



Republic of the Philippines

**Department of Environment and Natural Resources
BIODIVERSITY MANAGEMENT BUREAU**

Ninoy Aquino Parks and Wildlife Center

Quezon Avenue, Diliman, Quezon City

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Website: <http://www.bmb.gov.ph> E-mail: bmb@bmb.gov.ph

OCT 09 2019

TECHNICAL BULLETIN

NO. 2019 - 05

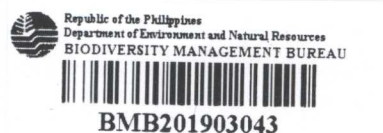
**SUBJECT: ADOPTING THE DEPARTMENT OF ENVIRONMENT AND
NATURAL RESOURCES-BIODIVERSITY MANAGEMENT
BUREAU LOGO AND BRAND BOOK**

In reference to DAO No. 97-09 dated 18 March 1997, Institutionalizing the DENR Identity Design System and Manual of Style, and DAO No. 2005-22 dated 09 November 2005, DENR Identity Design System and Manual of Style Second Edition 2005, prescribing a revised updated Manual to serve as reference and guide to all DENR officials and employees, the DENR-BMB Logo and Brand Book is hereby adopted to govern the design, format and style of all the Bureau's documents and official publications.

For purposes of uniformity and consistency, a set of standard printed forms, symbols and procedures in all BMB communications is hereby set.

This Order shall take effect immediately.

RICARDO L. CALDERON
Assistant Secretary for Staff Bureaus
and Director in concurrent capacity





Department of Environment and Natural Resources
Biodiversity Management Bureau

BRAND BOOK



DENR-BMB LOGO BRAND BOOK

The DENR and BMB logos are for the exclusive use of DENR and BMB. No other agency or sponsoring organization should use these trademarks without the express permission of the DENR and BMB.

DENR and BMB must exercise discernment when allowing their logos to be shown alongside other organizations' logos. This is to ensure that DENR and BMB will not be seen as endorsing parties known for practices that go against DENR and BMB's environmental mandate.

DENR-BMB LOGO BRAND BOOK

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DENR-BMB LOGO BRAND BOOK / 1

LOGO RATIONALE

Because the Biodiversity Management Bureau has a clear and focused mandate reflecting the interconnectivity of life on our planet, its symbol is circular with interflowing planes.

The brush strokes are a softer and more artistic rendering that complement the harder edged lines of the DENR logo. The land, sea and sky spaces interact with one another as the repeated motif of the wave-shape. It reminds us of our vital responsibility as stewards, to help protect and conserve biodiversity.

Primary blue (*dagat*)

Green (*bundok*)

Lighter blue (*himpapawid*)

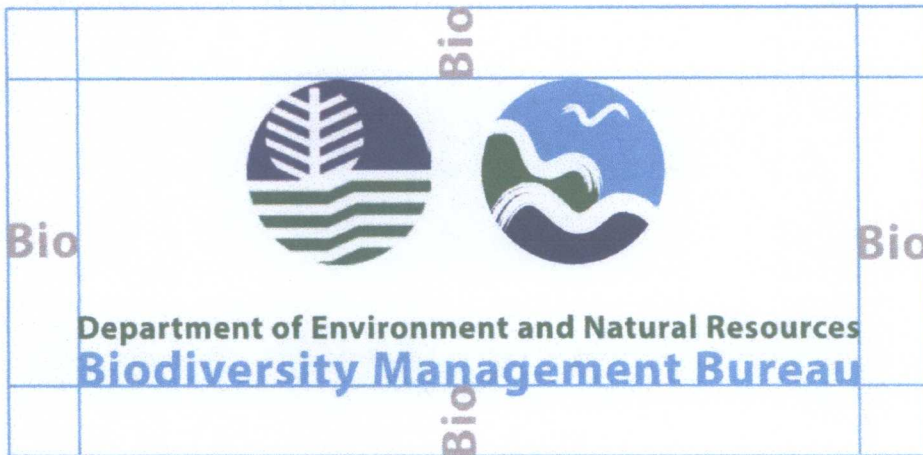
The DENR Manual of Design was used as a reference in the development of this Brand Book for BMB.

DENR-BMB LOGO BRAND BOOK / 2

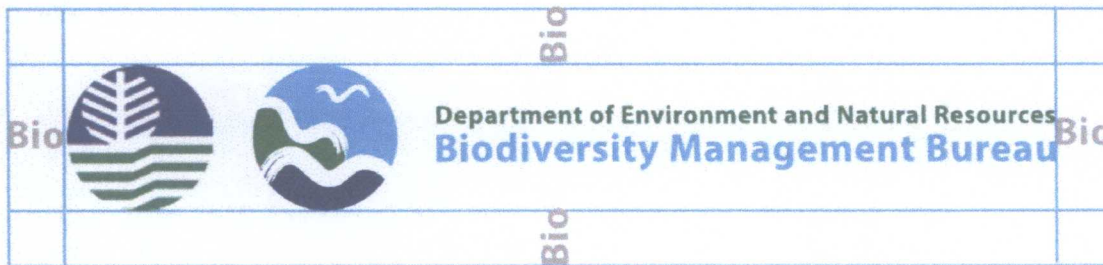
MINIMUM CLEARANCE SPACE

Surround the DENR-BMB Logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a clear space equivalent to the width of the letters "Bio" in and around the logo.

CENTRALIZED VERSION



FLUSH LEFT VERSION



STANDARDS

Position the DENR-BMB Logo on a white background for maximum visual impact. Use DENR and BMB logos side by side, at all times. The same guideline applies for partnerships with other national government agencies where BMB is the lead agency. For materials or activities in partnership with other national government agencies where BMB is not the lead organization, DENR logo must be used solely.

COLOR



Department of Environment and Natural Resources
Biodiversity Management Bureau

COLOR GUIDE



Sky Blue



Emerald Green



Process Blue



Black



GRAYSCALE



**Department of Environment and Natural Resources
Biodiversity Management Bureau**



Black



Black 60%



Black 30%



TYPOGRAPHY / MYRIAD PRO

Use Myriad Pro Regular / Bold font for Headline Banners, Posters, Brochures, and other merchandising collaterals.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

01234567890

TIMES NEW ROMAN

Secondary font to be used on all business letter applications

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ

01234567890

DENR-BMB LOGO BRAND BOOK / 6

STANDARD LOGO SIZES

When placing the logo on 9x12 inches (full page) or smaller, use one of the logo sizes below.

Full Page



Department of Environment and Natural Resources
Biodiversity Management Bureau

1/2 Page



Department of Environment and Natural Resources
Biodiversity Management Bureau

1/4 Page Minimum Size



Department of Environment and Natural Resources
Biodiversity Management Bureau

INCORRECT LOGO USAGE

The examples below demonstrate incorrect uses of the DENR-BMB Logo.



Department of Environment and Natural Resources
Biodiversity Management Bureau



Department of Environment and Natural Resources
Biodiversity Management Bureau



Department of Environment and Natural Resources
Biodiversity Management Bureau

DO NOT use it in any color other than the correct Pantone color or apply the logo on low-contrast backgrounds.



Department of Environment and Natural Resources
Biodiversity Management Bureau



Department of Environment and Natural Resources
Biodiversity Management Bureau

DO NOT enclose the logo in a border



Department of Environment and Natural Resources
Biodiversity Management Bureau

Biodiversity Management Bureau
Department of Environment and Natural Resources



Department of Environment and Natural Resources
Biodiversity Management Bureau

DO NOT rotate, invert, or distort the logo

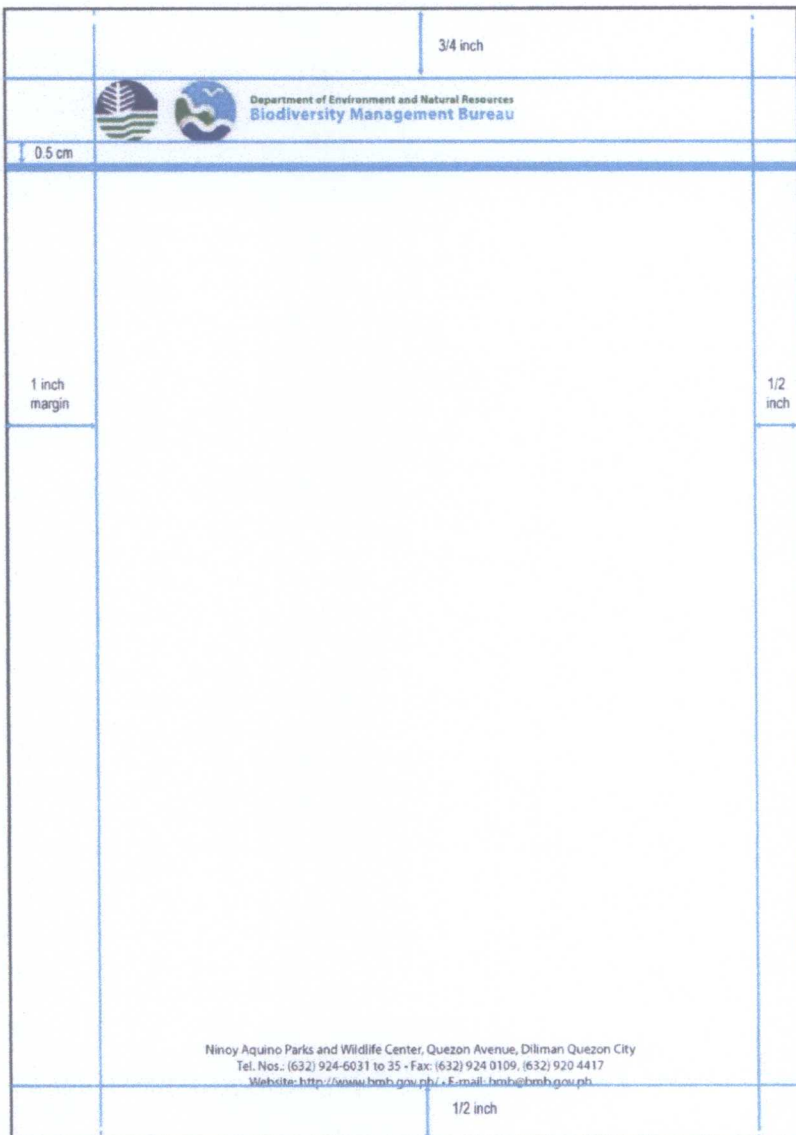


Department of Environment and Natural Resources
Biodiversity Management Bureau

DO NOT recreate the logo from a different font

DENR-BMB LOGO BRAND BOOK / 7

LETTERHEAD



DENR-BMB Logo

Process Blue
Emerald Green
Sky Blue
Black

Typography

Myriad Pro Bold

Address and Contact Information

Myriad Pro Regular

10 pts.
Black
12 pts. leading

A4 Size



8.27" X 11.69"

Standards

Only general business e-mail or
Web information may be used.

DENR-BMB LOGO BRAND BOOK / 8

INVITATION

3/4 inch	0.5 cm
	
1 cm	
<p><i>The Biodiversity Management Bureau cordially invites you to the (name of event) at the (venue) on (Date and Time).</i></p>	
<i>RSVP Call:</i>	
1/2 inch	

DENR-BMB Logo
Process Blue
Emerald Green
Sky Blue

Text
Times New Roman Bold Italics
Black
21 pts. / 14 pts.
16.8 leading

Size
5.75" x 8.25"

For affairs and events sponsored or organized by BMB, logo arrangements should be DENR logo on the left side and BMB logo on the right side, separated by 0.5 cm space in between.

DENR-BMB LOGO BRAND BOOK / 9

CERTIFICATE OF PARTICIPATION

3/4 inch 0.5 cm



1 cm

The Biodiversity Management Bureau
in cooperation with
DENR Field Operations Office
award this
CERTIFICATE OF PARTICIPATION
to
(Name of participant)
of
(office)
for having participated in the
(title of workshop/training)
held on (date) at the (exact venue)
Given this ___ day of ___, 2019 in Quezon City

Name and Title of Authorized Signatory

Name and Title of Authorized Signatory Name and Title of Authorized Signatory

1/2 inch

DENR-BMB Logo

Process Blue
Emerald Green
Sky Blue
Black

Text

Times New Roman Bold Italics
Black
21 pt. / 18 pt.
14 pt. leading

Letter Size

11"x 8.5"

For signatories: The authorized signatory of BMB signs on the space at the lower right hand side of the page; the signatory of DENR signs on the lower left hand side.

3/4 inch 0.5 cm



1 cm

The Biodiversity Management Bureau
in cooperation with
DENR Field Operations Office
award this
CERTIFICATE OF PARTICIPATION
to
(Name of participant)
of
(office)
for having participated in the
(title of workshop/training)
held on (date) at the (exact venue)
Given this ___ day of ___, 2019 in Quezon City

Name and Title of Authorized Signatory Name and Title of Authorized Signatory Name and Title of Authorized Signatory

1/2 inch

If there is a third sponsoring agency, its authorized signatory signs on the rightmost space.

STREAMERS



Maintain the same DENR-BMB logo positioning for streamers and banners. Additional text after the BMB logo may vary in size and color.

DENR-BMB Logo

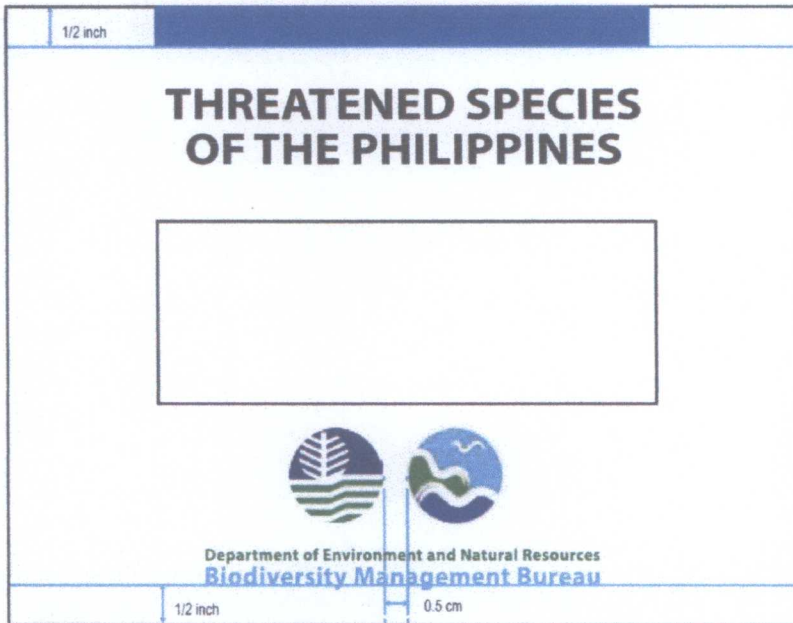
Process Blue
Emerald Green
Sky Blue
Black

Text

Myriad Pro Bold
Black

PUBLICATIONS

FRONT COVER



DENR-BMB Logo

Process Blue
Emerald Green
Sky Blue
Black

Text

Myriad Pro Bold
Black
44 pt. / 29 pt.
44 pt. leading

Letter Size

8.5"x11"

Bar

Blue

STANDARD FRONT COVER SHOULD INCLUDE THE FOLLOWING:

Apply the color coding (dark blue for BMB) for different types of publication on the spine of the book.

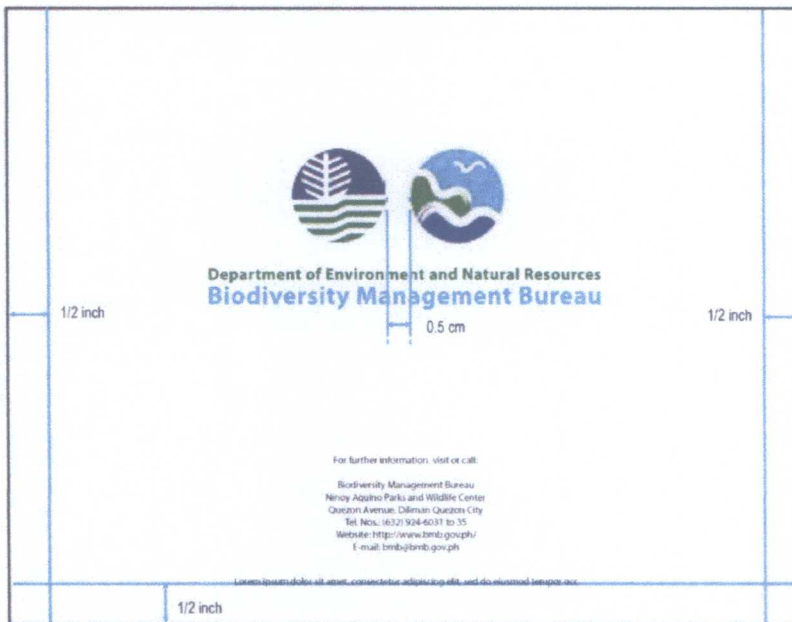
STANDARD BACK COVER SHOULD INCLUDE THE FOLLOWING:

For further information, visit or call:

Biodiversity Management Bureau
Ninoy Aquino Parks and Wildlife Center
Quezon Avenue, Diliman Quezon City
Tel. Nos.: (632) 924-6031 to 35
Website: <http://www.bmb.gov.ph/>
Facebook: <https://www.facebook.com/denrbiodiversity/>
E-mail: bmb@bmb.gov.ph

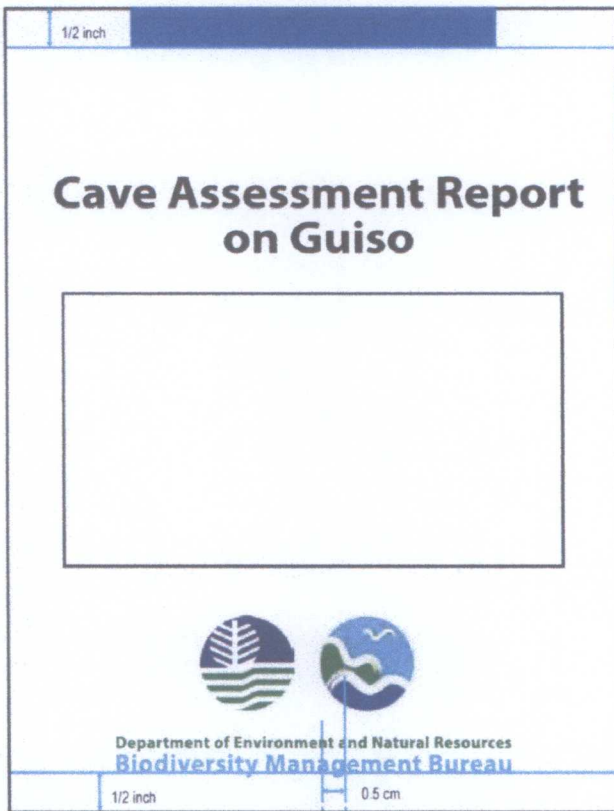
Brief background information about the book will be placed on the back cover. Copyright information is usually placed on the lower portion of the page.

BACK COVER



MONOGRAMS

FRONT COVER



DENR-BMB Logo

Process Blue
Emerald Green
Sky Blue
Black

Text

Myriad Pro Bold
Black
40 pt.
40 pt. leading

Letter Size

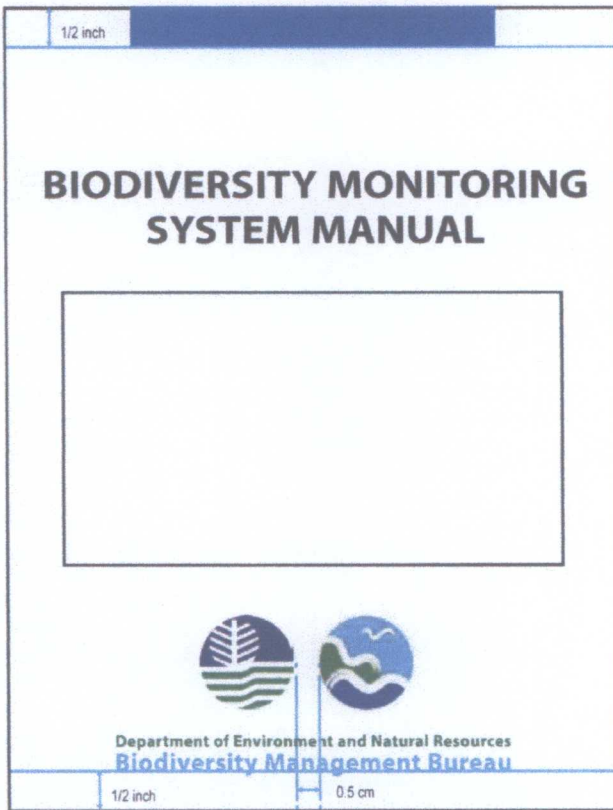
8.5"x11"

Bar

Blue

MANUALS

FRONT COVER



DENR-BMB Logo

Process Blue
Emerald Green
Sky Blue
Black

Text

Myriad Pro Bold
Black
40 pt.
40 pt. leading

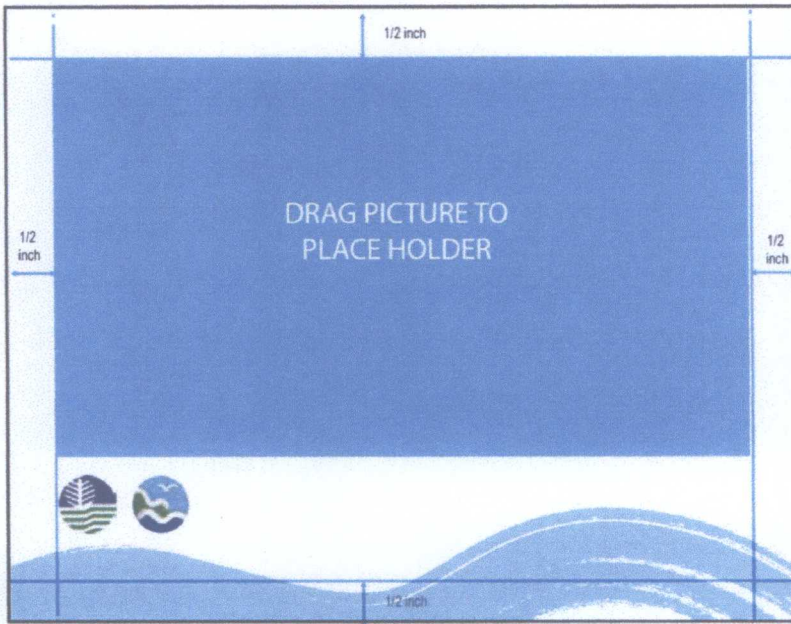
Letter Size

8.5"x11"

Bar

Blue

PRESENTATION TEMPLATE

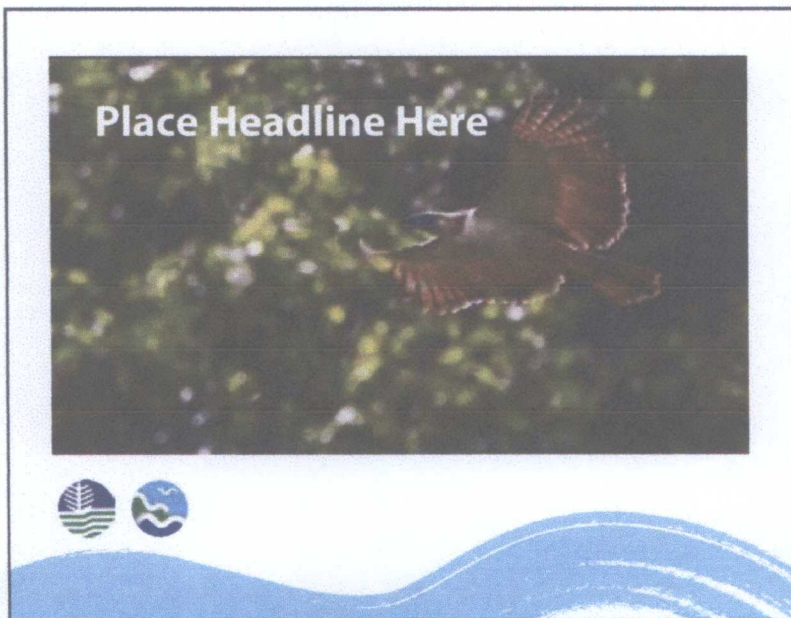


DENR-BMB Logo
Process Blue
Emerald Green
Sky Blue

Text
Myriad Pro Bold
Black
60 pt.

Letter Size
8.5"x11"




Brush Stroke
30% Process Blue



PRESENTATION TEMPLATE

One image and text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



DENR-BMB Logo
Process Blue
Emerald Green
Sky Blue

Text
Myriad Pro Bold
Black
60 pt.

Letter Size
8.5"x11"

Brush Stroke
30% Process Blue

Three images and text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Four images and text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. strud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla par



DENR-BMB Logo
Process Blue
Emerald Green
Sky Blue

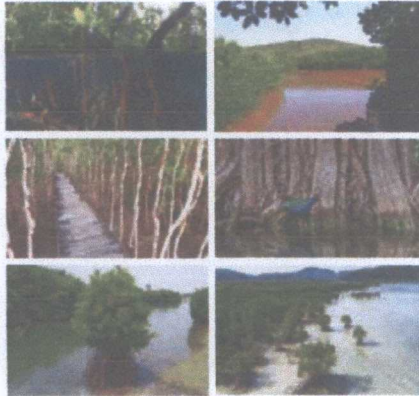
Text
Myriad Pro Bold
Black
60 pt.

Letter Size
8.5"x11"

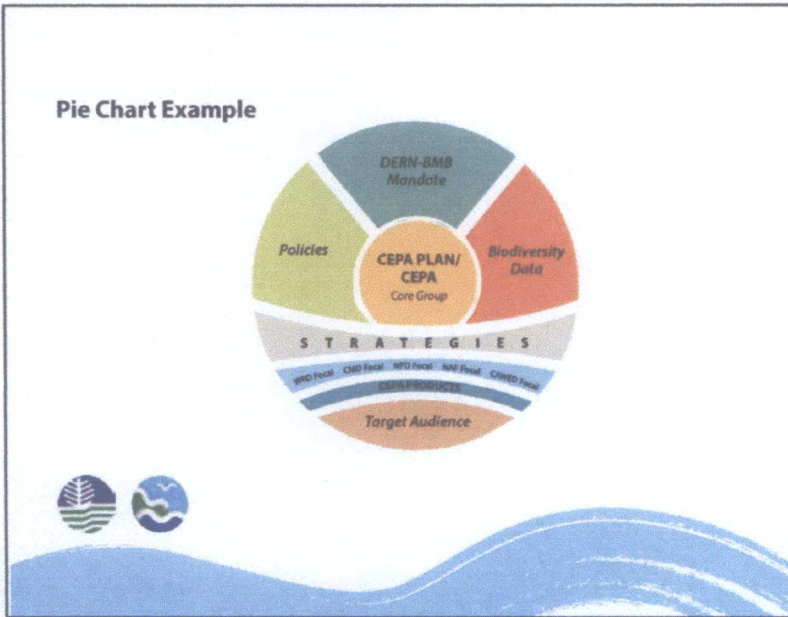
Brush Stroke
30% Process Blue

Six images and text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Pie Chart Example



DENR-BMB Logo
 Process Blue
 Emerald Green
 Sky Blue

Text
 Myriad Pro Bold
 Black
 60 pt.

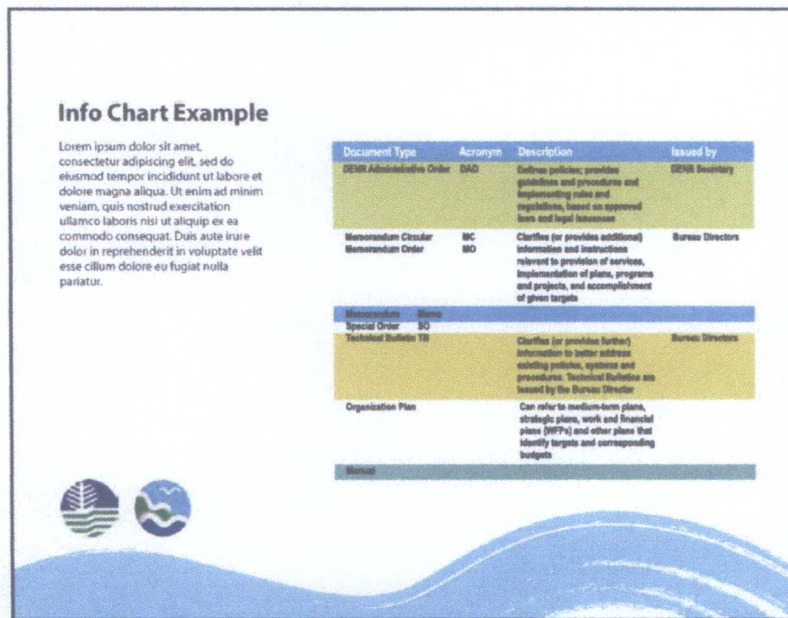
Letter Size
 8.5"x11"

Brush Stroke
 30% Process Blue

Info Chart Example


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Document Type	Acronym	Description	Issued by
DENR Administrative Order	DAD	Enforce policies, prohibit guidelines and procedures and implementing rules and regulations, based on approved laws and legal sanctions	DENR Secretary
Memorandum Circular	MC	Clarifies (or provides additional) information and instructions relevant to provision of services, implementation of plans, programs and projects, and accomplishment of given targets	Bureau Directors
Memorandum Order	MO		
Memorandum Special Order	Memorandum Special Order	Clarifies (or provides further) information to better address existing policies, systems and procedures. Technical Bulletin are issued by the Bureau Director	Bureau Directors
Technical Bulletin	TB		
Organization Plan		Can refer to medium-term plans, strategic plans, work and financial plans (WFFP) and other plans that identify targets and corresponding budgets	
Manual			



DENR-BMB LOGO BRAND BOOK / 15

MEMO PAD

1/2 inch		
	<p>Department of Environment and Natural Resources Biodiversity Management Bureau</p>	
0.5 cm		
	<p>From the desk of:</p> <p>Name and Title of Authorized Signatory</p>	1/2 inch
1/2 inch		

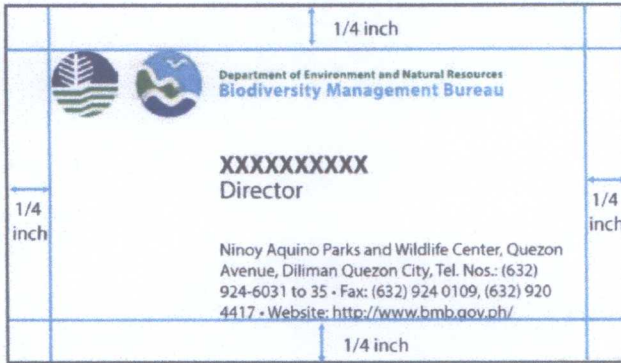
DENR-BMB Logo
Process Blue
Emerald Green
Sky Blue

Text
Myriad Pro Bold
Black
8pt.

Size
5.5" x 8.25"

DENR-BMB LOGO BRAND BOOK / 16

BUSINESS CARD



DENR-BMB Logo
Process Blue
Emerald Green
Sky Blue

Address And Contact Information

Myriad Pro Regular
Black
7pt. flushed left
8.4 leading

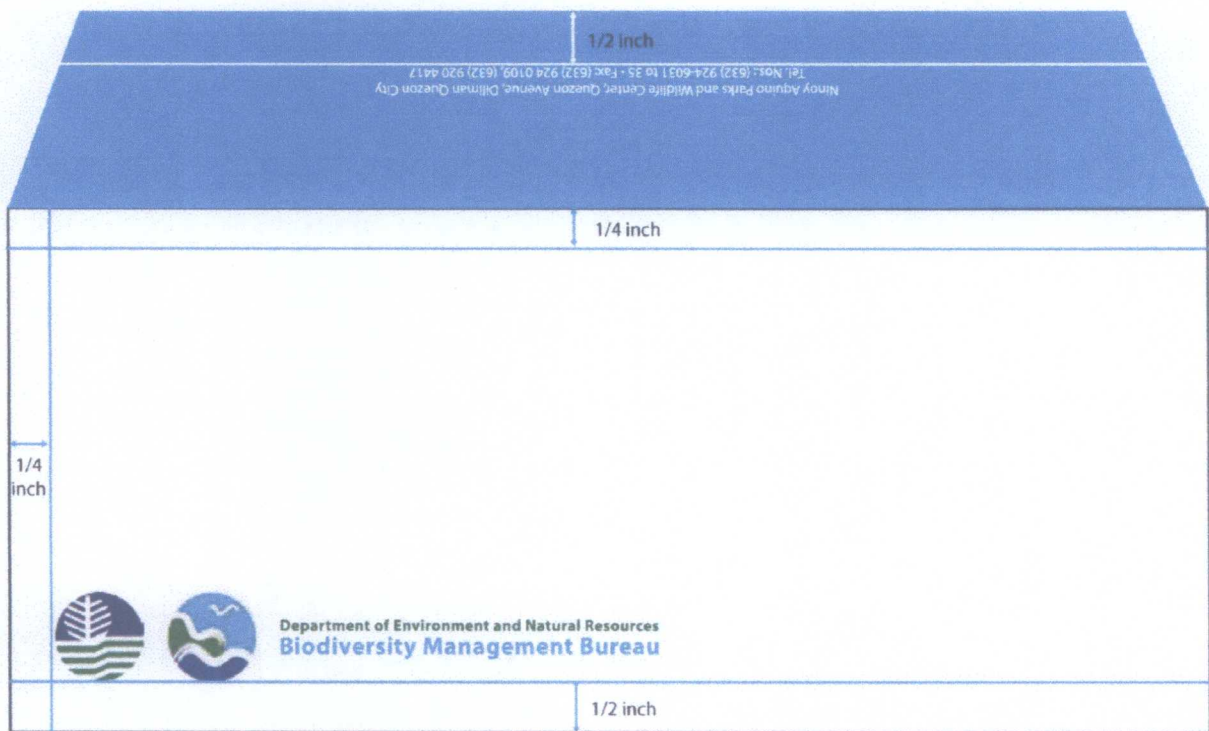
Business Card Size
3.5 x 2 inches

Names

Name 11 pts.

DENR-BMB LOGO BRAND BOOK / 17

BUSINESS ENVELOPE



DENR-BMB Logo
Process Blue
Emerald Green
Sky Blue

Address And Contact Information
Myriad Pro Regular
White
8 pt. center to center
8.7 pt. leading

Envelope Size
4 x 9 inches


Standards
Phone numbers and web addresses are not appropriate envelope information.

No logos or symbols, other than the DENR-BMB Logo logo may appear on the envelopes.


The same specification apply to all envelopes and mailing labels.

WEBSITE


GOVPH Home About Us Services Resources E-Library Internal Concerns Contact Us SEARCH BMB




Department of Environment and Natural Resources
Biodiversity Management Bureau




GOVPH Home About Us Services Resources E-Library Internal Concerns Contact Us SEARCH BMB




Protected Area
Development &
Management



GOVPH Home About Us Services Resources E-Library Internal Concerns Contact Us SEARCH BMB



Protection &
Conservation of
Wildlife



GOVPH Home About Us Services Resources E-Library Internal Concerns Contact Us SEARCH BMB



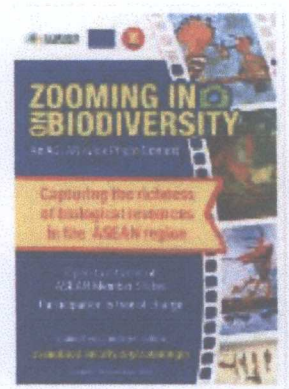
Management of
Coastal & Marine
Resources/Areas



Projects **Latest News** **Featured**

- ACCOAST
- BIODIVERSITY PARTNERSHIPS PROJECT
- CORAL TRIANGLE INITIATIVE
- GEF FOREST INVASIVE SPECIES
- NEW CAPP
- ASEAN PEATLAND FOREST PROJECT
- PROTECTED AREA MANAGEMENT ENHANCEMENT

Quick Links



Sunday, 28 April 2019

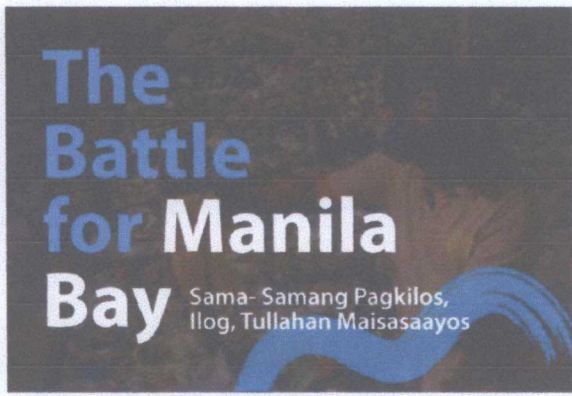
Civil Service conducts Ethical Leadership Training for Biodiversity Management Bureau



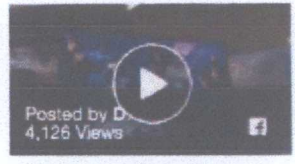
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam

voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel

PHOTO ESSAY

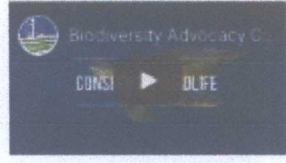


1



quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem

2



quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem

3



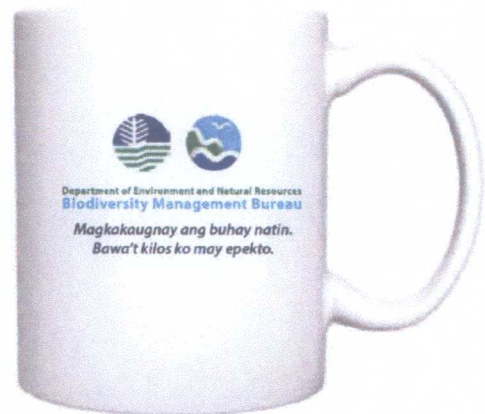
quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem

4



quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem

COFFEE MUG



UMBRELLA



JACKET



T-SHIRT



DUFFLE BAG



ECO BAG



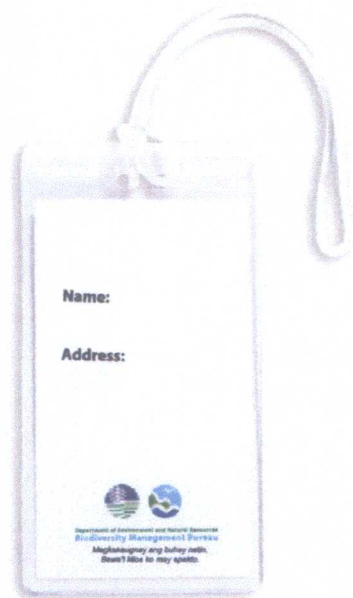
FAN



CAP



LUGGAGE TAG



VEHICLE

