



Republic of the Philippines
PROVINCE OF NEGROS ORIENTAL
CITY OF BAYAWAN
Office of the Sangguniang Panlungsod

EXCERPT FROM THE MINUTES OF THE REGULAR SESSION HELD BY THE CITY COUNCIL OF BAYAWAN, NEGROS ORIENTAL ON OCTOBER 16, 2018 AT 2 P.M. AT THE LIGA NG MGA BARANGAY BUILDING.

RECORDS OF ATTENDANCE

HON. ISMAEL P. MARTINEZ	(Presiding Officer)	Present
HON. PETER PAUL F. RENACIA		Present
HON. HENRY E. CARREON, JR.		Present
HON. ERNESTO T. TIJING		Present
HON. MARK FIDENCIO L. AURELIA		On Leave
HON. JONAS M. TRIAS		Present
HON. SHARLOU F. JAMIN		Present
HON. NARCISO N. CASIPONG		Present
HON. NICO ANGELO L. LIM		Present
HON. MERLITA R. GAUDIEL		Present
HON. DANILO G. LAMIS		Present
HON. SEVERINO SALVADOR M. CAPULSO	(LNMB Vice President)	Present
HON. TRISTAN GOLD T. TORRILLO	(SK Federated President)	Present

RESOLUTION NO. 757

“WHEREAS, Bayawan City is known for its unique, rich and distinct culture and adherence to its core values being promoted through what is referred to as Bayawanihan;

“WHEREAS, The Local Government Unit of Bayawan desires to institutionalize the Bayawan brand logo/icon.

“WHEREAS, Resolution No. 1, series of 2017, of the Branding Technical Working Group, recommending the enactment of an ordinance that would institutionalize the Bayawan brand logo/icon with tagline Celebrate Life’s Harvest as the result of a multi-stakeholder workshop conducted last March 23, 24, 2017.

“WHEREAS, The brand has 3 elements – Bayawan, the tagline (Celebrate Life’s Harvest), and the icon which also functions as letter “Y” of Bayawan.

“WHEREAS, The tagline, Celebrate Life’s Harvest summarizes the essence and core of the City. It is a city where harvest is plentiful... whether in land or in sea. It is a city where people have the will to serve and to achieve, reaping various awards in different fields – sports, academic, and public service among others. There is always something to harvest – crops, livestock, seafood, best practices, relaxation, and profound life lessons from the City’s upheld values. All these are reasons to celebrate life and its harvest.

“WHEREFORE, on motion of Honorable Councilor Sharlou F. Jamin and duly seconded by Honorable Councilor Ernesto T. Tijing, the Council

“RESOLVED, to enact, as it hereby enacts the following ordinance:

ORDINANCE NO. 53

AN ORDINANCE INSTITUTIONALIZING THE BAYAWAN
BRAND WITH TAGLINE CELEBRATE LIFE’S HARVEST

Be it ordained that:

SECTION 1. TITLE. This Ordinance shall be known as “*BAYAWAN BRAND, CELEBRATE LIFE’S HARVEST.*”

SECTION 2. DEFINITION OF TERMS

- a. **Brand** – Unique design, sign, symbols, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from others. Over time this image becomes associated with a level of credibility, quality and satisfaction.
- b. **Culture** – the customary beliefs, social forms, and material traits of a racial, religious or social group. It also refers to the set of shared attitudes, values, goals and practices that characterizes an institution or organization.
- c. **Symbol** – an object or act representing something.
- d. **Heritage** – something transmitted by or acquired from a predecessor.
- e. **Tradition** – the handling down of information, beliefs and customs by word of mouth or by example from one generation to another.
- f. **Logo** – a graphic mark, emblem or symbol or other design used to aid and promote public identification and recognition.
- g. **Farm** – a piece of land used for growing crops or raising animals.
- h. **Resorts** – any place or places with pleasant environment and atmosphere conducive to comfort, healthful relaxation and rest, offering food, sleeping accommodations and recreational facilities to the public for a fee or remuneration.
- i. **Hotels** – any building, edifice or premises or a completely independent part thereof, which is used for the regular reception, accommodation or lodging of travelers or tourists and the provision of service incidental thereto for a fee.
- j. **Farm Tourism** – the practice of attracting visitors and tourist to farm areas for productions, educational and recreational purposes. It involves any agricultural or fishery based operation or activity that brings to a farm visitors, tourist, farmers and fisherfolk who want to be educated and trained on farming and its related activities, and provides a venue for outdoor recreation and accessible family outing.
- k. **Travel Agency** – is a private retailer or public services that provides travel and tourism related services to the public on behalf of suppliers such as activities, airlines, car rentals, cruise lines, hotels, railways, travel insurance and package tour.
- l. **Tourism** – is travel for pleasure or business; also the theory and practice of attracting, accommodating, and entertaining tourist, and the business operating tours. Tourism maybe international, or within the traveler’s country.
- m. **Promoted** – to help bring (something, such as an enterprise) into being, to launch or to present (merchandise) for buyer acceptance through advertising, publicity or discounting.
- n. **Branding** – the process involved in creating a unique name and image for a product in the consumer’s mind, mainly through advertising campaigns with consistent theme.
- o. **Icon** – usually pictorial representation or image.

p. **Specification** – refers to a set of documented requirements to be satisfied by materials, design, product or service. Is often a type of technical standard.

q. **Form** – the share and structure of something as distinguished from its materials.

r. **Tagline** – a variant of branding slogan that can be used in marketing materials and advertising.

s. **Celebrate** - to take part in special enjoyable activities in order to show that a particular occasion is important.

t. **Harvest** – gathering of a crop.

u. **Constantia** – is a modulated wedge-serif typeface designed primarily for continuous text in both electronic and paper publishing.

v. **Jewel** – any of various colors (such as amethyst, emerald and ruby) that resemble those of gemstones.

w. **Myriad Pro** – is a humanist sans-serif typeface.

x. **Amber** – is a yellowish-orange color.

y. **Colors** – the aspect of the appearance of objects and light sources that may be described in terms of hue, lightness, and saturation for objects and hue, brightness, and saturation for light sources.

z. **Yellow** – a color between green and orange in the spectrum, a primary subtractive color complementary to blue; colored like ripe lemons or egg yolk.

a.a. **Green** – a color whose hue is somewhat less yellow than that of growing fresh grass or of the emerald or is that of the part of the spectrum lying between blue and yellow.

a.b. **Font** – is a set of printable or displayable text characters in a specific style and size

a.c. **Christi** – calligraphy font.

a.d. **Red** – having the color of blood.

a.e. **Squiggly** – a short, irregular curve or twist, as in writing or drawing.

a.f. **Conduct** – the way that a person behaves in a particular place or situation. The act, manner or process or carrying on.

a.g. **Crops** – a cultivated plants that is grown as food, especially a grain, fruit or vegetable.

a.h. **Maya** – a variety of small, commonly observed passerine birds, including a number of sparrows, finches and munias.

a.j. **Roughly** – lacking refinement and precision.

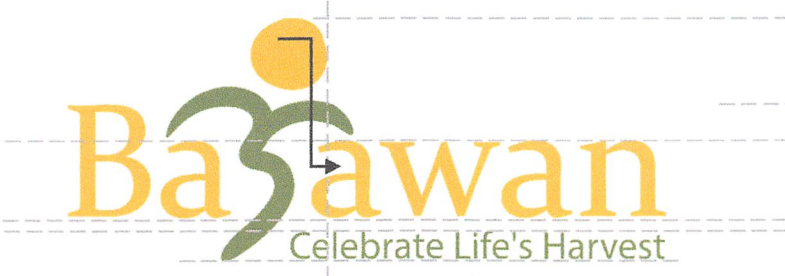
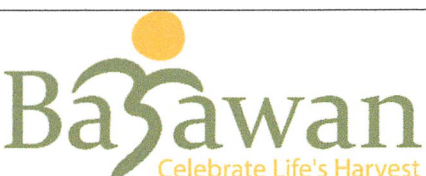



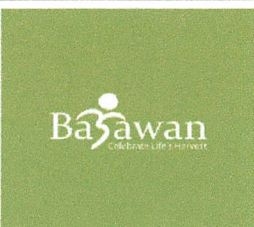
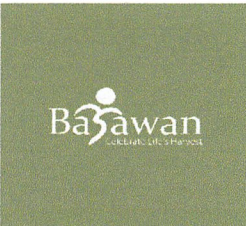
SECTION 3. APPLICATION. This Ordinance shall apply to all such as resorts, hotels, farms, travel agencies, and other related tourism establishments, Local Government Unit of Bayawan and its Offices.

SECTION 4. DECLARATION OF POLICIES.

1. The City Government of Bayawan to encourage, promote and use the Bayawan Brand Logo/Icon Celebrate Life's Harvest to develop tourism as a major socio-economic program of the city.

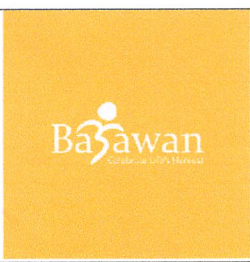

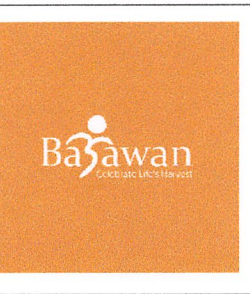
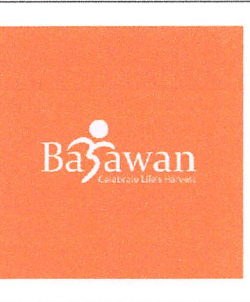
2. The LGU shall be the primary protector and promoter of the brand and is tasked to ensure that the correct image of the brand is upheld by all who may and use the brand to promote Bayawan.

SECTION 5. SPECIFICATIONS. It is hereby specified the form and substance of Brand/Logo of Bayawan, to wit:

<p>Constantia 100 pt</p>  <p>Myriad Pro 25 pt</p>	
	<p>Jewel (green) R 84; G 130; B 53 Amber (yellow) R 252; G 193; B 6 Bayawan font: Constantia Tagline font: Myriad Pro</p>
	
	
	
<p>COLOR GUIDE</p>	
	<p>(Christi) 59af0e R 89 G 175 B 14</p>
	<p>(Jewel) 548235 R 84 G 130 B 53</p>

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Handwritten arrow pointing up

		(Amber) fcc106 R 252 G 193 B 6
		(California) fca203 R 252 G 162 B 3
		(Tahiti gold) d37f05 R 211 G 127 B 5
		(Blaze orange) fc5e06 R 252 G 94 B 6

Contantia is the **font** used for Bayawan and *Myriad Pro* for the tagline.

The **colors** *Amber* and *Jewel* are used. Jewel (green) symbolizes the agricultural lifestyle of the city and also depicts comfort and relaxation. Amber (yellow) represents bounty and abundance – of natural resources, crops, and even excellence in the City’s undertakings which leads the city to reap awards and recognition.

The **icon** symbolizes the following:

Geography The two humps represent the 2 prominent hill clusters in Bayawan – one in the San Roque area and another in the Maninihon area. In the middle of the two hills passes the Bayawan River, as represented by the squiggly line in the middle. The yellow circle represents the sun, which rises in the hill area of Bayawan.

Agriculture Bayawan is also known as the Agricultural Capital of Negros Oriental. Roughly 60% of its entire land area is devoted to agriculture. The icon represents growing crops with golden buds.

“Tawo-tawo” The Tawo-tawo Festival has always been a prominent icon of the City. It is celebrated every February to thank the creator for blessing the sowing and the reaping. The prominent feature is the tawo-tawo or the scarecrow which is being used by the farmer as a tool to drive away the maya.




“Bayaw” “Bayaw” means to lift or hoist. The icon represents a person in an act of celebration and thanksgiving for the harvest – whether crops, victories, and accomplishments in life.

SECTION 6. SEPARABILITY. If any provision of this Ordinance is held by any competent authority to be void or unenforceable in whole or in part, the other provisions of this Ordinance and the remainder of the effected provisions shall continue to be valid.

SECTION 7. EFFECTIVITY. This ordinance shall take effect after compliance with the provisions of R.A. 7160, the Local Government Code of 1991.

“Enacted.”

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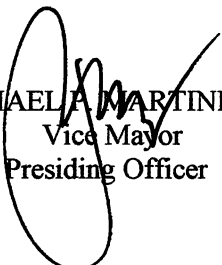
I hereby certify to the correctness of the foregoing resolution.

* * *


JULIUS T. ESPARTERO
Secretary to the Sangguniang Panlungsod

ATTESTED:

APPROVED: NOV 06 2018


ISMAEL A. MARTINEZ
Vice Mayor
Presiding Officer


PRYDE HENRY A. TEVES
Mayor

Copy for:

- The Honorable Provincial Board, Dumaguete City