



OFFICE OF THE CITY COUNCIL

(088) 857-2258; 857-4029; 857-4032; 857-4035 / www.cdeo-sanggunian.online

ORDINANCE NO. 13379-2018

AN ORDINANCE ADOPTING THE VISUAL IDENTITY GUIDE OF CAGAYAN DE ORO CITY COVERING THE OFFICIAL LOGO, BRAND, SEAL, BANNERS/TARPAULIN STREAMERS, ENVELOPES AND BUSINESS CARDS, AMONG OTHERS, AND FOR OTHER PURPOSES

BE IT ORDAINED by the 18th City Council (*Sangguniang Panlungsod*) of Cagayan de Oro in session duly assembled that:

SECTION 1. The Visual Identity Guide of Cagayan de Oro City covering the official logo, brand, seal, banners/tarpaulin streamers, envelopes and business cards, among others, is hereby adopted, viz:

Our Logo: Clean, Crisp, Clear



Our logo consists of the city's name: "Cagayan de Oro" above our tag: "City of Golden Friendship," written in clean, crisp, clear, lower case Futura font—except for the "O" in Oro, which is the only letter in upper case—in only two (2) colors: Pantone 143 C and Pantone Black 6 C.

The city's name and tag should always appear together in the logo.

The simplicity of the logo is deliberate to make it legible even when depicted in very small font sizes. All variants may be requested from investcdo@cagayandeoro.gov.ph as downloadable PNG files.

Our Typeface

The typeface used for the logo is Futura Medium®. Since the bolder Futura typefaces were too thick, the letters of the logo were slightly thickened with uniformly thick stroke in the same colors as the fill. To the right of this text is a handwritten checkmark.



cagayan
deOro
city of golden friendship

Font: Futura Medium (Regular)
Size: 150 pt
Leading: 134 pt
Alignment: Center
Fill: Pantone Black 6 C
Stroke: 2 pt (Pantone Black 6 C)
Tracking:
■ "cagayan" =0
■ "d" =0
■ "e" =25
■ "O" = 50
■ "ro" =0

Specifications for "O"
Font: Futura Medium (Regular)
Size: 159 pt
Leading: 134 pt
Fill: Pantone 143 C
Stroke: 6 pt (Pantone 143 C)
Tracking: -50

Font: Futura Medium (Regular)
Size: 87 pt
Leading: 68 pt
Alignment: Center (1 space before "c")
Fill: Pantone 143 C
Stroke: 2 pt (Pantone 143 C)
Tracking: 10 (except for space before "c")

Logo construction guidelines

cagc
de
ty of golde

Lower the height
of the ascender of
the letter "d" in the
word "de" to align
with the tip of the
loop of the letter
"g" of the word
"cagayan"

For a
unified look
and feel,
the
character
heights,
lengths,
and spaces
were
customized.



Our Colors

The logo in its basic form on a white or light field, consists of only two (2) colors:



Pantone Black 6 C

RGB	16	24	32	
HEX/HTML	101820			
CMYK	100	79	44	93



Pantone 143 C

RGB	241	180	52	
HEX/HTML	F1B434			
CMYK	0	32	87	0

The words "de Oro" in the city's name is Spanish for "of gold." Hence, the use of the color gold in the logo. While gold is no longer mined in the city, it is clear that Cagayan de Oro City historically holds a golden advantage by virtue of its ideal location and the widely acknowledged friendly disposition of its people.

We truly are a city of convergence and this is evident in how Cagayan de Oro has grown as an economic center in our region, making our city the natural choice as frontrunner of the Philippines' emerging economic center: Metro Cagayan de Oro.

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Logo Dos and Don'ts

The logo carries Cagayan de Oro's brand and identity. It must appear in the correct typeface, color, and proportions at all times.



There must always be ample space around the logo to separate it from all other elements.



The gold color of the "O" and the words "city of golden friendship" should **NEVER** be changed.



For black and white, printing, use the monochrome versions of the logo or replace the gold fill and stroke with Pantone Warm Gray 5 U.



RGB	169	161	156
HEX/HTML	A9A19C		
CMYK	10	12	13 28



The logo should **NEVER** be distorted or skewed but should **ALWAYS** be proportionately resized.



✓



The minimum height of the logo should **NEVER** be shorter than 0.5 inches (12.7 mm).

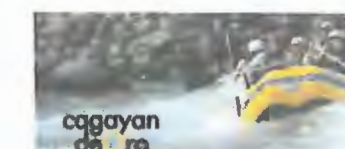


The logo should **NEVER** be placed on background that washes out its gold color. In this case, the logo variant with white rectangular field may be used (logo variants may be requested through investcdo@cagayandeoro.gov.ph).



If the logo has to be placed on dark backgrounds that compete with its black text, the logo variant with white text may be used (course requests through investcdo@cagayandeoro.gov.ph).

When using the logo against photographic or patterned backgrounds, make sure the logo is clear and legible.



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Using our Seal and Logo together

When used with the city seal:

1. The logo should always be to the right of the seal.
2. The topmost part of the logo should align with the topmost part of the inner circle in the seal.
3. The bottom part of the log should align with the bottom curve of outer circle of the seal.
4. Always allow the width of the gold letter "c" between the rightmost end of the yellow ribbon in the seal and the leftmost edge of the gold letter "c" in the logo.



On official letterheads

The official letterheads of city government departments should carry the seal and logo.

No other logos should appear on the letterhead.

On the succeeding page are the letterhead specifications for:

1. Header; and
2. Footer.



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Republic of the Philippines
City of Cagayan de Oro
OFFICE OF THE CITY MAYOR

Address
Address 2
Cagayan de Oro City, Philippines
Phone Number: Email Address

Cagayan de Oro Trade and Investment Promotions Center
2nd Floor South Wing, Administrative and Legislative Center
City Hall Compound, Capistrano-Hayes Streets
9000 Cagayan de Oro City, Philippines

On official envelopes

On official business cards

EILEEN E. SAN JUAN
Local Economic and Investment Promotions Officer

Cagayan de Oro Trade and Investment Promotions Center (Oro-TIPC)
2nd Floor South Wing
Administrative and Legislative Bldg.
City Hall Compound, Capistrano-Hayes Streets
Cagayan de Oro City 9000
Philippines

Office (+63) 88 857-3057
Mobile (+63) 9170000000
investor@cagayandoro.gov.ph
www.cagayandoro.gov.ph

EILEEN E. SAN JUAN
Local Economic and Investment Promotions Officer

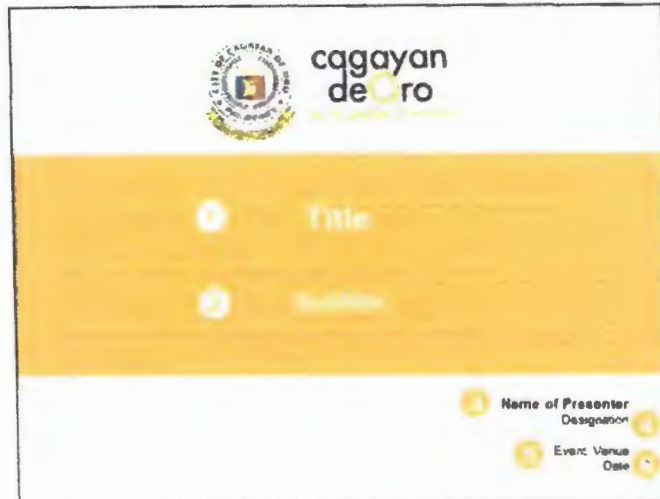
Cagayan de Oro Trade and Investment Promotions Center (Oro-TIPC)
2nd Floor South Wing
Administrative and Legislative Bldg.
City Hall Compound, Capistrano-Hayes Streets
Cagayan de Oro City 9000
Philippines

Office (+63) 88 857-3057
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investor@cagayandoro.gov.ph
www.cagayandoro.gov.ph

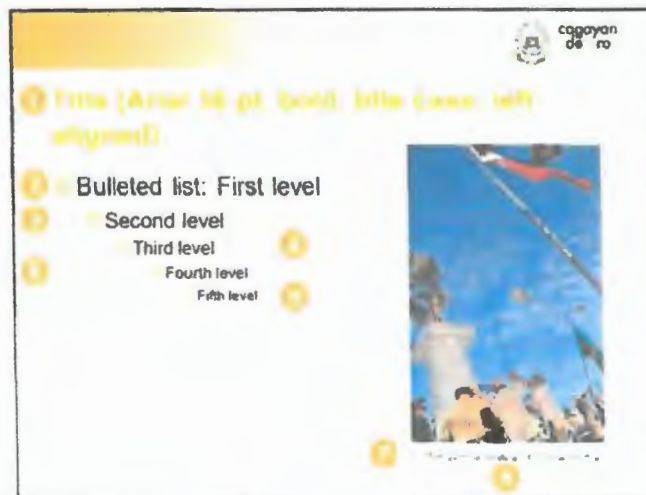
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Powerpoint Parameters



- 1 Arial 36, bold, centered, title case
- 2 Arial 28, bold, centered, title case
- 3 Arial 16, bold, right aligned
- 4 Arial 14, regular, right aligned
- 5 Arial 14, regular, right aligned
- 6 Arial 14, regular, right aligned



- 1 Arial 36, bold, left aligned, title case
- 2 Arial 28, regular, left aligned (use prescribed bullet and fill)
- 3 Arial 24, regular, left aligned (use prescribed bullet and fill)



- 4 Arial 20, regular, left aligned (use prescribed bullet and fill)
- 5 Arial 18, regular, left aligned (use prescribed bullet and fill)
- 6 Arial 16, regular, left aligned (use prescribed bullet and fill)

1 Title

2 Numbered list, First Level

- 4 Second level **3**
- 5 Second level
- 6 Third level **4**
- Third level

One (1) topic per slide, six (6) lines, six (6) words per line

- 1 Arial 36, bold, left aligned, title case
- 2 Arial 28, regular, left aligned (use prescribed numbering and fill)
- 3 Arial 24, regular, left aligned (use prescribed numbering and fill)
- 4 Arial 20, regular, left aligned (use prescribed numbering and fill)

1 Table Title (Arial 24 pt, bold, title case, centered)

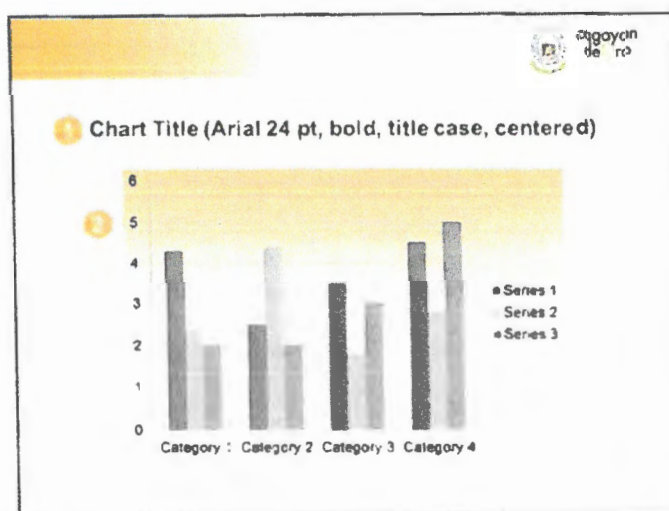
2	3	4
Regular Content	List content	Number content
		0 300
		60 440
		500 337

5

- 1 Arial 24, bold, centered, title case
- 2 Arial 16, all caps, centered (use prescribed cell fill)



- 3 Arial 16, regular, left aligned
- 4 Arial 16, regular, left aligned (use prescribed bullet or numbering)
- 5 Arial 16, regular, right aligned (align commas and place values)
- 6 Must take up the entire width with minimum margins



- 1 Arial 24, bold, centered, title case
- 2 Arial 16, regular (use prescribed chart preset)

Email Signature

Eileen E. San Juan

Local Economic and Investment Promotions Officer (LEIPO)
Cagayan de Oro Trade and Investment Promotions Center
2nd Floor, South Wing, Administrative and Legislative Building
City Hall Compound, Capistrano-Hayes, Streets
9000 Cagayan de Oro City

Telephone: +63 88 8573057
Mobile: +63 9170000000



**cagayan
de Oro**
city of golden investments

Name: Arial 12, bold, left aligned

Position: Arial 9, regular, left aligned



Office: Arial 9, regular, left aligned

Office Address: Arial 8, regular, left aligned
(one space)

Office telephone: Arial 8, regular, left aligned

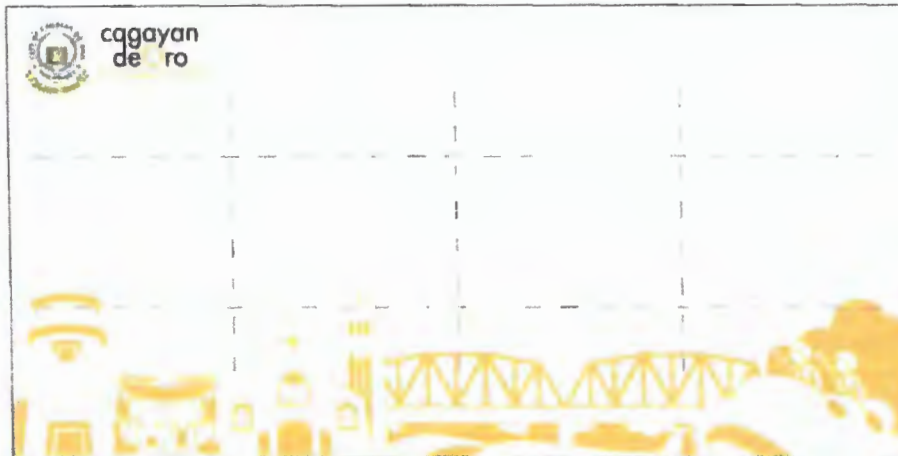
Mobile number: Arial 8, regular, left aligned

Seal height: 0.60 inches

Guidelines for Banners/Tarpaulin Streamers

For banners and tarpaulin streamers:

1. The ideal size is 4x8 feet or proportionate reductions or enlargements thereof;



2. Place logo and seal in upper third of the tarp or banner, either on the left side or in the center;





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3. Place graphic in the lower third of the tarp or banner.
4. Use only graphics that are permitted for free use. Limit graphic usage to appropriate images. Attribute when necessary.

(Graphic variants may be requested via investcdo@cagayandeoro.gov.ph)



(Full-color Landmarks)



(Gold Landmarks)



(Black and White Landmarks)



(Gray Landmarks)

5. Use only the following fonts:
 - a. Arial (Regular, Bold, Italic, Narrow, Black);
 - b. Century Gothic;



- c. Times New Roman; or
 - d. Book Antiqua.
6. For legibility, minimum font size on full size (4x8 feet) banners must be 150 pt.
7. If photos must be used, place photo in the rightmost third of the tarp or banner.



Image and Template Sources

The seal, logo, graphics, and this Brand Book may be requested through investcdo@cagayandeoro.gov.ph.

Letterhead, business card, and powerpoint templates may be requested through investcdo@cagayandeoro.gov.ph.

SECTION 2. This Ordinance shall take effect after fifteen (15) days following its official publication in a local newspaper of general circulation.

UNANIMOUSLY APPROVED.

AUTHORS:

- COUNCILOR GEORGE S. GOKING
- COUNCILOR JAY R. PASCUAL
- COUNCILOR SUZETTE G. MAGTAJAS-DABA
- COUNCILOR EDNA M. DAHINO
- COUNCILOR MARIA LOURDES S. GAANE
- COUNCILOR IAN MARK Q. NACAYA

Present:

1st District:	- Councilor Zaldy O. Ocon	- Councilor Romeo V. Calizo
	- Councilor Edna M. Dahino	- Councilor George S. Goking
	- Councilor Jay R. Pascual	- Councilor Reuben R. Daba
2nd District:	- Councilor Maria Lourdes S. Gaane	- Councilor Ian Mark Q. Nacaya



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- | | |
|--------------------------------------|-------------------------------------|
| - Councilor Teodulfo E. Lao, Jr. | - Councilor Dometilo C. Acenas, Jr. |
| - Councilor Suzette G. Magtajas-Daba | |
| - Councilor Yan Lam S. Lim | |
| <u>Ex-Officio Member:</u> | |
| - Councilor Annie Y. Daba | |
| <u>On Official Business:</u> | |
| - Councilor Enrico D. Salcedo | - Councilor Nadya B. Emano-Elipe |
| <u>On Leave:</u> | |
| - Councilor Leon D. Gan, Jr. | - Councilor Lordan G. Suan |
| <u>Absent:</u> | |

ENACTED this 5th day of February 2018 in the City of Cagayan de Oro.

I hereby certify to the correctness of the foregoing Ordinance.

ARTURO S. DE SAN MIGUEL
CITY COUNCIL SECRETARY

Attested as duly enacted:

RAINEIR JOAQUIN V. UY
CITY VICE-MAYOR
PRESIDING OFFICER

Approved:

OSCAR S. MORENO
CITY MAYOR

Attested:

TEODORO A. SABUGA-A, JR.
ACTING CITY ADMINISTRATOR