QUINCENTENNIAL COMMEMORATIONS IN THE PHILIPPINES

BRAND MANUAL

REPUBLIC OF THE PHILIPPINES
NATIONAL QUINCENTENNIAL COMMITTEE

Quincentennial
Commemorations
in the Philippines
Victory and Humanity • 1521-2021

ABOUT THE QUINCENTENNIAL

INTRODUCTION

President Rodrigo Roa Duterte created the National Quincentennial Committee (the Committee) by virtue of the Executive Order No. 55, s. 2018 to serve as the clearing house of all government initiatives for the 500 years of the Victory at Mactan, the Philippine part in the first circumnavigation of the planet, and other related events, collectively known as the 2021 Quincentennial Commemorations in the Philippines (2021 QCP).

The Committee advocates a more Filipino-centric point of view of the first circumnavigation of the planet, by underscoring the magnanimity, compassion, and humanity of our ancestors in helping the impoverished and hungry crew of the Magellan-Elcano expedition that traversed, for more than three months, the deadly Pacific—characteristics of us as a people that is recurrent in Philippine history, such as in the Siege of Baler in 1899, the Open Door policy of President Manuel L. Quezon to the Jews in 1939, and the sheltering of President Elpidio Quirino to the homeless White Russians in 1949, to name a few.

Along with the said milestone is the 500 years of the victory of Lapulapu and his warriors in the Battle of Mactan, an event that served as among the inspirations for our heroes and martyrs during the Philippine Revolution of 1896 and of the subsequent events that led to the formation of the Filipino nation, the first democracy in Asia.

The Committee is presently composed by:

Chairperson	Executive Secretary Salvador C. Medialdea
Alternate Chairperson	Sec. Michael Lloyd L. Dino Office of the Presidential Adviser in the Visayas
Vice-Chairperson	Dr. Rene R. Escalante National Historical Commission of the Philippines

Members

Usec. Arturo P. Boncato, Jr.	Department of Tourism
Usec. Ernesto C. Abella	Department of Foreign Affairs
Usec. Agnes Joyce G. Bailen	Department of Budget and Management
Usec. Annalyn M. Sevilla	Department of Education
Usec. Epimaco V. Densing III	Department of Interior and Local Government
Asec. Antonio D. Molano, Jr.	Department of Public Works and Highway
Asec. Ramon L. Cualoping III	Presidential Communications Operations Office

The Committee is in charge of the preparations for the commemorations, and for this purpose, shall perform the following functions:

a. Undertake the overall study, conceptualization, and implementation of programs and projects on but not limited to diplomatic concerns, history, culture and the arts, academic affairs, science, environment and agriculture, socio-civic participations, volunteer and partners mobilization, marketing and communications, military participation, and infrastructure, as long as relevant to the QCP;
b. Act as the principal coordinator for all the activities related to the QCP;
c. Serve as clearing house for the preparation and dissemination of all information about the plans and activities for the QCP;
d. Constitute sub-committees or working groups which shall undertake the implementation of the programs and projects;
e. Raise funds for the purpose of achieving the objectives of this order, subject to applicable laws, rules, and regulations;
f. Call on any government agency or instrumentality, and invite private individuals and organizations, including overseas or international entities, to assist in the performance of its function; and
g. Settle historical issues and problems related to the QCP.

Vision of the Committee.
A reinvigorated Filipino nationalism that transcends time.

Mission of the Committee.
Enrich the public discourse and create a well-informed Filipino by translating into relevancy our ancestors' heroism, humanity, and contribution in our nation and beyond.

Framework. All government initiatives related to the QCP must reflect the following principles:

a. Filipino-centric/Asian-centric. Reflecting Filipino/Asian points of view of the QCP.
b. Commemorative. Conducting meaningful activities.
c. Multidisciplinary. Engaging scholars from various fields to contribute to the advancement and enhancement of our understanding of the past.
d. Communicative. Promoting the event and historical education through traditional and new media.

Concentrations. Projects and activities may focus on the following:

a. Unity. Highlighting the involvement of our country in maintaining international comity.
b. Magnanimity. Highlighting our people's innate character of helping societies from other nations, beginning with the compassion shown by our ancestors towards the hungry and sickly crew of the Magellan-Elcano expedition when they landed on the shores of Homonhon, Guiuan, Eastern Samar on 17 March 1521.
c. Sovereignty. Highlighting the significance of freedom and independence to control our own destiny and history.
d. Identity. Highlighting our cognizance and pride for the civilization of our ancestors prior to their arrival of the Spaniard in 1521.

LOGO GUIDELINES

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LOGO

On 14 August 2019, the NQC adopted the official logo of the commemorations. The logo highlights "500" to represent the quincentennial commemorations; the number "5", designed in a stylized cross, to symbolize Christianity, while the waves represent the circumnavigation. The silhouette of Lapulapu is patterned after his statue in Lapu-Lapu City.

Blue is the color of the logo, representing the maritime culture of our ancestors, as well as the achievement of humanity in circumnavigating the world. The logo was designed by Mary Lyn Dioso and Relly Coquia.

THEME

The theme "Victory and Humanity" is incorporated in the logo.

"Victory" represents Lapulapu and his men's triumph that transcends to our generation. This also represents how the gallantry and the spirit of freedom of our ancestors and forebears determined our destiny and history.

"Humanity" projects every Filipino's traits of hospitality and warmth that is evident when our ancestors welcomed the famished Magellan-Elcano crew. This characteristic is recurrent in Philippine history during the Siege of Baler & the Open Door Policy of President Quezon to the Jewish Refugees & the sheltering of President Elpidio Quirino to the homeless White Russians in 1949.

BRAND ATTRIBUTE

THE BOXER CODEX

The Boxer Codex is named after its previous owner, maritime scholar Charles R. Boxer who, in 1947, purchased the manuscript from Lord Ilchester's library at Holland House by accident.

The manuscript contained 15 illustrations about our ancestors: two well-tattooed Visayan warriors most likely performing an ancient Visayan war dance; three Visayan noble couples sporting gold ornaments and cotton clothes (one couple are tattooed); a Cagayan warrior; a group of three natives from Luzon most probably slaves; two "Naturales" ('natives') of Luzon probably the ancient priestess (katalona or babaylan); three more noble couples also named "Naturales" of Luzon, adorned with gold ornaments; two Zambal couples; and two Aeta hunters.

Our Visayan ancestors are described in the manuscript as "accustomed to paint their bodies with some very elegant tattoos." They do this with iron or brass rods, the points of which are heated on fire. They have artisans who are adept at this practice. They do this with such order, symmetry, and coordination that they elicit admiration from those who see them. These are done in the manner of illuminations, painting all parts of the body, such as chest, the stomach, legs, arms, shoulders, hands, and muscles, and among some, the posteriors.

In 2018, Miss Universe Catriona Gray donned a national costume inspired by the tattoo motifs of the Visayan warriors in the Boxer Codex.

The public can use it liberally and in any way but the integrity of the design must be maintained.

WORD CLOUD

QUINCENTENNIAL
VICTORY
UNITY
HUMANITY
LAPULAPU
DESTINY
INITIATIVES
CIVILIZATION
PRE-COLONIAL HERITAGE
SOVEREIGNTY
MARITIME CULTURE
LOCAL FOLKLORE
TRANSCENDS TIME
CULTURAL HERITAGE
REINVIGORATED
FREEDOM
WELL-INFORMED
DIPLOMACY
ACHIEVEMENT
NATIONALISM
HIGHLIGHT
COGNIZANCE
NATURAL HERITAGE
ANCESTORS
HEROISM
NATION
SCIENCE
MAGNANIMITY
INDEPENDENCE
COMMEMORATIONS
REORIENTING FILIPINO MINDSET
PHILIPPINES
INTERNATIONAL COMITY
PRESERVATION
HISTORICAL
RESEARCH
TOURISM
SYMBOL OF
FILIPINO
FREEDOM
VALOR
ENCOMPASS
FUTURE GENERATIONS
NATURAL HERITAGE
PARTNER FOR CHANGE
PRIDE
CIRCUMNAVIGATION
EARLY PHILIPPINES
HISTORY
INSPIRES
FREEDOM
COUNTERACT
PREJUDICE
MAGELLAN-ELCANO
VESTIGES

LOGO ALIGNMENT

PRIMARY COLOR PALETTE

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FONT: HELVETICA CE REGULAR

#141D48	#1B2855	#1C3E72	#223971	#1A4686	#0887B4	#03B7E5	#4FA2CF	#08B3E2
C: 100	C: 100	C: 100	C: 100	C: 100	C: 83	C: 70	C: 66	C: 71
M: 93	M: 92	M: 84	M: 89	M: 83	M: 36	M: 5	M: 22	M: 8
Y: 36	Y: 35	Y: 28	Y: 27	Y: 18	Y: 14	Y: 3	Y: 6	Y: 3
K: 46	K: 34	K: 14	K: 13	K: 4	K: 0	K: 0	K: 0	K: 0

SECONDARY COLOR PALETTE

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FONT: HELVETICA CE REGULAR

#1B6DAF	#2182BE	#13B0DA	#08A2D6	#20B4E1	#0C87B4	#67CADD	#A1DCF1	#05B3E2
C: 87.94	C: 81.47	C: 71.76	C: 75.05	C: 69.41	C: 83.07	C: 54.15	C: 33.55	C: 70.7
M: 55.64	M: 40.52	M: 9.43	M: 18.64	M: 7.78	M: 35.68	M: .12	M: 0	M: 7.42
Y: 4.66	Y: 4.01	Y: 6.99	Y: 3.2	Y: 4.24	Y: 14.6	Y: 12.62	Y: 2.85	Y: 2.73
K: .11	K: 0	K: 0	K: 0	K: 0	K: .26	K: 0	K: 0	K: 0

LOGO VARIATIONS

Main Logo

Lighter Palette

Without Year and Theme

Black and White

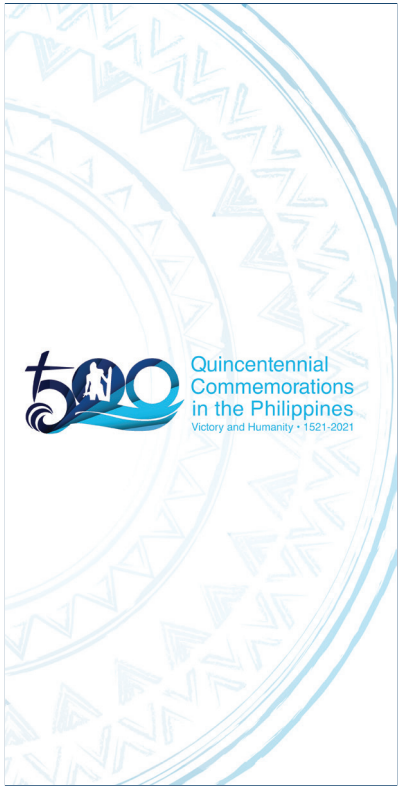
Single Color

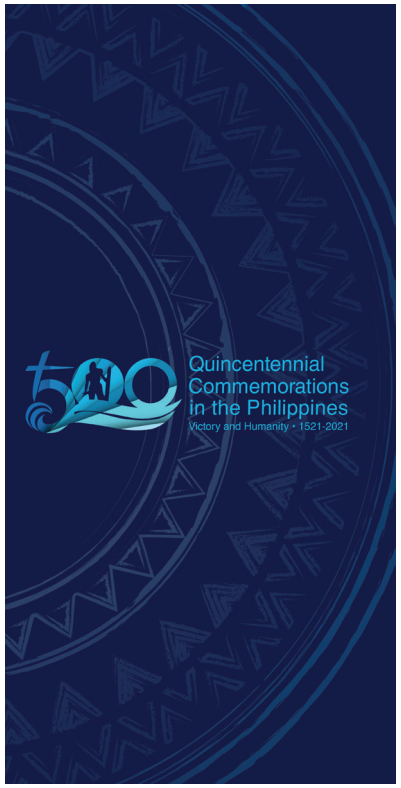
Vertical

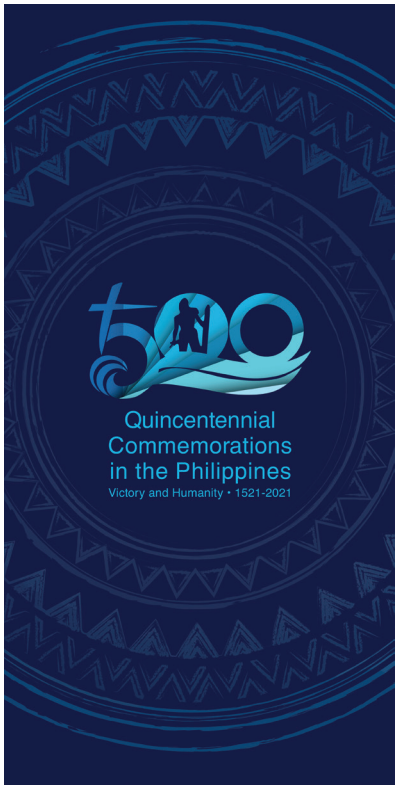
COLOR RENDITIONS

LOGO RENDITIONS

Dropdown Banner







SAMPLE LETTERHEAD

Quincentennial Commemorations in the Philippines
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2nd TECHNICAL WORKING GROUP FOR THE NQC COMMUNICATIONS
8 July 2019, 10AM
2/F National Quincentennial Committee Secretariat Office,
National Historical Commission of the Philippines Building, T.M. Kalaw Street, Manila

AGENDA

I. Call to order

II. Approval of the proposed agenda

III. Approval of the minutes of the meeting of 8 April 2019

IV. Business arising

V. Drum beating the National Quincentennial Commemorations

VI. 500-Day Countdown (14 December 2019) Concerns

VII. Other matters

VIII. Next meeting

IX. Adjournment

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24 April 2019

SECRETARY MARTIN M. ANDANAR
Presidential Communications Operations Office
2/F, New Executive Bldg., Malacañang Compound,
San Miguel, Manila

Dear **Secretary Andanar**

The National Quincentennial Committee (NQC), created by Executive Order No. 55 s. 2018, is conducting preliminary meetings and coordination activities various government agencies and the private sector to prepare for a meaningful commemoration of the 500th anniversary of the victory of Lapulapu and other related events. It is chaired by Executive Secretary Salvador C. Medialdea.

Presently, the NQC is comprised of the Chairperson of the National Historical Commission of the Philippines (NHCP) and the Undersecretaries of Department of Foreign Affairs (DFA), Department of Budget and Management (DBM), Department of Tourism (DOT), and the Department of Interior and Local Government (DILG). The EO mandates the expansion of the NQC to include other government agencies that could provide assistance to the conduct of the National Quincentennial Commemorations.

In behalf of the NQC members, I would like to invite a representative from your agency to be a permanent member in the Committee.

Attached is a copy of the EO for your reference.

You may contact Mr. Ian Christopher Alfonso, NQC Secretariat Head, at +639 335 1217, or email address nqcsec@gmail.com for details.

Thank you.

Yours truly,

DR. RENE R. ESCALANTE
Chairperson, National Historical Commission of the Philippines and
Vice-Chairperson, National Quincentennial Committee

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11 July 2019

DR. RENE R. ESCALANTE
Chairperson, National Historical Commission of the Philippines and
Vice-Chairperson, National Quincentennial Committee

Dear **Chair Escalante**,

This refers to your letter dated 14 April 2019 requesting the Presidential Communications Operations Office (PCOO) for a representative to be a permanent member of the National Quincentennial Committee (NQC).

On behalf of Secretary Jose Ruperto Martin M. Andanar the following will be the representatives to provide assistance in the conduct of the National Quincentennial Commemorations:

1. Assistant Secretary Ramon L. Cualoping, Chief Brand Integrator
2. Karl Louie Fajardo (Alternate)

Your office may contact Odessa Babiano at 0923-423-6909; or at obabiano.pcoo@gmail.com for any clarifications

Thank you.

For the Philippines,

RAMON L. CUALOPING III
Assistant Secretary/Chief Brand Integrator

DON'TS

Distort

Change the colors

Change the font

Angle

Use glow effects

Outline

Put stroke

Put box around

Dissect elements

NOTES ON MESSAGING

Any documents produced should contain the following messaging buckets:

Highlight Lapulapu as the Icon of Early Philippines and Symbol of Filipino Freedom.

Filipino-centric point of view of the first circumnavigation of the world -- Victory at Mactan by Lapulapu and his men, and our ancestors humanity and magnanimity.

Our ancestors' heroism and humanity transcend time and inspire the future Filipino generations to be leaders of change.

UNITY	- highlight the involvement of our country in maintaining comity
MAGNANIMITY	- highlight our people's innate character of helping societies from other nations
SOVEREIGNITY	- highlight the significance of freedom and independence to control our own destiny and history
IDENTITY	- highlight our cognizance and pride for the civilization of our ancestors prior to their arrival of the Spaniards in 1521

GUIDELINES ON SOCIAL MEDIA MANAGEMENT

A. COPIES

a. All posts, including but not limited to original photo and video content, content sharing, and event posting, shall be accompanied by a simple copy written in English and Filipino to cater both local and international netizens.

B. HASHTAGS

a. Use a variety of hashtags on a single social media copy, embedded in message, but limit to three. When introducing new hashtag, be guided by the following instructions:

1. Three words combined in a single hashtag only (e.g. President for Change, appears #PresidentForChange)
2. To make it readable, separate every word using capitalization of the first letter of the next word (e.g. Philippines we want, appears #PhilippinesWeWant)

b. Below are the accepted hashtags and social mentions for National Quincentennial Committee, Republic of the Philippines across all platforms:

1. #500DaysTo500Years
2. #VictoryAndHumanity
3. #Philippines500
4. #PH500

C. MENTIONS

a. Public pages can be tagged or mentioned in posts. Private account needs permission from the owner before tagging or mentioning, unless otherwise directed by the head for social media content vetting.

b. At all times, mention other government pages and tag as partner one key government page.

D. CONTENTS

a. Below are the contents on demand:

1. Updates on the preparation for the Quincentennial Commemorations
2. Snippets of History related to the Quincentennial
3. Official Statements in relation to Quincentennial Commemorations
4. Countdown to event
5. What to expect in the event?

b. It is vital to create original contents for the page. However, in the need to share contents from other sources, take note of the following:

1. Share contents from government pages only.
2. Academic pages can also be a source of content.

3. Avoid sharing contents from private media companies, unless it is related to the event of the celebration. For other contents such as history in infographics, create original content.

c. Scheduling and Posting

1. The most productive days for a social media post to get viral are: Tuesday, Wednesday, Thursday, Saturday, and Sunday.
2. The most productive time for a social media post to get viral is from 5:00 PM to 10:00 PM.

d.General Guidelines

1. All contents should be produced in English with Filipino translation. For videos, an English closed caption (CC) should be added.
2.Stick with the purpose of the page. Do not post just to jive in a certain issue, a death of someone, etc.
3.Avoid posting suggestive and violent content.
4.Without authority and consent, avoid posting photos and videos containing actual faces of children considered as minors.

E. ENGAGEMENTS

a. Interact with netizens using pre-composed replies based on frequently asked questions.
b. Whenever possible, reply to queries publicly by commenting on posts.
c. All replies should include hashtags and an invitation to come and join the Quincentennial Celebration.
d. Critical feedbacks from netizens should be addressed properly by means of replying on what action the social media manager shall take to resolve it.
e. Disrespectful comments should be hidden, but not deleted.

F. MONITORING

a. Using different online monitoring tools such as Crowdtangle for Facebook, and Tweetdeck for Twitter, it is vital to see all public posts talking about the programs and projects of PCOO OBI. Monitoring different posts will help the Social Media Officer create a report for strategy.

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