Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
19th City Council

PO19CC-449

63rd Regular Session

ORDINANCE NO. SP-2420, S-2015

AN ORDINANCE INSTITUTIONALIZING "GREAT, GREEN, GROWING" AS THE OFFICIAL TOURISM BRAND OF QUEZON CITY, PRESCRIBING GUIDELINES FOR THE USE THEREOF AND FOR OTHER PURPOSES.

Introduced by Councilors DIORELLA MARIA G. SOTTO, ALLAN BUTCH T. FRANCISCO, VINCENT DG. BELMONTE and LENA MARIE P. JUICO.

Co-Introduced by Councilors Gian Carlo G. Sotto, Candy A. Medina, Ricardo T. Belmonte, Jr., Dorothy A. Delarmente, Victor V. Ferrer, Jr., Alexis R. Herrera, Precious Hipolito Castelo, Voltaire Godofredo L. Liban III, Roderick M. Paulate, Ranulfo Z. Ludovica, Ramon P. Medalla, Estrella C. Valmocina, Allan Benedict S. Reyes, Franz S. Pumaren, Jose Mario Don S. De Leon, Jaime F. Borres, Jessica Castelo Daza, Bayani V. Hipol, Jose A. Visaya, Julienne Alyson Rae V. Medalla, Godofredo T. Liban II, Andres Jose G. Yllana, Jr., Karl Edgar C. Castelo, Marivic Co-Pilar, Rogelio "Roger" P. Juan, Melencio "Bobby" T. Castelo, Jr., Donato C. Matias and Ricardo B. Corpuz.

WHEREAS, tourism is an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socioeconomic growth and cultural affirmation to generate investment, foreign exchange, and employment; and continue to mold an enhanced sense of national pride for all Filipinos, as provided in Section 2 of Republic Act 9593, otherwise known as "The Tourism Act of 2009";

WHEREAS, branding has become a powerful and strategic tool used by local government units as a framework to promote and communicate their destination's rich history, cultural heritage and resources;

WHEREAS, there is a need for Quezon City to establish a distinct brand to define its visual identity and to maintain a competitive edge over other localities in order to attract more tourists and investments for continued growth and development;

WHEREAS, the City commissioned the services of the Foundation for Communication Initiatives, Inc. (FOCI), an advocacy and development communications group, to undertake a comprehensive communications strategy which included research, brainstorming, focused group discussions, as well as the conceptualization and execution of creative materials;

WHEREAS, the brand "Great, Green, Growing" conveys the core values that define the City: its history and immensity (great), its ecology (green) and its potentials (growing), encapsulates the beliefs and goals of the City, validates its aspirational identity, and establishes its firm positioning as a city which people would desire to visit and live in.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. INSTITUTIONALIZATION. – The Quezon City Government formally institutionalizes the logo and tagline, "Great, Green, Growing," as the official tourism brand of Quezon City. It shall not, in any way, affect the existing seal of the City, which remains as the official seal of Quezon City.

SECTION 2. OBJECTIVES. – The objectives of this ordinance are stated as follows:

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1. To promote Quezon City locally and internationally as one of the most progressive cities in Metro Manila;

2. To adopt an official brand that would best express the identity as well as the aspirations of the City and distinguish it from other localities; and

3. To establish a brand that can be uniformly used in all communication and promotional materials of the City.

SECTION 3. OFFICIAL LOGO. – The official logo of the brand, "Great, Green, Growing" is:

QUEZON CITY
Great.Green.Growing.

SECTION 4. DESCRIPTION. – The central element is a graphic rendering of the City's most recognizable landmark, the Quezon Memorial Shrine. The monument, with its three pylons representing the Philippine islands of Luzon, Visayas and Mindanao, rises tall and proud, reaching upwards – an allusion to high aims, optimism and growth.

The monument can likewise be viewed as a sturdy tree, its branches outstretched – emblematic of the City's ecological attitude, as seen in its many parks and vast green spaces.

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The elements are described as follows:

1. *Pylon – pertains to the Quezon Memorial Shrine, which was built to commemorate the father of the City, former President Manuel L. Quezon. The green color refers to the environmental advocacy and policy of the City.*

2. *Blue curved line – Visual representation of a clear, blue sky.*

3. *The tagline "Great, Green, Growing" is described as follows:*

   a. *"Great" (history and immensity) – As the largest city in Metro Manila, Quezon City aims to achieve greatness by maximizing its potential in the social, cultural, economic, and educational fields. The City fosters its rich cultural heritage and promotes its well-known sites, landmarks, museums, places of worship, education and media centers, and shopping and dining establishments to become a place with a fine balance of vibrancy and serenity. It implements programs and policies that seek to provide employment opportunities, social welfare benefits, and housing and livelihood projects to alleviate the plight of the poor and empower its citizens.*

   b. *"Green" (ecology) - The City has the most forest and canopy cover compared to other Metro Manila cities. It is home to major parks like Quezon Memorial Circle and Ninoy Aquino Parks and Wildlife Nature Center, and special parks like La Mesa Eco Park and UP Arboretum. It pioneers positive efforts towards conserving the environment by enacting the Quezon City Environmental Code and Green Building Ordinance, and by promoting green transport, biking, jogging, and pedestrianization, in line with its objectives*

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c. *"Growing" (potential) - The City is gaining its place in the local and global arena. The World Bank cited its transformation "from a debt-ridden, disintegrating urban center, into one of the richest and cleanest in the Philippines". Quezon City is at the forefront of global city-based initiatives on urbanization, and coping with the challenge of climate change. The City's competitiveness is attested to by regional and local surveys. With a population of nearly three million, Quezon City is one of the largest sources of manpower in the Philippines, with its employable human resource assets of 1.672 million.*

SECTION 5. USAGE. –

1. *To mandate that all collaterals, communication, information dissemination and promotional materials of the City such as posters, manuals, brochures, T-shirts and giveaways, including the official website of the City, among others, shall adopt the brand, "Great, Green, Growing."*

2. *To encourage the private sector within the territorial jurisdiction of Quezon City to embrace the same in promoting the City.*

SECTION 6. TECHNICAL GUIDELINES. –

The visual illustrations and specific components of the brand logo and tagline shall be attached as Annex to this Ordinance, and made an integral part hereof.

I. Logo Usage. –

a. Blue- 80% cyan, 40% magenta, 0% yellow, 0% black; Green- 85% cyan, 20% magenta, 100% yellow, 6% black; Dark Green- 85% cyan, 20% magenta, 100% yellow, 40% black;

b. For one-color applications and non-print applications such as etching or embossing, use the black or reverse versions of the Quezon City logo.

2. Background. -

a. Always use white background;

b. Ample white space around the logo must be observed, with a minimum of 10% of the logo height to be placed around the logo;

c. The corners of the white box around the logo shall be round and the diameter of the circle on the edge of the white box is 20% of the logo height;

d. The logo shall not be placed over pictures, graphics or any other background other than white;

e. Do not stretch or condense height and/or width of the logo.

II. Typography. – The typeface shall be Century Gothic.

III. Incorrect Logo Usage. –

1. Do not use logo as part of headlines or sentences;

2. Do not use any other color other than the specified pantone color nor apply the logo on low-contrast backgrounds;

3. *Do not enclose the logo in a border;*

4. *Do not rotate, invert, spin, angle or pivot the logo;*

5. *Do not skew, fold, stretch, or otherwise alter the shape of the logo;*

6. *Do not recreate the logo in a different type.*

IV. Standard Logo Sizes and Placement. –

1. *The vertical logo ratio is 14:15 and the horizontal logo ratio is 26:15;*

2. *For printed materials on paper such as brochures and invitations, the smallest size of the logo height is 2.5 cm;*

3. *For outdoor printed materials such as banners, billboards, and streamers, the smallest size of the logo height is 25 cm;*

4. *For stationery letterheads, the logo shall be placed on the upper right portion, with a margin of 3/4 inch from the top and ½ inch from the right;*

5. *Logo placement with co-brand. -*

   a. *If the logo is placed adjacent to another logo, a white space equal to 25% of the logo height must be allotted in between logos;*

   b. *The height of the QC logo must be at least 15% taller than the height of the other logos.*

6. *Logo applications for outdoor tarpaulins shall follow a specified template as indicated in the Annex attached hereto.*

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SECTION 7. IMPLEMENTATION. – The Quezon City Tourism Department (QCTD) is hereby tasked to perform the following functions:

1. *Incorporate, print and place the brand in all collaterals, communication, information dissemination, and promotional materials of the City, which may include signages, vehicles, and those similar thereto;*

2. *Oversee the proper implementation of this ordinance and ensure its effectiveness in promoting the City;*

3. *Make recommendations for the proper utilization of the brand logo and tagline as well as its strategic promotion;*

4. *Provide agencies, departments, offices, or task forces with the official logo for their usage;*

5. *Secure the Brand's Intellectual Property Right as provided under Republic Act No. 8293, otherwise known as the "Intellectual Property Code of the Philippines";*

6. *Remove tarpaulins and such other promotional materials which do not bear the logo or improperly depict the same;*

7. *Perform other functions, which may be necessary or incidental, to attain the objectives of this ordinance.*

SECTION 8. PENAL PROVISION. - Any individual or organization improperly and illegally utilizing the brand herein provided shall be prosecuted in accordance with existing laws.

SECTION 9. SEPARABILITY CLAUSE. – If, for any reason, any part or provision of this ordinance shall be held to be unconstitutional or invalid, other parts or provisions hereof which are not affected thereby, shall continue to be in full force and effect.

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SECTION 10. EFFECTIVITY. – This ordinance shall take effect upon its approval.

ENACTED: June 8, 2015.

ANTHONY PETER D. CRISOLOGO
Acting Vice Mayor
Acting Presiding Officer

ATTESTED:

Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept. Head III

APPROVED: _____

HERBERT M. BAUTISTA
City Mayor

20 JUL 2015

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on June 8, 2015 and was PASSED on Third/Final Reading on June 15, 2015.

Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept. Head III

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LAW RESEARCH