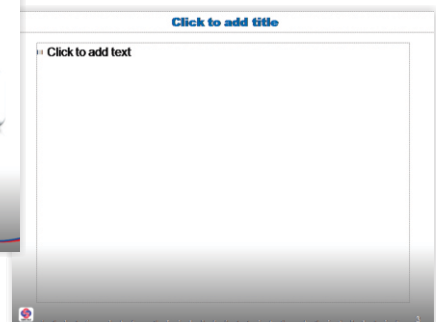
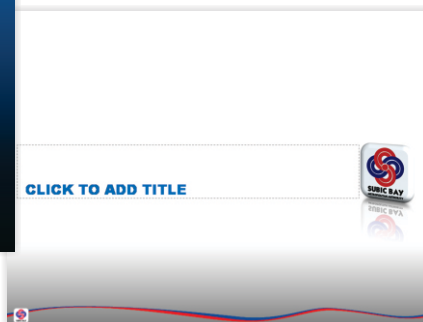
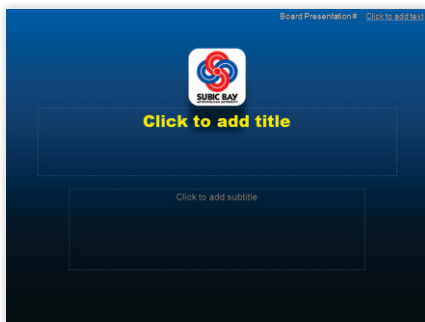
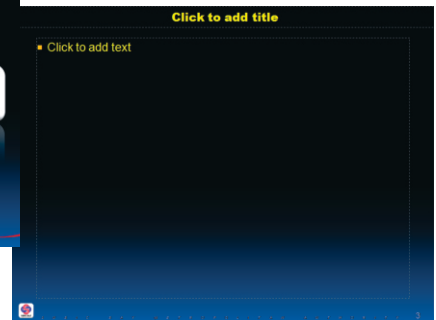
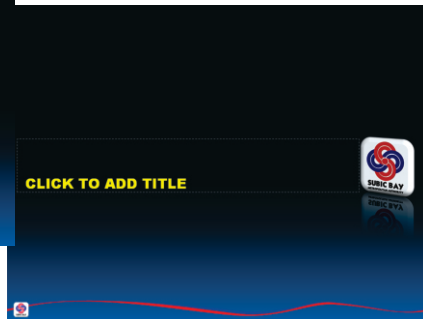
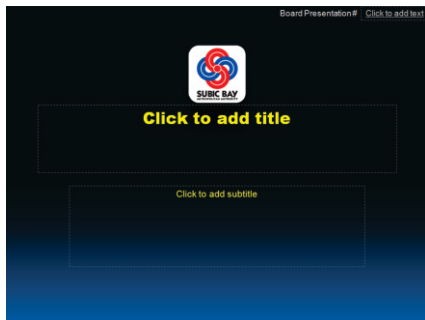
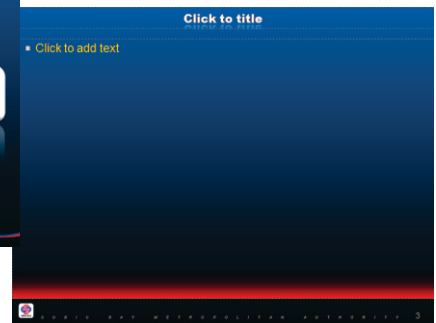
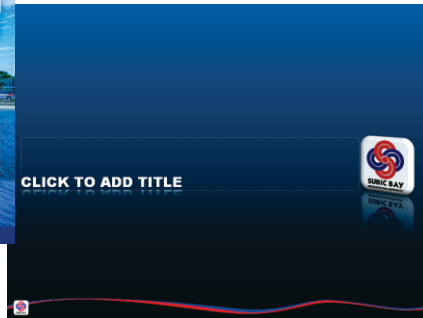
Facsimile Transmittal Sheet External

A5 (half of A4) Size Paper (21 cm X 14.85 cm)

1 cm margin	
 SUBIC BAY METROPOLITAN AUTHORITY	Building 229, Waterfront Road, Subic Bay Freeport Zone, 2222 Philippines • Tel: +6347 252.7262/4000 • Fax: +6347 252.4428
8 points Arial Regular	
FAX TRANSMITTAL FORM	
To / For	Fax No.
Office	Date
From	No. of Pages
Subject	
MESSAGE	
0.5 cm	

A5 (half of A4) Size Paper (21 cm X 14.85 cm)

1 cm margin	
 SUBIC BAY METROPOLITAN AUTHORITY	<div style="display: flex; justify-content: space-between;"> <div> 8 points Arial Regular </div> <div> CORPORATE COMMUNICATIONS OFFICE Bldg. N, Quezon Road Ext., Subic Bay Freeport Zone, Philippines 2222 • Telefax: +6347 252.4007 • Email: corcom@sbma.com </div> </div>
FAX TRANSMITTAL FORM	
To / For	Fax No.
Office	Date
From	No. of Pages
Subject	
MESSAGE	
0.5 cm	



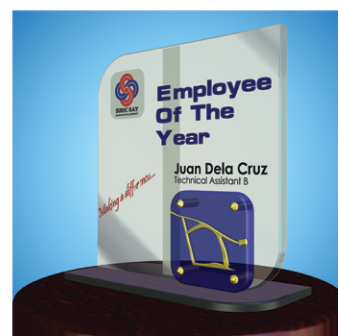
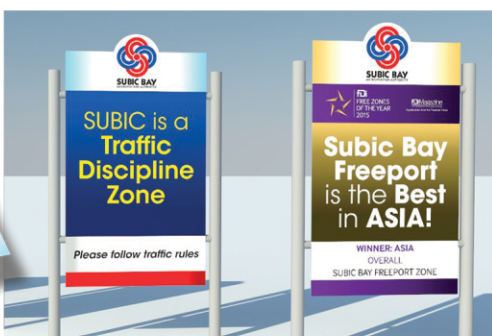




SBMA Offices

G/F Corporate Communications Office
Subic Bay Information Center
Subic Bay Radio 89.5

2/F Information Technology Department
Ortho-GIS Mapping Center



Main Administration

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www.mysubicbay.com.ph