Brand
Manual

AGOS
CMEMP
NG BUHAY

COASTAL AND MARINE ECOSYSTEMS MANAGEMENT PROGRAM (CMEMP)

Also known as 'Agos ng Buhay'

CMEMP or 'Agos ng Buhay' is a 12-year flagship project of the Department of Environment and Natural Resources (DENR) under the Biodiversity Management Bureau (BMB).

This document serves as the Brand Manual for CMEMP and it is in conformity with the DENR Style Guide.

What is a brand manual?

A brand manual is a document that establishes distinct guidelines on how the brand will be handled on all visual aspects.

The Brand Manual contains guidelines on:

- brand voice
- logo specifications and usage
- typefaces
- color palette
- graphic styles
- design applications for brand materials

Why do we need a brand manual?

A brand manual will help the implementers of CMEMP on how to properly use and communicate the message of the brand.

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Brand
Voice

ENGAGING

CONSERVING

STRENGTHENING

PROTECTING

EMPOWERING

CREATIVE

FRIENDLY

INSPIRING

COOL

ADAPTABLE

OPEN-ENDED

The **brand voice** is a consistent expression of a brand's personality through words and symbols. It also extends towards the implementation of the program which can be perceived by all the stakeholders and audiences.

These characteristics may be represented through visual communications and also through the implementers of CMEMP in the various activities of the program.

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Keep it short, simple and not complicated.
We are communicating with a variety of audiences and age groups.

Be informative and direct.
Do not be afraid to deliver both positive and negative news and facts. Our goal is to spread awareness.

Engage others in a conversation.
Communication is a two-way street. We want others to feel that their voice is heard.

Be creative.
Use social media and the digital platform to showcase photos, videos and other creative content related to the program. Feel free to use Emojis, Memes, hyperbolas in your message. Use official hashtags in your posts.

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EXAMPLE - INFORM

"The ocean is our source of health and wealth. Let's protect it by avoiding single-use plastics that pollute our oceans. Swap your plastic straws for metal straws and your plastic bottles for re-usable containers now!"

Always include a Call-To-Action at the end of the message or caption. Call-To-Action is an instruction to the audience to provoke an immediate response, usually an imperative verb such as "Find Out More" or "Visit Now".

EXAMPLE - INVITE TO PARTICIPATE

"Protecting our oceans shouldn't be boring. We can have fun while being a hero at the same time. Support our oceans and join us in our Ocean Festival this May 18 at BGC. See you there! #MonthOfTheOcean2018"

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Logo
Guidelines

THE LOGO

The logo embodies the spirit of the brand. The logo is designed to be a 2-color logo keeping it consistent with the brand voice. The text 'Agos Ng Buhay' translates to 'Flow of Life'. The symbols visualize a wave which represents the ocean and 'CMEMP' or the Coastal and Marine Ecosystems Management Program.

LOGO CLEARANCE & SIZE

Logo clearance is the space on the outer edges of the logo indicated as 'x'. The value of 'x' will vary depending on the unit of measurement. It is necessary to provide clearance in order to establish hierarchy and clarity for the logo.

The minimum size of the logo depends on the application. It is
important to note that the text and
symbols must always be clear and visible.

MINIMUM SIZE

LOGO DONT'S

Do not rotate.

Do not crop.

Do not change the font sizes.

Do not change the spaces between letters (tracking).

Do not mix and change the colors of the logo.

Do not distort the logo.

BACKGROUND COLOR CONTROL

In order for the logo to be as clear as possible, here are the suggested background colors that can be used behind the logo.

BACKGROUND PHOTO CONTROL

In order for the logo to be as clear as possible, here are the suggested image styles that can be placed behind the logo.

On solid white rectangle on top of the page

On a white/light blue image background

On a transparent wave graphic

Visual
Guidelines

ICONS

Aside from the logo, other design elements can be used to emody the message of the brand. Set of icons is one of the visual elements the brand uses to symbolize the Program's components and advocacies.

Integrated Coastal Management

Partnership Building

Ecotourism/ Sustainable Tourism

Protection, Management and Law Enforcement

Communication, Education and Public Awareness

Valuation of Ecosystems Service

Marine Protected Areas Network Establishment and Strengthening

Capacity Building

Knowledge Management

Biodiversity -friendly Enterprises

Social Marketing

Technical Assistance

Monitoring and Evaluation

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PRIMARY TYPEFACE

The primary typeface below is the official font style that will be used for the brand. There are four font weight to choose from. It is recommended to use Bold for headings and Book for the body.

Apex Rounded Book

Apex Rounded Medium

Apex Rounded Bold

Apex Rounded Heavy

ALTERNATIVE TYPEFACES

Other typefaces such as Script and handwritten can be used for other applications such as event posters, teasers and banners.

Roice Bold

SantElia Script

Clear Line

RANGER

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PRIMARY COLOUR PALETTE

Our primary color scheme is monochromatic which means that different shades from the same hue are used. The combination of these shades of blue is to effectively represent the CMEMP brand and build brand recognition.

RGB   25 126 169
HEX/HTML   2C7AA1
CMYK   84 41 19 1
PANTONE   7689 C

RGB   35 161 216
HEX/HTML   05A0D9
CMYK   73 21 1 0
PANTONE 298 C

RGB   220 241 253
HEX/HTML   D9EAF3
CMYK   13 0 0 0
PANTONE 290 C

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SECONDARY COLOUR PALETTE

As seen in our logo, shades of green can also be used to represent our brand in addition to the primary colour palette. The analagous color scheme is used to embody the entire marine and coastal ecosystem, including coral reefs and aquatic life.

RGB 125 194 66
HEX/HTML 79B33F
CMYK 56 0 100 0
PANTONE 2286 C

RGB 169 209 86
HEX/HTML B7D734
CMYK 38 0 85 0
PANTONE 2299 C

RGB 207 223 178
HEX/HTML CFDFB2
CMYK/OGV 16 0 37 0
PANTONE 580 C

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GRAPHIC STYLES

Here are the recommended graphic styles that can be used in CMEMP graphic materials. Patterns and watercolor textures that symbolize ocean waves are among the accepted graphic styles for the brand.
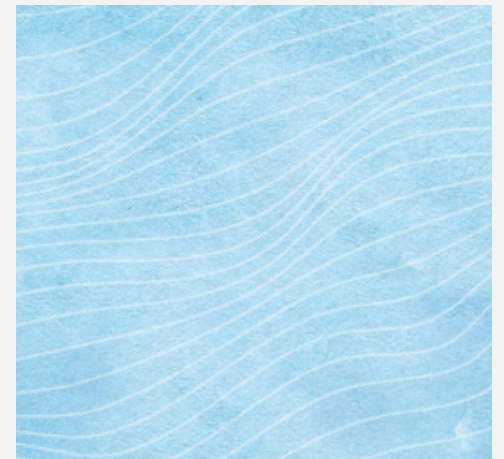
GRAPHIC STYLES

You may apply the monochromatic color scheme as a graphic style when used with photographs. Different shades of blue add a 3-dimensional feel to the texture.
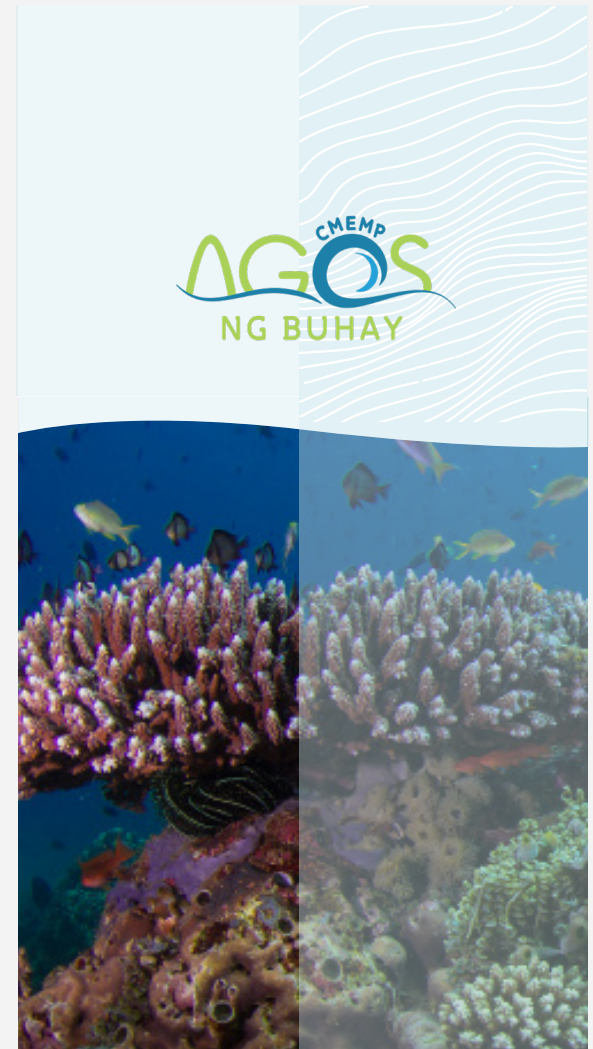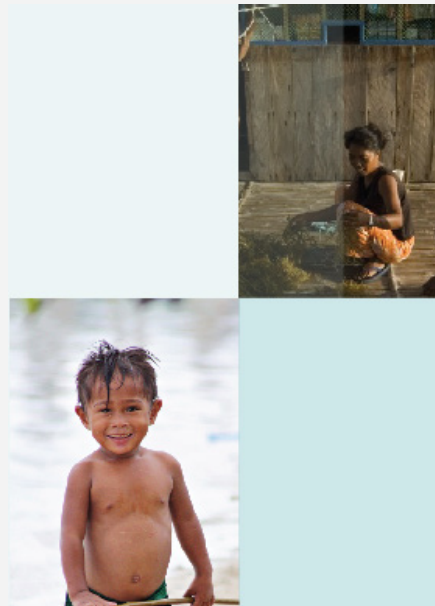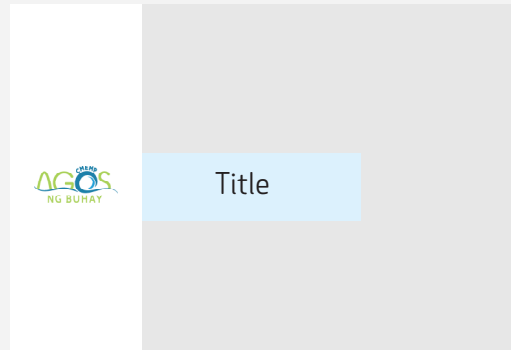
Design
Application

Brand Unity

We can create a stronger brand impact by having a standard design for visual collaterals and materials. The brand materials must follow the logo and brand guidelines.
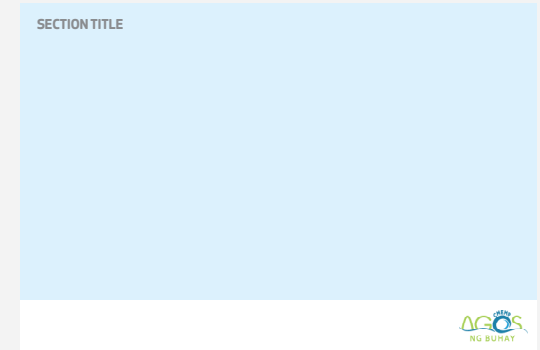
Design appications included here are:

- **Presentation Template**
- **Letterhead**
- **Stickers and decals**
- **Stationary equipment**
- **Coffee mugs and tumblers**
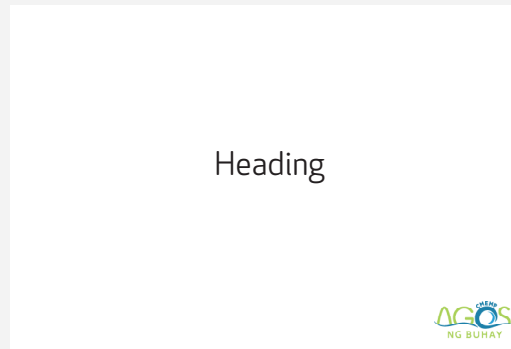- **T-shirt and headwear**
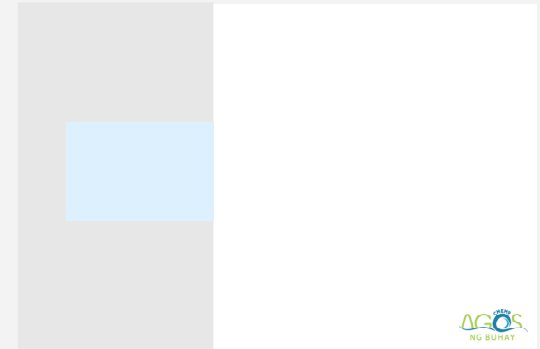- **Keychains and pins**

Presentation Templates

Title

**SECTION TITLE**

Intro and Outro Slides

General Slides

Heading

Section Transition

General Slides with Photo

Any color under the color palette

Place a photo

Letterhead

Republic of the Philippines
Department of Environment and Natural Resources
BIODIVERSITY MANAGEMENT BUREAU
Quezon Avenue, Diliman, Quezon City
Tel. Nos.: (632) 924-6031 to 35
Website: http://www.bmb.gov.ph   E-mail: bmb@bmb.gov.ph
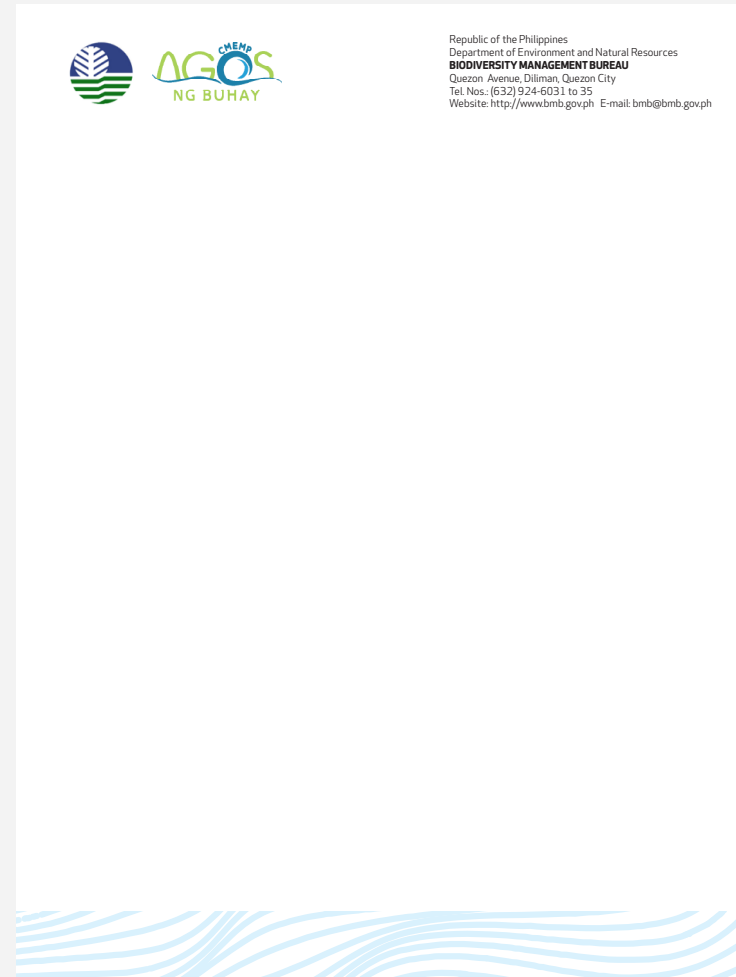
Stickers and decals

Size: 3x3 inches
Shape: Round and Square
Material: Vinyl
Color: Full Color

*The specifications per item are only
recommendations for our brand. It is subject to
the discretion of the project designer.

Vehicle and Boat

Size: 1x1 meters
Lamination: Matte
Material: Vinyl
Color: Full Color

*The specifications per item are only recommendations for our brand. It is subject to the discretion of the project designer.
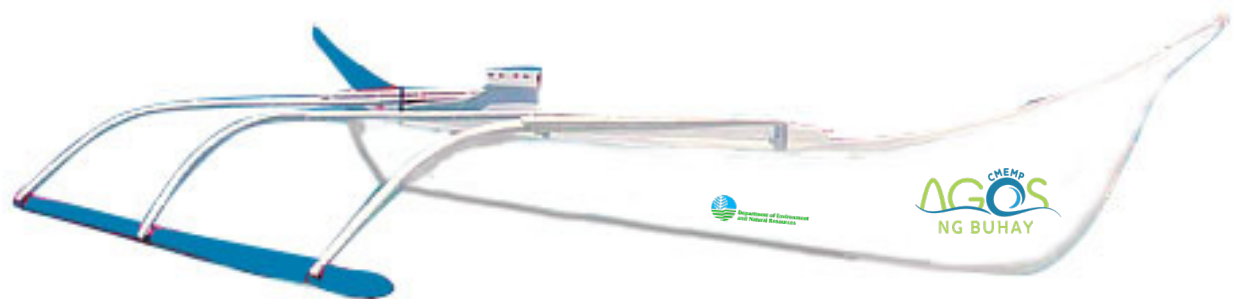
Stationary

Notebook
Size: 3.5 x 5.5 inches
Material: Moleskin or Hardbound
Color: Full Color

Folder
Size: A4
Binding: Center ring
Cover: Hardbound
Color: Full Color
Thickness: 3" thick filling space

Coffee mugs and tumblers

*The specifications per item are only recommendations for our brand. It is subject to the discretion of the project designer.

T-shirts and headwear

T-shirt
Material: Polyester polo shirt
Design: CMEMP logo in front (top left)
and DENR logo at the back (top center) with blue
fabric lining around sleeve and neck in the design

Cap
Fabric: Brush twill
Design: CMEMP logo in front and DENR logo
at the back

Keychains and Pins

Keychains
Size: 2x2 inches
Lamination: Glossy
Color: Full color
Material: Acryclic

Enamel Pins
Size: 1x1 inch
Material: Metal
Design: Logo engraved
Color: Full Color