

Item No.: 15

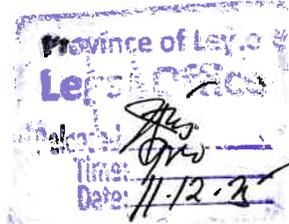
Date: 18 2025 NOV



Republic of the Philippines
PROVINCE OF LEYTE
Provincial Capitol
Tacloban City

-oOo-

PROVINCIAL LEGAL OFFICE



Sangguniang Panlalawigan
Province of Leyte

RECEIVED

NOV 12 2025

Date:

By: J. Acol

2nd INDORSEMENT

November 7, 2025

Respectfully returned to the Sangguniang Panlalawigan of Leyte, through the SP Secretary, the attached Ordinance No. 509-150925 of the Sangguniang Bayan of Palompon, Leyte.

Issues/concerns for review/recommendation/legal opinion is/are as follows:

- Ordinance No. 509-150925 entitled: “**Official Branding Ordinance of Palompon**”.

REVIEW/RECOMMENDATION/LEGAL OPINION:

This office opines that the subject Ordinance is, in general, within the legislative authority of the Sangguniang Bayan under Section 22(a)(3)¹ of the Local Government Code of 1991 (R.A 7160). Hence we recommend for the declaration of its validity.

We hope to have assisted you with this request. Please note that the opinion rendered by this Office are based on the facts available and may vary or change when additional facts and documents are presented or changed. This opinion is likewise without prejudice to the opinions rendered by higher and competent authorities and/or the courts.

ATTY. JOSE RAYMUND A. ACOL

Provincial Legal Officer

¹ Section 22. Corporate Powers. -
(3) To have and use a corporate seal;

PLO

Republic of the Philippines
PROVINCE OF LEYTE
Palo, Leyte
-o0o-

OFFICE OF THE SANGGUNIANG PANLALAWIGAN

Province of Leyte
Legal Office
Received: *[Signature]*
Date: 11.6.25

1st Indorsement
06 November 2025

The Provincial Legal Office is respectfully requested to review and submit recommendations on the herein enclosed **Municipal Ordinance No. 509-150925** of the Municipality of **Palompon, Leyte**, entitled: **An Ordinance establishing the official branding guidelines of the Municipality of Palompon, providing guidelines for its use, and mandating its application across all municipal departments and offices.**

[Signature]
FLORINDA JILL S. JYVICO
Secretary to the Sanggunian



Republic of the Philippines
Province of Leyte
Municipality of Palompon
-o0o-

Sangguniang Panlalawigan
Province of Leyte
RECEIVED

Date: NOV 06 2025
By: [Signature]

Office of the Sangguniang Bayan

1st Endorsement
October 30, 2025

SECRETARY TO THE SANGGUNIANG PANLALAWIGAN
4th Floor, Provincial Government Complex
Palo, Leyte

Sir/Madam:

Forwarding herewith copies of the **Municipal Ordinance No. 509-150925**, entitled **"AN ORDINANCE ESTABLISHING THE OFFICIAL BRANDING GUIDELINES OF THE MUNICIPALITY OF PALOMPON, PROVIDING GUIDELINES FOR ITS USE, AND MANDATING ITS APPLICATION ACROSS ALL MUNICIPAL DEPARTMENTS AND OFFICES"** for review by the Sangguniang Panlalawigan.

AIME D. MACAYAN

Local Legislative Staff Employee I/
Temporary Sangguniang Bayan Secretary

Enclosed:

1. Certification of Publication
2. Committee Report
3. Minutes of the Committee Meeting
4. Attendance



Republic of the Philippines
 Province of Leyte
 Municipality of Palompon
 --oOo--

Sangguniang Panlalawigan
 Province of Leyte
RECEIVED
 Date: NOV 06 2025
 By: [Signature]

OFFICE OF THE SANGGUNIANG BAYAN

EXCERPTS FROM THE MINUTES OF THE 11TH REGULAR SESSION
 OF THE SANGGUNIANG BAYAN OF PALOMPON, LEYTE HELD ON
 SEPTEMBER 15, 2025 AT THE SANGGUNIANG BAYAN SESSION HALL

PRESENT:

- Municipal Vice-Mayor Javes Keith R. de la Calzada (Presiding Officer)
- SB Member Burt Mari M. Bregaudit
- SB Member Edgar P. Pacaldo
- SB Member William O. Balasabas
- SB Member Vanessa N. Avenido
- SB Member Marivic E. Patalinghug
- SB Member Antonio R. Salazar
- SB Member Leonardo C. Quiamco, Jr.
- SB Member Edilberto R. Longcanaya
- Ex-Officio Member/Liga President Pablo B. Tan

ABSENT:

- Ex-Officio Member/SK Fed. President Manuelene Laurette M. Tee

MUNICIPAL ORDINANCE NO. 509-150925

**AN ORDINANCE ESTABLISHING THE OFFICIAL BRANDING GUIDELINES
 OF THE MUNICIPALITY OF PALOMPON, PROVIDING GUIDELINES FOR ITS USE,
 AND MANDATING ITS APPLICATION ACROSS ALL MUNICIPAL
 DEPARTMENTS AND OFFICES**

WHEREAS, the Municipality of Palompon recognizes the importance of consistent and unified visual branding to establish a distinct municipal identity that reflects its values, aspirations, and character;

WHEREAS, a unified municipal logo and visual branding strategy helps promote professionalism, recognition, and pride among constituents and stakeholders;

WHEREAS, the official logo of the government offices serve as a vital representations of identity, authority and public trust;

WHEREAS, the unregulated creation and use of the department logos may lead the confusion, inconsistency, and potential misuse of government branding;

MARIVIC E. PATALINGHUG
 SB Member

ANTONIO R. SALAZAR
 SB Member

LEONARDO C. QUIAMCO, JR.
 SB Member

EDILBERTO R. LONGCANAYA
 SB Member

PABLO B. TAN
 SB Member

MANUELENE LAURETTE M. TEE
 SB Member

VANESSA N. AVENIDO
 SB Member

WILLIAM O. BALASABAS
 SB Member

EDGAR P. PACALDO
 SB Member

BUKT MARI M. BREGAUDIT
 SB Member

AIME D. MACAYAN
 LLSE I/ Temp. SB Secretary

JAVES KEITH R. DE LA CALZADA
 Municipal Vice-Mayor

MARY DOMINICUEVA ONATE
 Municipal Mayor

MARIVIC E. PATALINGHUG
SB Member

WHEREAS, there is a need to standardize, regulate, and protect all Branding (logos) representing various departments, offices, and special units under the municipality of Palompon;

WHEREAS, to institutionalize its use, there is a need to establish an official Branding and clear guidelines for its proper and consistent application across all local government operations;

NOW, THEREFORE, be it ordained by the Sangguniang Bayan of Palompon, Leyte in session assembled, that:

SECTION 1. TITLE

This Ordinance shall be known as the **"Official Branding Ordinance of Palompon"**

SECTION 2. DECLARATION OF POLICY

It is hereby declared the policy of the Municipality of Palompon to adopt and institutionalize a consistent branding system and an official logo that will serve as the unified visual identity of the local government in all its programs, projects, services, information and communication platforms including social media platforms.

SECTION 3. COVERAGE

This ordinance shall cover all departments, offices, divisions, sections, special units, committees, task force, attached agencies, and instrumentalities of the Municipality of Palompon, whether created by ordinance, executive order or administrative issuance.

All Barangays under the Municipality of Palompon must align their logos, materials and publications with the official Branding of the Municipality.

SECTION 4. DEFINITION OF TERMS

- Branding – refers to the collective identity of the Local Government Unit (LGU), expressed and signified through its official logos, seals, publication materials, communication platforms, digital content, signage, events, and other authorized representations. It encompasses all visual, verbal, and symbolic elements that consistently identify the LGU in its services, programs, and communications, ensuring recognition, authenticity, and alignment with its vision and values.
- Logo - reference to any visual symbol, emblem, insignia, or designed representing an LGU office or department.
- Department - refers to any office or unit under the organizational structure of the LGU Palompon.
- Municipal Seal - the official seal of the Municipality of Palompon.
- Branding Committee - a special committee created to oversee the regulation of LGU Brandings.
- Brand Identity Manual - a document containing detailed guidelines for the proper and consistent use of the official municipal logo, colors, fonts, layouts and other branding elements in both print and digital formats.

ANTONIO F. SALAZAR
SB Member

LEONARDO C. QUIAMCO, JR.
SB Member

EDILBERTO R. LONGCANAYA
SB Member

PABLO B. TAN
SB Member

MANUELENE LAURETTE M. TEE
SB Member

VANESSA V. AVENIDO
SB Member

WILLIAM O. BALASABAS
SB Member

EDGAR P. PACALDO
SB Member

BURT MARI M. BRECAUDIT
SB Member

AIMEE L. MACAYAN
LLSE I/ Temp. SB Secretary

JAVES KATH R. DE LA SALZADA
Municipal Vice-Mayor

MARY DOMINICUA A. ONATE
Municipal Mayor

MARIVIC E. PATAUNGHUG
SB Member

SECTION 5. OFFICIAL MUNICIPAL SEAL

The Municipality of Palompon hereby adopts the Official Municipal Seal, as presented in Annex A, symbolizing the town's identity, values, history, and vision for progress. No modification, distortion, and improper use of this logo shall be permitted.

ANTONIO R. SALAZAR
SB Member

Furthermore, all other government agencies, civil society organizations, private sector entities, schools, religious groups, non-government organizations, people's organizations and any other groups and individuals engaged in collaborative activities and programs or projects with the Municipality of Palompon must strictly adhere to the guidelines as described in this Ordinance when using the official municipal seal.

LEONARDO C. QUIAMCO, JR.
SB Member

Description: The facade of the old church and the image of St. Francis Xavier underscores our religious heritage and abiding faith in our patron saint; the coconut, fish and clam at the left symbolizes our rich natural resources, the plow, carabao, farmer and professional at the right represent our human resources with agriculture the basic industry, the galleon at the harbor suggests that our port, one of the best in Leyte, is an ancient one. The centerpiece is a dove clutching a cluster of tungki, symbolizing the unity of a peace-loving people and the origin of the name Palompon, set against the backdrop of a radiant sun symbolizing progress, with eight man rays an allusion to the eight provinces that revolted against Spain.

The colors: gold, the most sought-after metal, alluding to our quest for prosperity, blue for peace, unity and loyalty to our country, red for courage and willingness to shed blood for our country, white for the purity and nobility of our aspirations.

EDILBERTO R. LONGCANAYA
SB Member

Logo statement: Palompon is endowed with bountiful resources to attain continuous progress and prosperity, Palomponganons should maintain PEACE and UNITY.

SECTION 6. CREATION OF THE LGU BRANDING APPROVAL COMMITTEE

A **Branding Approval Committee (BrAC)** shall be created through an Executive Order to oversee the development, approval and documentation of all branding materials and department logos. It shall be composed of:

- Municipal Mayor - Chairman
- Municipal Vice Mayor - Vice Chairman
- Representative from the Municipal Council for Culture, Arts and Tourism
- And at least five (5) other representatives from different departments of the LGU.

A **Brand Identity Manual (BIM)** shall be prepared and maintained by the Branding Approval Committee (BrAC).

PABLO B. TAN
SB Member

MANUELENE LAURETTE M. TEE
SB Member

VANESSA M. AVENIDO
SB Member

WILLIAM O. BALASABAS
SB Member

EDGAR P. PACALDO
SB Member

BUET MARI M. BRESAUDIT
SB Member

AIME D. MACAYAN
LLSE I/ Temp-SB Secretary

JAVES KEITH R. DE LA CALZADA
Municipal Vice-Mayor

MARY DOMINIQUE A. ONATE
Municipal Mayor

MARIVIC E. PATALINGHUG
SB Member

SECTION 7. USE AND APPLICATION.

The official Municipal Seal and all official documents, reports, communications, uniforms, government vehicles, buildings, ID cards, event banners, publications, online platforms, and promotional materials shall bear the official branding and adhere strictly to the guidelines written in the Brand Identity Manual.

VANESSA N. AVENIDO
SB Member

ANTONIO R. SALAZAR
SB Member

SECTION 8. GUIDELINES ON DEPARTMENT LOGO DESIGN

All Department Logos must adhere to the standards described in the Brand Identity Manual:

WILLIAM O. BALASABAS
SB Member

- Must be consistent with the identity and goals of the LGU.
- Must be in a Full, Unbroken Circular shape with continuous closed curve, without gaps, interruptions, and distortions. No other geometric shape or variation shall be authorized for official representation.
- Must reflect the nature, function and the mandate of the department.
- Should not integrate the official Municipal Seal within the department's logo.
- Must not use copyrighted materials, offensive symbols, and political and partisan imagery.
- Use of colors, fonts, typography, and themes must comply with the guidelines of the Brand Identity Manual.

EDGAR P. PACALDO
SB Member

LEONARDO C. QUIAMCO, JR.
SB Member

Any Logo not conforming to these standards shall be deemed invalid for official use and subject to recall or redesign at the expense of the concerned department or office.

BURT MARI M. BRESAUDIT
SB Member

SECTION 9. APPROVAL PROCESS

1. All newly proposed logos and branding design must be submitted to the Branding Approval Committee for review and recommendation.
2. No department shall use or release any an unapproved logo and branding design.
3. Proposed logos recommended by the BrAC shall be endorsed to the Sangguniang Bayan for approval.
4. Final approval shall be through a resolution from the Sangguniang Bayan of Palompon.

EDILBERTO R. LONGCANAYA
SB Member

AIME D. MACAYAN
LLSE I/ Temp. SB Secretary

PABLO B. TAN
SB Member

SECTION 10. REGISTRATION AND RECORD KEEPING

All approved logos shall be registered with the Branding Approval Committee and the office of the Municipal Mayor.

JAVES KEITH R. DE LA SALZADA
Municipal Vice-Mayor

A Digital and Physical registry shall be maintained.

MANUELENE LAURETTE M. TEE
SB Member

SECTION 11. AMMENDMENT OR REDESIGN OF LOGOS

Any proposed redesigning of a previously approved logo must undergo the same approval process outlined in Section 8.

MARY DOMINIQUE A. ONATE
Municipal Mayor

MARIVIC E. PATALINGGUG
SB Member

SECTION 12. PROHIBITIONS

- Unauthorized creation or use of any department logo and branding designs other than the logo and branding design approved.
- Use of other geometric shape or variation as described by this Ordinance.
- Use of logos and branding designs for personal, political, and commercial purposes.
- Tampering with or altering approved logos and branding designs without consent.


VANESSA N. AVENIDO
SB Member

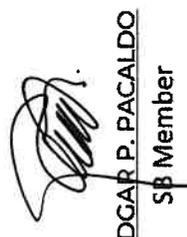
ANTONIO B. SALAZAR
SB Member

SECTION 13. PENALTIES FOR NON-COMPLIANCE

Any individual or office found violating this Ordinance shall be subject to the following:

13A. For LGU Palompon Departments and Employees:

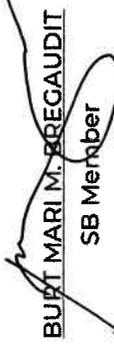
- **First Offense** - Written warning and orientation
- **Second Offense** - Administrative Sanction (reprimand)
- **Third Offense** - Recommendation for suspension or other disciplinary action as may be allowed under Civil Service Rules


EDGAR P. PACALDO
SB Member

LEONARDO C. DUAMCO, JR.
SB Member

13B. For other entities or individuals not included in Section 13A of this Ordinance:

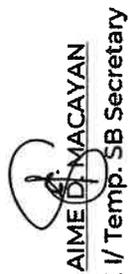
- **First Offense** - Written Notice and compliance reminder
- **Second Offense** - Php 1,000 fine or Administrative Warning
- **Third Offense** - Php 2,500 fine or formal recommendation for possible legal action.


BUFT MARI M. BREGAUDIT
SB Member

EDILBERTO R. LONGCANAYA
SB Member

SECTION 14. SEPARABILITY CLAUSE

If any provision or part of this Ordinance is declared unconstitutional or invalid, the other provisions not affected thereby shall remain in full force and effect.


AIME D. MACAYAN
LLSE / Temp. SB Secretary

PABLO B. TAN
SB Member

SECTION 15. REPEALING CLAUSE

All ordinances, executive orders, and regulations inconsistent with the provisions of this Ordinance are hereby repealed, amended or modified accordingly.


JAVES KETHLER DE LA CALZADA
Municipal Vice-Mayor

MANUELENE LAURETTE M. TEE
SB Member

SECTION 16. EFFECTIVITY

This Ordinance shall take effect upon approval and compliance with posting and publication requirements pursuant to the Local Government Code of 1991.

ENACTED this 15th day of September 2025 at the Sangguniang Bayan Hall, Municipality of Palompon, Province of Leyte.


MARY DOMINIQUE A. ONATE
Municipal Mayor

I HEREBY CERTIFY to the correctness of the above-mentioned Ordinance.

AIME D. MACAYAN

LLSE I/ Temporary SB Secretary

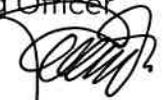
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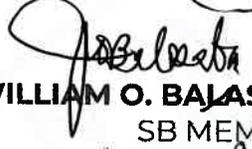
JAVES KEITH R. DE LA CALZADA
Municipal Vice-Mayor / Presiding Officer



BURT MARI M. BREGAUDIT
SB MEMBER 1



EDGAR P. PACALDO
SB MEMBER 1



WILLIAM O. BALASABAS
SB MEMBER 1



VANESSA N. AVENIDO
SB MEMBER 1



MARIVIC E. PATALINGHUG
SB MEMBER 1



ANTONIO R. SALAZAR
SB MEMBER 1



LEONARDO C. QUIAMCO, JR.
SB MEMBER 1



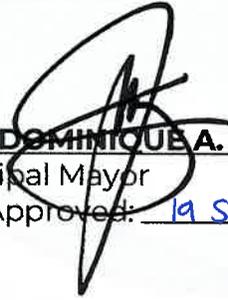
EDILBERTO R. LONGCANAYA
SB MEMBER 1



PABLO B. TAN
Ex-Officio Member – Liga President

MANUELENE LAURETTE M. TEE
Ex-Officio Member/SKFed. President

Approved:



MARY DOMINIQUE A. OÑATE

Municipal Mayor

Date Approved: 19 SEP 2025



Republic of the Philippines
Province of Leyte
Municipality of Palompon
-o0o-

Office of the Sangguniang Bayan

CERTIFICATION OF PUBLICATION

TO WHOM IT MAY CONCERN:

THIS IS TO CERTIFY that **Municipal Ordinance No. 509-150925**, entitled “**AN ORDINANCE ESTABLISHING THE OFFICIAL BRANDING GUIDELINES OF THE MUNICIPALITY OF PALOMPON, PROVIDING GUIDELINES FOR ITS USE, AND MANDATING ITS APPLICATION ACROSS ALL MUNICIPAL DEPARTMENTS AND OFFICES**” was published and posted on October 5- 11, 2025 at the Municipal Bulletin Board, Public Market and Terminal Area, Palompon, Leyte and The Tacloban Star Vol. 37 NO. 41.

GIVEN this 13th day of October, 2025, Palompon, Leyte, Philippines.


AIME D. MACAYAN

Local Legislative Staff Employee I/
Temporary Sangguniang Bayan Secretary


SB MEMBER MARIVIC E. PATALINGHUG
Member, Comm. on Law and Rules

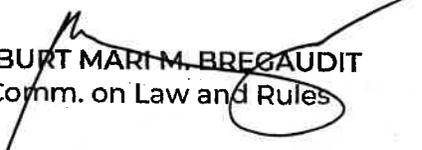

SB MEMBER LEONARDO C. QUIAMCO, JR.
Member, Comm. on Law and Rules

I hereby CERTIFY to the correctness of the foregoing minutes of the Committee Meeting.

Prepared by:

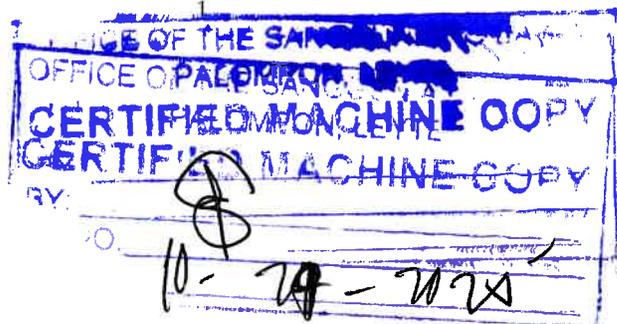

AIME D. MACAYAN
LLSE I/ Temporary SB Secretary

Attested and approved:

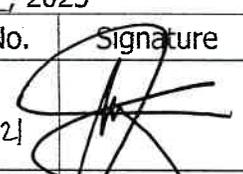
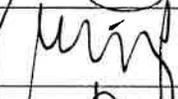
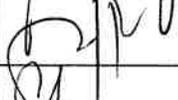
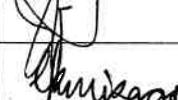
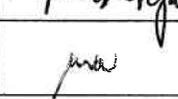
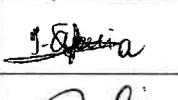
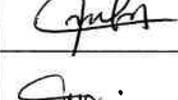
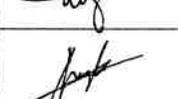
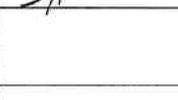

SB MEMBER BURT MARI M. BREGAUDIT
Chairman, Comm. on Law and Rules

Noted by:


JAVES KEITH R. DE LA CALZADA
Municipal Vice-Mayor



ATTENDANCE SHEET

Title: COMMITTEE MEETING (COMMITTEE ON LAW AND RULES)				Page ____ of ____	
Venue: Municipal Session Hall			Date(s): _____, 2025		
#	Name	Department/Organization	Position	Contact No.	Signature
1	MARY DOMINIQUE A. OÑATE	MAYOR'S OFFICE	MUN. MAYOR/ BRAC CHAIRMAN	09177449821	
2	JAVES KEITH R. DE LA CALZADA	SANGGUNIANG BAYAN	MUN. VICE- MAYOR/ BRAC VICE CHAIR	09271589123	
3	BURT MARI M. BREGAUDIT	SANGGUNIANG BAYAN	SB MEMBER		
4	MARIVIC E. PATALINGHUG	SANGGUNIANG BAYAN	SB MEMBER	09192566596	
5	LEONARDO C. QUIAMCO, JR.	SANGGUNIANG BAYAN	SB MEMBER	09171346436	
6	BIANCA STEFANI A. OÑATE	MAYOR'S OFFICE	BrAC Member	09178063457	
7	EVANA KIRSTIE MISAGAL	LYDO	BrAC Member	09553727738	
8	ATHENA DOROTHY O. ONDE	MBO	BrAC Member	09358417421	
9	ENGR. TRIXIE MAE S. ABECIA	MPDC	BrAC Member	09625108182	
10	MARBHEL JOSEPH G. BENSIG	IT	BrAC Member	09288963434	
11	NOVANIÑA V. NOYNAY	MEETO	BrAC Member	09618485388	
12	AREYL JADE B. BELTRAN	ACCOUNTING	BrAC Member	09563165853	
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15					
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OFFICE OF THE SANGGUNIANG BAYAN
PALOMPON, LEYTE
CERTIFIED MACHINE COPY

BY: 
OR. NO. _____
DATE: 10-29-2025