SPIn 2026 - 1427
RECEIVED
TANGGAPAN NG
SANGGUNIANG PANLUNGSOD NG NAGA
Date AUG 10 2026
Time 1:39pm By:

Republic of the Philippines
SANGGUNIANG PANLUNGSOD
City Government of Naga

ORDINANCE NO. ____
VVVVVVVVVVVVVVVVVVVVVVVV

**AN ORDINANCE ADOPTING THE "NAGA IS THE HEART" INVESTMENT AND TOURISM BRAND OF THE CITY OF NAGA, APPROVING ITS BRAND GUIDELINES, ESTABLISHING AN ACCREDITATION SYSTEM FOR AUTHORIZED SUPPLIERS, AND PROVIDING GUIDELINES FOR ITS ADMINISTRATION AND USE**

**Sponsored by: Wilfredo Jude A. Diokno**

**WHEREAS,** branding is a strategic marketing tool for promoting a city's identity, enhancing its competitiveness, and positioning it as an ideal investment and tourism destination;

**WHEREAS,** the City Government of Naga, through the Investment and Tourism Promotions Office (ITPO), launched "Naga Is the Heart" as the city's investment and tourism brand to strengthen Naga's unique identity, showcase its strengths and opportunities, and build a unified narrative among visitors, investors, and stakeholders;

**WHEREAS,** the "Naga is the Heart" Brand is being registered with the Intellectual Property Office of the Philippines (IPOPHL), thereby securing its legal protection under the Intellectual Property Code of the Philippines (Republic Act No. 8293), ensuring exclusive rights to its use by the City Government of Naga. This registration underscores the city's commitment to safeguarding the brand from unauthorized use and misuse, thereby reinforcing its role as an official

representation of Naga City's investment and tourism identity and values;

**WHEREAS**, there is a need to institutionalize the use of the brand by adopting uniform standards governing its application to preserve its integrity, ensure consistency, and maximize its value in investment and tourism promotion;

Be it ordained by the Sangguniang Panlungsod of Naga City that:

**Section 1. Title -** This Ordinance shall be known as the "Naga is the Heart Brand Ordinance."

**Section 2. Declaration of Policy -** It is hereby declared the policy of the City Government of Naga to strengthen the city's identity and competitiveness through a unified investment and tourism brand. Towards this end, the city hereby adopts "Naga Is the Heart" as its official investment and tourism brand and shall ensure its proper, consistent, and authorized use in accordance with this Ordinance, the approved Brand Guidelines, and other issuances of the Investment and Tourism Promotions Office (ITPO).

**Section 3. Objectives -** This Ordinance has the following objectives:

- Officially adopt "Naga Is the Heart" as the city's investment and tourism brand;
- Establish guidelines for the use of the "Naga is the Heart" brand to ensure consistency, quality, and proper representation.
- Designate the ITPO as the administrator and custodian of the brand; and
- Protect the integrity, consistency, and legal use of the brand.

**Section 4. Scope and Coverage -** This Ordinance shall apply to all individuals, organizations, businesses, city government departments & offices, and government agencies whenever the brand is used for investment, tourism, marketing, promotional, merchandising, or other authorized external-facing initiatives.

**Section 5. Definition of Terms** - For purposes of this Ordinance, the following terms are defined:

a. **Naga is the Heart Brand:** The official investment and tourism brand of Naga City, including its logo, tagline, and associated elements.
b. **Brand Elements:** Any part of the brand—logo, colors, fonts, tagline, and associated visuals.
c. **Authorized User:** An individual or entity granted permission to use the brand in accordance with this Ordinance.
d. **Unauthorized Use:** Any use of the "Naga is the Heart" brand that does not comply with the provisions of this Ordinance.
e. **Brand Book:** A document provided by the ITPO that contains the guidelines, specifications, and standards for the proper use of the "Naga is the Heart" Brand.
f. **Supplier**: Any printer, designer, manufacturer, event organizer, marketing agency, or other service provider accredited by the ITPO to produce or supply materials bearing the "Naga Is the Heart" brand.

**Section 6. Adoption of the "Naga is the Heart" Brand Guidelines** - The "Naga is the Heart" Guidelines is hereby adopted as the official reference document to guide the proper and consistent use of the brand. It contains detailed specifications, standards, and protocols for the use of the brand elements, including the logo, tagline, color schemes, and typography.

**Annex A** of this ordinance contains the "Naga is the Heart" Brand Guidelines.

**Annex B** of this ordinance provides detailed accreditation guidelines and the application form template.

**Section 7. Administration and Management** - The ITPO shall be the official custodian of the "Naga is the Heart" Brand and shall:

a. Maintain the integrity and consistency of the brand.
b. Approve requests for the use of the brand.
c. Monitor compliance with the rules and regulations set forth in this Ordinance.
d. Accredit authorized suppliers qualified to produce, manufacture, or provide goods and services bearing the brand.

**Section 8. Authorized Use** - The Brand shall be used only in accordance with the Brand Guidelines attached as Annex A. Any organization, institution, business, or individual intending to use the Brand shall obtain prior approval from the ITPO. Uses not expressly authorized under the Brand Guidelines shall require written approval of the ITPO.

**Section 9. Violations and Penalties** - Any unauthorized or improper use of the "Naga is the Heart" Brand shall be subject to the following penalties:

1. First Offense: Written warning and immediate cessation of unauthorized use.
2. Second Offense: A fine of not less than Php 5,000.00 but not more than Php 10,000.00.
3. Third and Subsequent Offenses: A fine of not less than Php 10,000.00 but not more than Php 20,000.00 and possible legal action.

**Section 10. Amendment of Brand Guidelines** - The ITPO may recommend amendments to the Brand Guidelines and Accreditation Policy whenever necessary, subject to approval by the City Mayor.

**Section 10. Separability Clause** - If any provision of this Ordinance is declared unconstitutional or invalid, the other provisions not affected thereby shall remain in full force and effect.

**Section 11. Repealing Clause** - All ordinances, resolutions, and executive orders inconsistent with this Ordinance are hereby repealed or modified accordingly.

**Section 12. Effectivity** - This Ordinance shall take effect fifteen (15) days after its publication in a newspaper of local circulation and compliance with all posting requirements as provided by law.

**ENACTED this ___ day of _____ 2026.**

# ANNEX A
# BRAND GUIDELINES

I. **LOGOMARK** - The Naga Is The Heart logomark captures the core elements of the city: culture, religion, food, local tourism. Rendered in full color, the logomark utilizes the colors of the city's official seal. Rendered in monotone, its negative spaces pop out to ensure memorability and distinctiveness.

a. **Exclusion Zone** - The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics. This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breathe.

b. **Dont's**
   - Do not warp or stretch the logomark
   - Do not rotate the logomark
   - Do not outline the logomark
   - Do not add drop shadow
   - Do not use a gradient as fill.
   - Do not change the kerning (letter spacing)
   - Do not use colors that are not in the palette
   - Do not apply any other graphic treatment
   - Do not stylize the logo with effects
   - Do not mix-up the icon-color assignment

c. **Color**
   - NAGA RIVER BLUE
     - #55aed5
     - RGB: 85, 174, 213
     - CMYK: 63% 15% 7% 0%
   - INA GOLD
     - #edc048
     - RGB: 237, 192, 72
     - CMYK: 7% 23% 84% 0%
   - LABUYO RED
     - #c14742
     - RGB: 193, 71, 66
     - CMYK: 18% 85% 77% 6%

- ISAROG GREEN
  - #64b455
  - RGB: 100, 180, 85
  - CMYK: 65% 5% 89% 0%
- **NAGA BLACK**
  - #414042
  - RGB: 65, 64, 66
  - CMYK: 0% 0% 0% 90%

d. **Symbols -** The individual symbols, when extracted from the main logomark, can be woven together to create a memorable pattern for an assortment of applications.

**Note**: For the **complete brand guidelines and approved brand assets,** please coordinate with the Investment and Tourism Promotions Office (ITPO).

## II. BRAND USAGE

### a. What is NAGA IS THE HEART Brand?

Naga is the Heart is the **official marketing brand** of Naga City.

It serves as the city's external-facing identity and is used to position Naga as:

- A tourism destination
- A pilgrim city
- A center of culture
- A center of education
- An ideal investment destination
- A center of business
- A hub of innovation
- A center of good governance

The brand **communicates Naga City's unique identity to audiences beyond the city,** encouraging tourism, investment, and economic growth.

Moreover, it **builds community pride among Nagueños, encouraging them to share and carry forward the same narrative** to visitors.

### b. The Primary Role of the Brand

Naga is the Heart is an **EXTERNAL BRAND**.

Its purpose is to:

- Promote Naga City to visitors and tourists
- Attract investors, locators, and businesses
- Strengthen Naga City's competitiveness
- Market Naga City's tourism, culture, and experiences
- Support investment promotion and economic development initiatives

## c. When to Use NAGA IS THE HEART

The brand may be used in materials related to:

c.1. Tourism Promotion
- Destination campaigns
- Tourism promotional materials
- Tourism social media campaigns
- Tourism events, expo, exhibits, and other tourism-related festivals
- Tourism merchandise and souvenirs

c.2. Investment Promotion
- Investment forums and networking events
- Investment roadshows and exhibits
- Investment promotional materials
- Investor presentations, fact sheet, and other business materials
- Investor visits

c.1. Other Activities, whose purpose is to enhance the city's identity / character as:
- A pilgrim city
- A center of culture
- A center of education
- An ideal investment destination
- A center of business
- A hub of innovation
- A center of good governance

**Note**: Any organization, institution, or private entity intending to use the Naga Is The Heart brand for promotional or marketing purposes must secure prior coordination and approval from the Investment and Tourism Promotions Office (ITPO). The Office reserves the right to review proposed applications to ensure compliance with the city's brand guidelines and intended use.

## d. When NOT to Use NAGA IS THE HEART

The brand **should NOT be used for routine government operations, administrative functions, or internal communications.** It is more appropriate to use the city's governance brand: **"Ika, Ako, Kita An Naga".**

Avoid using the Naga is the Heart brand for:
- Recruitment and job vacancy announcements
- Public safety concerns
- Office memoranda
- Bidding and BAC announcements
- Administrative notices
- Internal coordination activities and communications
- Political campaigns

## e. Brand Principle

Naga is the Heart is **not merely a logo or a tagline**. It is a **strategic place brand** that defines Naga's identity and promise to external clients whom the city would like to entice to come to, locate in, or visit Naga City.

# ANNEX B
# POLICY FOR ACCREDITATION OF SUPPLIERS FOR NAGA IS THE HEART MERCHANDISE

**Policy Statement:**

This Policy for Accreditation of Suppliers provides a framework to ensure that all "Naga is the Heart" merchandise is produced by partners who align with the city's brand values and technical standards.

**1. Purpose**

The purpose of this policy is to establish a standardized process for selecting and accrediting suppliers for "Naga is the Heart" merchandise. This ensures that all products reflect the city's commitment to quality, its vibrant culture, and its core pillars: *Culture, Religion, Cuisine,* and *Local Tourism.*

**2. Supplier Eligibility and Values**

Suppliers must demonstrate alignment with the "Naga is the Heart" brand essence, which emphasizes the warmth and friendliness of its people, passion, and energy.

Priority will be given to:

- Local Businesses: Supporting Naga's role as an economic hub for thriving businesses of varying sizes.
- Ethical Practices: Suppliers must embody the "Heart of the Good We Seek" through fair labor and sustainable production.
- Cultural Respect: Understanding the significance of symbols like the Naga River, Our Lady of Peñafrancia (Ina), Siling Labuyo, and Mount Isarog.

**3. Technical Compliance Standards**

Accredited suppliers must strictly adhere to the technical specifications outlined in the Brand Book to maintain visual integrity:

**3.1-Logomark Integrity**: Suppliers are prohibited from warping, stretching, rotating, or outlining the logomark. No drop shadows, gradients, or unauthorized letter spacing (kerning) are permitted.

**3.2-Color Accuracy**: All merchandise must use the official city color palette (CMYK) for printing and non-digital materials:

a. Naga River Blue: #55aed5
b. Ina Gold: #edc048
c. Labuyo Red: #c14742
d. Isarog Green: #64b455
e. Naga Black: #414042

**3.3-Typography:** Only official fonts are to be used :

a. **Titles/Headers:** Baloo Bold
b. **Subheads/Body:** Roboto Bold and Roboto Regular

**3.4-Exclusion Zone:** A minimum safe distance (equal to the width of the first pillar of the letter 'N') must be maintained around the logo to ensure legibility.

**4. Application and Approval Process**

Suppliers seeking accreditation must follow these steps:

**4.1- Submission of Application and Waiver Form:** Provide company profile and proof of business registration in Naga, Bicol region or within the Philippines.

**4.2- Sample Production:** Produce samples for approved applications such as shirts, lanyards, bags, banners and others.

a. Quality of materials
b. Workmanship
c. Correct use of the "Naga is the Heart" symbols (e.g., patterns or individual icons)
d. Compliance with "Don'ts" based on the brand book (e.g., no unauthorized color mixing)

**4.3- Accreditation Award:** Successful suppliers will be added to the official registry and granted permission to use the brand assets for authorized merchandise.

**5. Quality Control and Monitoring**

**5.1- Regular Audits:** The city or brand managers will conduct periodic reviews of supplier products to ensure ongoing compliance with the brand roundup guidelines.
**5.2- Revocation:** Accreditation may be revoked if a supplier repeatedly fails to meet quality standards or violates the visual guidelines.

**6. Standard Pricing for Essential Merchandise**

To ensure fair competition and the accessibility of "Naga is the Heart" merchandise to the general public, all accredited suppliers must adhere to the following pricing standards:

- **6.1- Standard Pricing:** The Investment and Tourism Promotions Office (ITPO) shall provide a **standard price** (SP) for core items (e.g., standard cotton shirts, basic lanyards, and tote bags). Suppliers are strictly prohibited from deviating from the standard price set by the ITPO.
- **6.3- Exceptions:** Any deviation from the SP must be supported by a written justification submitted to the ITPO for approval (e.g., the use of premium sustainable materials, organic fabrics, or specialized eco-friendly inks).
- **6.4- Anti-Gouging Policy:** Suppliers are strictly prohibited from inflating prices during peak seasons, such as the Peñafrancia Festival, to ensure the brand remains a welcoming symbol for all pilgrims and tourists.

**7. Confidentiality and Non-Disclosure**

The **"Naga is the Heart" Brand Book** and all associated digital assets provided are proprietary and confidential intellectual property of the City of Naga. Accredited suppliers shall not share, distribute, or lend the Brand Book or any of its contents (in physical or digital form) to any third party, including other outlets, manufacturers, sub-contractors, or unauthorized individuals.

Accredited suppliers shall agree to the **Confidentiality and Non-disclosure** clause found in the **Waiver and Undertaking for Brand Compliance** document.

**8. New Proposal Design & Product Development**

**8.1- City-Generated Designs** The City Government of Naga, through its ITPO, shall release **Official Annual Design Collections**.

a. **Annual Release:** Every year, the City will unveil a refreshed set of official graphics, patterns, or commemorative marks (e.g., special editions for the Peñafrancia Festival or City Charter Day).
b. **Supplier Access:** Accredited suppliers will be given priority access to these high-resolution assets to produce the "Official City Collection" for that year.

**8.2- Supplier-Initiated Proposals** Accredited stores and suppliers are encouraged to propose new product types (e.g., unique souvenirs, tech accessories, or premium apparel) that are not currently in the standard catalog.

a. **Subject to Approval:** Any merchant-designed product must be submitted to the ITPO for review before production. This includes a layout showing logo placement, color usage, and material specifications.

b. **Alignment with Brand Pillars:** Proposals must clearly align with at least one of the four brand pillars: Culture, Religion, Cuisine, or Local Tourism.

**8.3- Design Review Criteria**

The ITPO will evaluate all proposals based on:

a. Visual Integrity: Adherence to the color palette and typography.
b. Cultural Sensitivity: Ensuring the icons (Ina's Crown, the Naga River, etc.) are used with appropriate respect and context.
c. Market Viability: Avoiding over-saturation of the same product type among different accredited suppliers.

**8.4- Notice to Proceed Suppliers** may only begin mass production and marketing of a new design once they receive a formal Approval from the City.

# APPLICATION FORM
## MERCHANDISE SUPPLIER ACCREDITATION

### 1. SUPPLIER INFORMATION

| | |
|---|---|
| Company Name: | |
| Business Address: | |
| Contact Person: | |
| Designation/Position: | |
| Contact Number: | |
| Email Address: | |
| Social Media Account/ Page (if applicable): | |
| Years in Operations: | |
| Type of Business | [ ] Manufacturer<br>[ ] Distributor<br>[ ] Wholesaler<br>[ ] Retailer<br>[ ] Other: _____ |

### 2. DOCUMENTATION CHECKLIST

*List of Permits Submitted:*

Business Permit:
- ☐ Submitted
- ☐ Not Submitted

Proof of registration (e.g., SEC, DTI, or CDA Registration Certificate):
- ☐ Submitted
- ☐ Not Submitted

BIR Certificate of Registration:
- ☐ Submitted
- ☐ Not Submitted

Proof of previous work or samples:
- ☐ Submitted
- ☐ Not Submitted

### 3. Product and Service Information

1. Type of Merchandise Offered:
   [ ] Apparel (e.g., T-shirts, jackets)
   [ ] Accessories (e.g., caps, bags)
   [ ] Souvenirs (e.g., keychains, mugs)
   [ ] Other: _____

2. Brief Description of Products/Services:
   _____
   _____

3. Production Capacity (e.g., number of items per month):

4. Lead Time for Production:

5. Do you have a quality assurance process in place?
   [ ] Yes
   [ ] No
6. Are you familiar with the Naga is the Heart branding guidelines?
   [ ] Yes
   [ ] No

**4. Declaration**

I hereby declare that all information provided in this application form is true and correct to the best of my knowledge. I agree to comply with the guidelines and standards set by the Investment and Tourism Promotions Office for **Naga is the Heart** merchandise suppliers.

Authorized Representative's Name:

Signature:

*For Office Use Only*

| | |
|---|---|
| Application Received by: | |
| Date Received: | |
| Reviewed by: | |

- Remarks:

- Recommendation:
  [ ] For Approval
  [ ] For Further Review
  [ ] Not Recommended

Endorsed By: _____

Date: _____