

Ministry of Basic, Higher and Technical Education

Brand Guidelines

JUNE 2021



MBHTE-BARMM

MINISTRY OF BASIC, HIGHER
AND TECHNICAL EDUCATION

Ministry of Basic, Higher and Technical Education

Brand Guidelines

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MBHTE-BARMM

MINISTRY OF BASIC, HIGHER AND TECHNICAL EDUCATION

The **Ministry of Basic, Higher and Technical Education (MBHTE)** is the Bangsamoro Autonomous Region of Muslim Mindanao's (BARMM) education ministry, ensuring that quality, accessible, and inclusive education is available for all Bangsamoro, which contributes to shared prosperity and peacebuilding in the region.

MBHTE manages all formal and non-formal systems of education in public and private learning institutions in all levels of the entire educational system in the Bangsamoro.

Vision

Balanced and quality inclusive education for all Bangsamoro learners so they can achieve their full potential.

Mission

We will deliver balanced, inclusive, and quality education through the creation of education policies that reflect the history and aspirations of all Bangsamoro people, implementation of programs that produce globally competitive learners and professionals, and development of informed and empowered citizens through educational programs and policies rooted in moral governance.

Table of Contents

3 MESSAGE FROM THE MINISTER

4 INTRODUCTION

5 BOILERPLATE

6 BRAND ELEMENTS

7 Tagline

8 Colors

9 Typography

14 Logo Dissection

15 Logo Variations

17 Color Options

19 Logo Usage

23 Use of the Seal and Logo

25 Seal Pairing

27 Co-Branding

30 Photo Watermark

31 Photo Captions and Credits

32 BRAND APPLICATION

33 Stationery

35 Email Signature

36 ID Card

37 Print Materials

39 Social Media

41 Radio Program

42 Document Templates

44 Presentations

45 Website

46 Merchandise

47 Vehicles

48 USAGE GUIDELINES

49 Photography Guidelines

51 Social Media Guidelines

58 APPROVAL PROCESS

Message from the Minister



When the Bangsamoro Autonomous Region in Muslim Mindanao was established three years ago, we, as BARMM leaders, took our sacred oath to protect and prioritize the needs, ideals, and aspirations of the Bangsamoro people. The BARMM embodies our goal to fulfill the Bangsamoro peoples' right to meaningful and moral self-governance. Alongside our efforts to chart our political and economic future, the BARMM is keen to commemorate its rich history and promote its distinct culture and heritage. To share our uniqueness, we use symbols and highlight core values. For this purpose, the Ministry of Basic, Higher, and Technical Education began a comprehensive branding endeavor to identify our key messages, brand pillars, and other tools that would allow us to convey more effectively the MBHTE's narrative.

The said project led to creating the MBHTE Brand Guidelines, a strategic document that will help the Ministry communicate its mandate and priorities and build better awareness of its character. This manual resulted from a collaboration between the Information and Communications Division (formerly Regional Information Office), the Division Information Officers, the communication focal persons, and program staff from different MBHTE offices. Furthermore, I want to recognize the invaluable support from the Australian Government through the Education Pathways to Peace in Mindanao program and the technical expertise of Evident Integrated Marketing and PR.

I hope the MBHTE community will effectively use these guidelines since it is incumbent upon each of us to be the Ministry's brand ambassadors. Let us work together to deliver a coherent message to the BARMM education community and ensure that no Bangsamoro learner will be left behind.

Thank you and Asalaamu alaikum warakmatulahi taala wa barakatuh!

Mohagher Iqbal

Minister of Basic, Higher and Technical Education



Introduction

Overview

Branding is a crucial step in the communication efforts of the Ministry, especially during the transition. Branding helps promote the brand identity of the Ministry which aims to help audiences understand and distinguish the functions and services of the Ministry.

Branding also serves to establish and nurture relationships with the organization's audiences, and ensure consistency of presentation of communication and information materials within and outside of the Ministry.

The MBHTE Brand Guidelines should be used by MBHTE staff when creating communication materials, using the logo versus the seal, and communicating to internal staff and education stakeholders of the Ministry.

Document Owner

The Information and Communication Division (ICD) is the main keeper of the MBHTE Brand Guidelines. The ICD is responsible for dissemination of the guidelines among communication and information offices. Any requests to make any changes or additions to the guidelines should be coursed through the ICD.

Brand Planning Process

The MBHTE formed a technical working group (TWG) composed of representatives from the four subsectors (Basic, Higher, Technical, and Madrasah Education), and from the Central and Division Information offices. The TWG went through a series of consultations, communication reviews, and planning sessions before arriving at the final Brand Guidelines.

Boilerplate

A boilerplate text is a descriptor copy that can be used in a range of activity or program documentation (e.g. memorandum, reports, contract agreements, etc.) to describe the overarching objective of the Ministry.

The **Ministry of Basic, Higher and Technical Education** shall establish and maintain an integrated and balanced system of education relevant and responsive to the needs, ideals, and aspirations of the Bangsamoro people.

The MBHTE, through its **12-point priority agenda**, envisions a BARMM educational system that prioritizes the learners' growth and development, features highly motivated and competent teachers and education managers, utilizes relevant and adaptive curriculum, provides safe and adequate learning spaces and anchored on strong partnership within the education community.

The MBHTE considers education as an eminent right of every Bangsamoro and protect it with Moral Governance. The Ministry believes that leaving no Bangsamoro child left behind starts with quality and inclusive education.

Brand Elements

Tagline

Colors

Typography

Logo Font

Primary Fonts

System Fonts

Hierarchy

Logo Dissection

Logo Variations

Color Options

Logo Usage

Clear Space

Minimum Sizes

Use of the Seal and Logo

Seal Pairing

Clear Space

Co-Branding

External

Internal

Photo Watermark

Photo Captions and Credits

Tagline

The tagline is a short description that encapsulates and clearly communicates the goals of the Ministry.

The tagline can be used alongside the logo, and is also used as a recurring slogan by the Ministry.



TAGLINE RATIONALE:

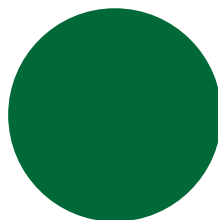
Everyone in the BARMM is united towards quality inclusive education that ensures no one gets left behind.

Colors

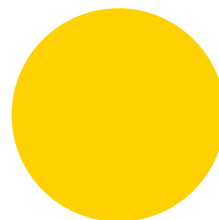
Primary and secondary palettes are mainly used for all MBHTE visual applications. These are based on the seal's colors for consistency.

A complementary palette is provided to create visual balance in brand materials.

PRIMARY PALETTE

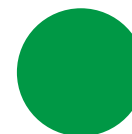


Pantone 349 C
R4 G106 B56
HEX #046A38
C85 M3 Y91 K44



Pantone 109 C
R255 G209 B0
HEX #FFD100
C0 M5 Y100 K0

SECONDARY PALETTE



Pantone 347 C
R0 G154 B68
HEX #009A44
C92 M0 Y97 K0



Pantone 1795 C
R210 G39 B48
HEX #D22730
C0 M96 Y82 K1

COMPLEMENTARY PALETTE



Pantone 5807 C
R208 G209 B171
HEX #D0D1AB
C16 M6 Y31 K0



Pantone 1495 C
R255 G143 B28
HEX #FF8F1C
C0 M49 Y96 K0



Pantone 4625 C
R79 G44 B29
HEX #4F2C1D
C14 M75 Y91 K76



Pantone 7691 C
R0 G98 B152
HEX #006298
C100 M36 Y0 K40



Pantone 299 C
R0 G163 B224
HEX #00A3E0
C79 M7 Y0 K0

Typography

Logo Font

Cinzel is the official logo font and should not be changed by any means. The font should only be used for the logo.

CINZEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*():"'?

REGULAR BANGSAMORO UNITED

BOLD BANGSAMORO UNITED

BLACK BANGSAMORO UNITED

Typography

Primary Fonts

Primary fonts are used in communication materials as much as possible. Both fonts complement each other for a more modern look while keeping credibility. Use only the specified font weights in this document.

These fonts are available to download for free on [Google Fonts](#).

Ibarra Real Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*~/();”?”

REGULAR	Bangsamoro United
ITALIC	<i>Bangsamoro United</i>
SEMIBOLD	Bangsamoro United
SEMIBOLD ITALIC	<i>Bangsamoro United</i>
BOLD	Bangsamoro United
BOLD ITALIC	<i>Bangsamoro United</i>

Public Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&*~/();”?”

LIGHT	Bangsamoro United
LIGHT ITALIC	<i>Bangsamoro United</i>
REGULAR	Bangsamoro United
ITALIC	<i>Bangsamoro United</i>
SEMIBOLD	Bangsamoro United
SEMIBOLD ITALIC	<i>Bangsamoro United</i>
BOLD	Bangsamoro United
BOLD ITALIC	<i>Bangsamoro United</i>
EXTRABOLD	Bangsamoro United
EXTRABOLD ITALIC	<i>Bangsamoro United</i>

Typography

System Fonts

System fonts are used as alternatives if primary fonts are not readily available. These are part of the default fonts in most Windows and Macintosh computers.

Palatino Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&*()/;'?"

REGULAR **Bangsamoro United**

ITALIC *Bangsamoro United*

BOLD **Bangsamoro United**

BOLD ITALIC ***Bangsamoro United***

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&*()/;'?"

REGULAR **Bangsamoro United**

ITALIC *Bangsamoro United*

BOLD **Bangsamoro United**

BOLD ITALIC ***Bangsamoro United***

Typography

Hierarchy

Guidelines on establishing a clear order of texts to visually distinguish them by importance when using the primary fonts. These treatments are generally followed unless using the prescribed format styles in document and publication templates.

PRIMARY FONTS

- 1 **MAIN TITLE**
Ibarra Real Nova, Bold
- 2 **HEADING 1**
Public Sans, Bold
- 3 **HEADING 2**
Public Sans, Bold
- 4 **HEADING 3**
Ibarra Real Nova, Bold
- 5 **BODY**
Public Sans, Regular
- 6 **CAPTION/SMALL COPY**
Public Sans, Medium

1 **Bangsamoro Education Code Takes Off**

BEC or BTA Parliament Bill No. 70

2 **The Bangsamoro Education System** No Bangsamoro Child Shall Be Left Behind

3 **Salient features of the BEC** Founded on seven key principles

4 **Rooted in context**

For the Bangsamoro People and the Indigenous People

- 5 Under the code, Islamic Subjects and Arabic Language Curriculum will be taught to Muslim learners in both the school and madrasah systems. Also allows non-Muslim students to attend similar programs. Indigenous Peoples Education (IPEd) is provided to promote the distinct cultural identity, integrity and heritage of indigenous peoples and communities and ensure the recognition of and respect for all indigenous peoples in the Bangsamoro.

6 Bureau of Public Information - BARMM

Typography

Hierarchy

Suggested hierarchy for system fonts. These treatments are generally followed unless using the prescribed format styles in document and publication templates.

SYSTEM FONTS

1 **MAIN TITLE**
Palatino Linotype, Bold
SECONDARY TITLE
Arial, Regular

2 **HEADING 1**
Arial, Bold
SUBHEADING
Palatino Linotype, Regular

3 **HEADING 2**
Arial, Bold
SUBHEADING 2
Arial, Regular

4 **HEADING 3**
Palatino Linotype, Bold
SUBHEADING 3
Palatino Linotype, Italic

5 **BODY**
Arial, Regular

6 **CAPTION/SMALL COPY**
Arial, Regular

1 **Bangsamoro Education Code Takes Off**

BEC or BTA Parliament Bill No. 70

2 **The Bangsamoro Education System** No Bangsamoro Child Shall Be Left Behind

3 **Salient features of the BEC** Founded on seven key principles

4 **Rooted in context** *For the Bangsamoro People and the Indigenous People*

5 Under the code, Islamic Subjects and Arabic Language Curriculum will be taught to Muslim learners in both the school and madrasah systems. Also allows non-Muslim students to attend similar programs. Indigenous Peoples Education (IPEd) is provided to promote the distinct cultural identity, integrity and heritage of indigenous peoples and communities and ensure the recognition of and respect for all indigenous peoples in the Bangsamoro.

6 Bureau of Public Information - BARMM

Logo Dissection



1 | ICON

Consists of the crescent, flame, and book.

Showcases MBHTE and its stakeholders' commitment (burning passion) towards quality education for all of Bangsamoro.

2 | CRESCENT

A distinct symbol for Islam, the crescent immediately identifies MBHTE as an institution for the Bangsamoro people.

3 | FLAME

Each element forming the flame represents the five provinces of the BARMM, Cotabato City, and the 63 barangays. These areas are kept to seven elements to keep the icon simple.

4 | BOOK AND PEN

The open book and pen symbolizes inclusive education provided by MBHTE.

5 | MINISTRY NAME

Logo Variations

Logo options are provided for different applications to keep the brand as versatile as possible.

Full version logos are mainly used for print, except when used alongside the seal (more in Seal Pairing).



MAIN FULL LOGO

The main full logo establishes the full identity of the brand. It is used mostly in various materials with minimal content to ensure the logo stands out and is easily identified. This version is also used in the website and for events with external partners (more in Co-Branding).



COMPACT FULL LOGO

The compact full version is mainly used in materials with smaller spaces while still having minimal content. It can also be used in events with external partners (more in Co-Branding).



FULL VERSION WITH TAGLINE

The full version with the tagline is used in conjunction with the logos of the Ministry's flagship programs, projects, and campaigns.

Logo Variations

Short version logos are created with the intention of showing the brand in a simpler form, giving more flexibility in limited spaces.



MAIN SHORT LOGO

Main short logo for brevity. Only use when not accompanied by the seal. Mostly used for digital purposes and communication materials where content may be plenty in one visual.



SHORT HORIZONTAL LOGO

Short horizontal version used when the seal is also visible in the material.



COMPACT SHORT LOGO

Compact short version is also used alongside the seal if placed in tighter layouts. Another purpose is to have balance the overall composition of the material when needed.

Color Options

Full color logo is used over white background for best clarity.

A **single-color logo** is provided to use over light solid backgrounds. It can be used for limited color print jobs. Only the dark green color (Pantone 349 C) from the official palette is allowed. Do not use other colors for this variation.



MBHTE-BARMM
**MINISTRY OF BASIC, HIGHER
AND TECHNICAL EDUCATION**



MBHTE-BARMM
**MINISTRY OF BASIC, HIGHER
AND TECHNICAL EDUCATION**

Color Options

Black and white logos are provided for the following uses:

- On dark and/or vibrant solid backgrounds for a more minimal look
- Limited printing without the use of colors
- On photos as long as a dark or light overlay is applied to better separate the logo from the background



Logo Usage

The following are some of possible incorrect uses of the logo. To avoid this, always ensure the guidelines are properly implemented by referring to this document.



DO NOT change the logo typeface



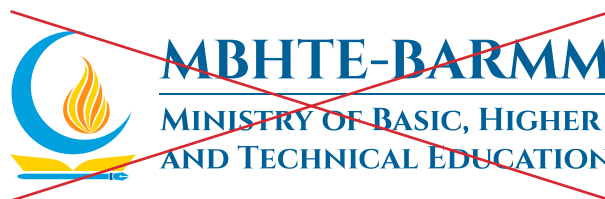
DO NOT distort the logo



DO NOT tilt the logo



DO NOT flip the icon

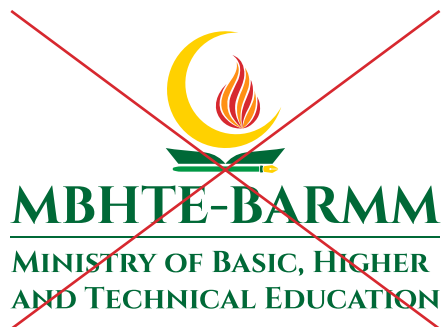


DO NOT change any of the logo element's colors



DO NOT use the icon in place of the logo

Logo Usage



DO NOT rearrange the elements of the logo



DO NOT outline the logo



DO NOT use any of the logo elements separately



DO NOT add drop shadow or any style effects



DO NOT apply gradients in the logo



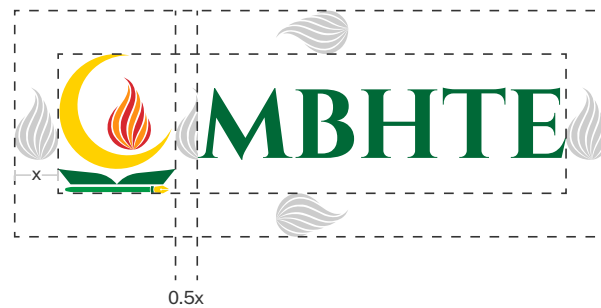
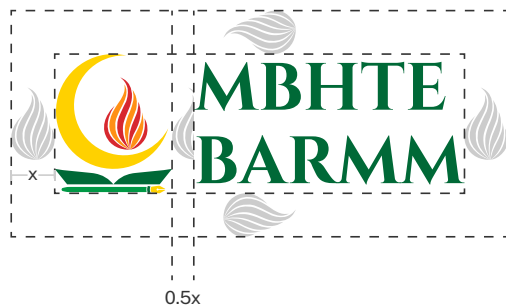
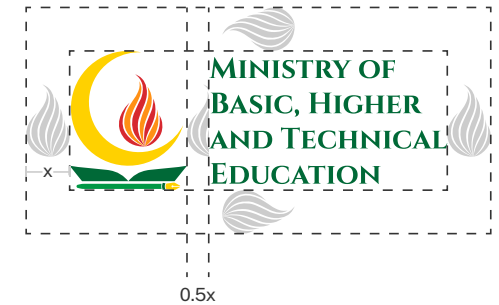
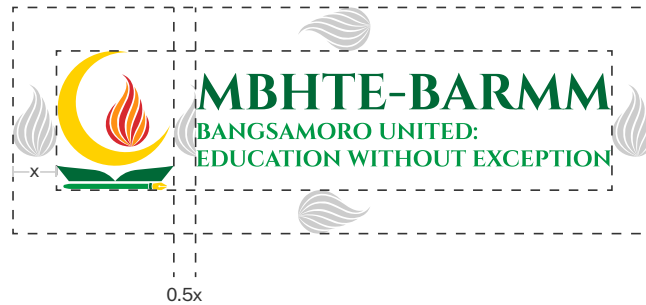
DO NOT place the logo on a busy image

NOTE: See Logo Color Options on what logo version to use on images

Logo Usage

Clear Space

In keeping the logo visible and clean across all applications in various materials, a minimum clear space should be maintained. This space must be clear of any graphic or written elements. The minimum clear space is equal to the flame's width.



Logo Usage

Minimum Sizes

MINIMUM SIZE FOR PRINT



55 mm



36 mm



55 mm



30 mm



30 mm



10 mm

MINIMUM SIZE FOR DIGITAL



175 px



110 px



175 px



120 px



120 px



35 px

Use of the Seal and Logo



The Ministry's seal and logo convey the “corporate identity” of the MBHTE and its programs. All products must reinforce the visual identity of MBHTE; program and office identifiers are distinctly secondary to this identity. The seal may only be displayed using either the standard color scheme or a single color that complements the background where it appears.

Use of the Seal and Logo



MBHTE Seal

The seal shall be used for official Ministry documents, stationery, other identity collaterals (issuances, ID, business cards, certificates and plaques, legal documents, awards), and official occasions, formal purposes, or correspondence only (i.e. events that are diplomatic in nature where high level, national, or international reach is targeted).

The seal does not have color or form variations and should be used carefully. For further guidelines on seal usage, refer to MBHTE Memorandum No. 485, s. 2019.



MBHTE Logo

The logo is created to complement the seal and represent the visual identity of the Ministry in a more versatile format. It shall be used in purposes such as branding, marketing, promotions, and information dissemination purposes (e.g. print, video, tarpaulin, knowledge products, website, social media, conference banners).

Seal Pairing

Seal pairing is mainly used in co-branding with other BARMM government entities (i.e. other Ministries in the Bangsamoro government).

Banners and other print materials may also feature both, especially for events with external partners.

In some cases, the seal and logo may be shown separately in a given material. This will depend on the overall design and layout of the material, but always ensure both are visually equal in size and prominence.



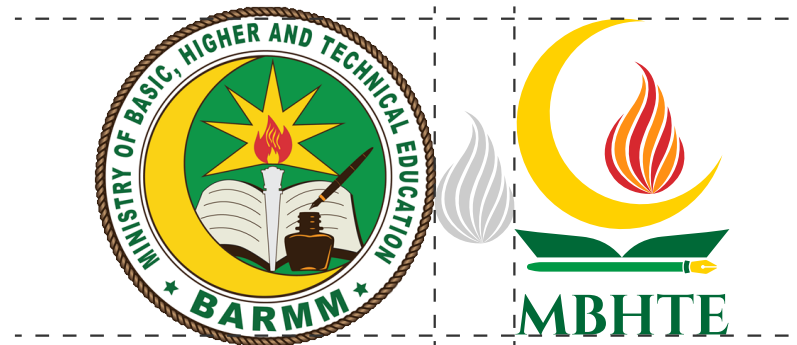
MBHTE



MBHTE

Seal Pairing

Clear Space



Co-Branding

External

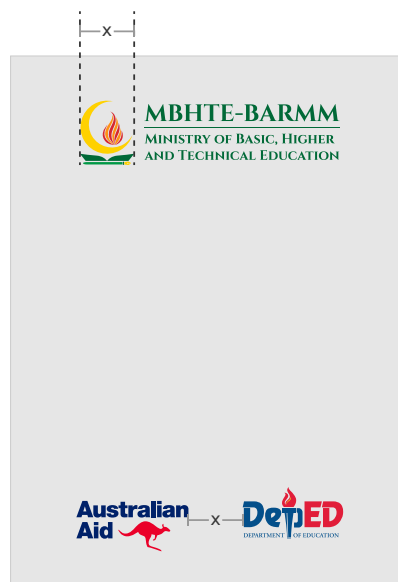
When presenting the brand alongside external partners, the main full logo and main short logo are used in print and digital, respectively.

The logo should be more prominent, separate from the external logos.

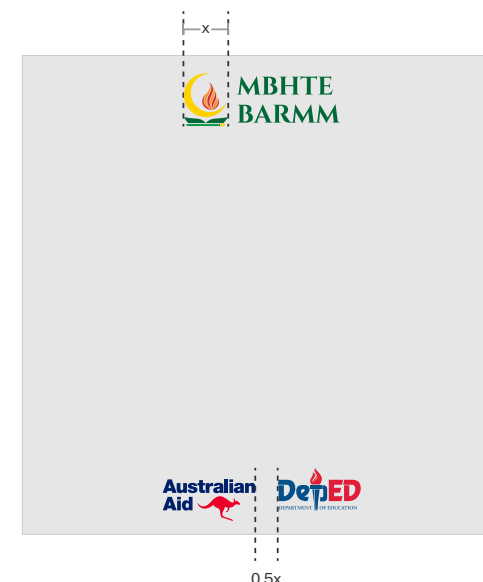
For print, the clear space around each external logo is equal to the MBHTE icon's width. For digital, this clear space is half the icon's width.

All external logos should be visually equal in size when grouped together.

EXTERNAL CO-BRANDING FOR PRINT



EXTERNAL CO-BRANDING FOR DIGITAL



Co-Branding

External

If the brand is positioned beside external partners, the compact full version of the logo is used for print while the main short logo is used for digital materials. When grouping all logos together, ensure all are visually equal in size and prominence and are properly spaced apart for clarity.

COMPACT EXTERNAL CO-BRANDING FOR PRINT



COMPACT EXTERNAL CO-BRANDING FOR DIGITAL



Co-Branding

Internal

Co-branding with MBHTE's internal logos for flagship programs or campaigns should use the full version logo with the tagline for print while the main short logo is used for digital materials. Logos should be visually equal in size and prominence for clarity.

INTERNAL CO-BRANDING FOR PRINT



INTERNAL CO-BRANDING FOR DIGITAL



Photo Watermark

Watermarks are used on official photos to visually credit the Ministry as the creator or owner.

Photos are watermarked when shared to external parties such as media outlets.

The main short logo should be used in its black or white color. The black watermark is used if placed on a light area of the photo while the white watermark is used if placed on a dark area of the photo.

The watermark can be placed on the bottom left or right of the photo. The size should be close to 10% of the photo's height.



Photo Captions and Credits

Proper captioning and crediting of photos should be observed. Official sans serif fonts (Public Sans or Arial) should be used for legibility.

Captions are recommended to give the audience context on the image. They can be over or under the image. Over image captions are mainly used in compact layouts. Caption should be white and placed on a black overlay at 50% opacity. Meanwhile, under image captions are placed directly below the photo.

Photo credits can be over or outside the image. Over image credits should be black or white while outside image credits should be black or gray.



PHOTO: ARMANDO FENEQUITO



MBHTE personnel collect and document trash littering along the coastline as part of the Ministry's efforts for International Clean-up Month this September.

PHOTO: GANDHI KINIJO



PHOTO: GANDHI KINIJO

Amid the ongoing pandemic, Education Minister Iqbal said the ministry will not implement face-to-face classes, unless the Inter-Agency on Task Force (IATF) on COVID-19 provides permission and health guidelines to do so.

Brand Application

Stationery

Email Signature

ID Card

Print Materials

Social Media

Radio Program

Document Templates

Short Documents and Briefs

Fact Sheets and Technical Reports

Presentations

Website

Merchandise

Vehicles

Stationery

LETTERHEAD

As one of the most used templates, a standard look for the letterhead is provided that all Ministry officials and employees can use for official business.

A template of this is available as a Microsoft Word document. Dissemination of templates is handled by the ICD. See template specifications on the right.

FOLDER

Shown is a suggested design of the folder. For more efficient production, however, a white folder may be used instead and using the green version of the logo to maintain a clean look.



LETTERHEAD SPECIFICATIONS

Size: A4

Margins: 1 inch, all sides

Header and Footer Margins: 0.5 inches from the edge

Body Line Spacing: 1.15

Font: Palatino Linotype, 11 pt

Stationery

ENVELOPE

Clean and simple with the main office address placed at the bottom. See example on the right.

BUSINESS CARD

Given the small form factor, information placed in the business card should be the most important. The ICD shall be responsible for providing the template for other offices to use. See example and template details on the right.



BUSINESS CARD DETAILS

Name should be in uppercase and bold. Below it is the designation and office or department.

Office address should have a maximum of four lines.

Across the address is the contact information (telephone, mobile, email address, and MBHTE website) and should also have a maximum of four lines.

Email Signature

Adding credibility even in online communications, a format for email signatures is provided for all Ministry officials and employees to use. Text color should be in dark gray to distinguish it from the email body. Do not place the MBHTE seal or logo.

Email signature should include the following information:

- Official/employee name
- Title/position
- Office/division/unit
- Full Ministry name
- Office address
- Telephone and mobile numbers
- Office and/or employee email address/es
- Ministry website
- Official social media channels

The format is kept simple to ensure consistent viewing across various email clients.

Mobarak Pandi

OIC-Chief, Information and Communication Division
MBHTE Central Office - Office of the Minister

-

MINISTRY OF BASIC, HIGHER AND TECHNICAL EDUCATION
Central Office, RELC Bldg., Bangsamoro Government Center,
Rosary Heights 7, Cotabato City, Philippines 9600
T: +63 (64) 123-0000 | M: +63 900 456 0000
mpandi@bangsamoro.gov.ph | mbhte.bangsamoro.gov.ph
Facebook/Twitter: @riombhtebarmm

ID Card

The ID card design provides the important information about the official or employee. The following information should be present:

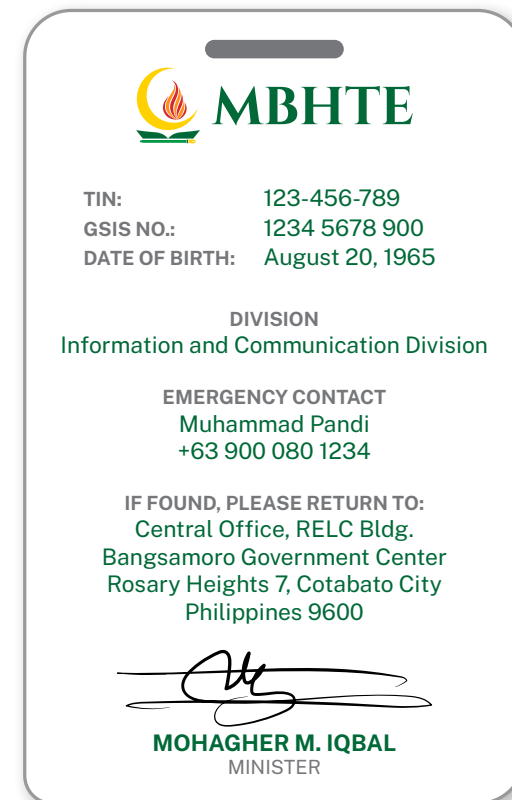
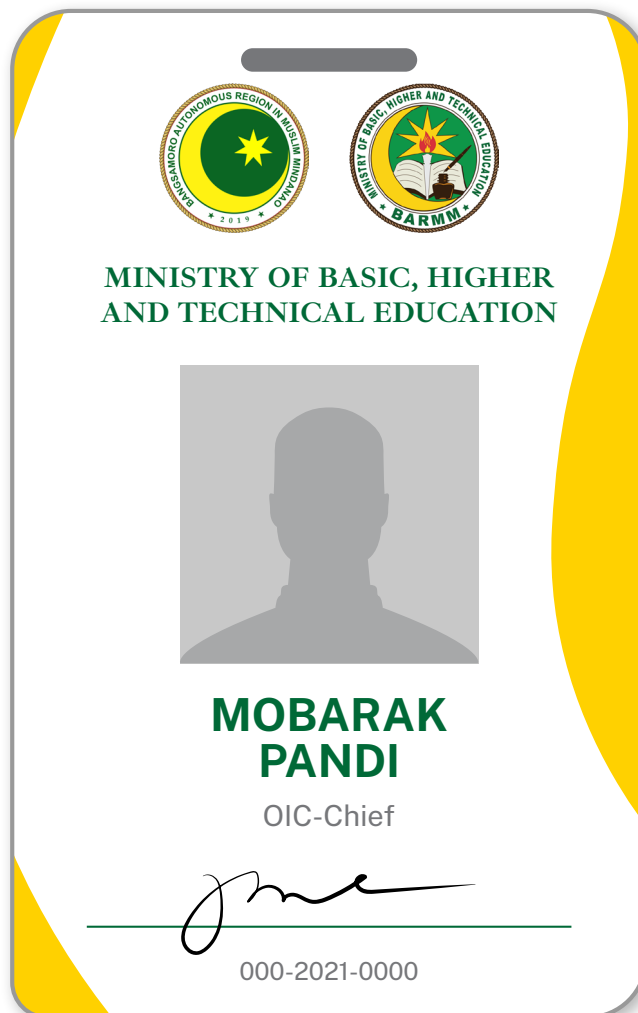
FRONT

- Official/employee name
- Title/position
- Official/employee signature
- ID/employee number

BACK

- TIN number
- GSIS number
- Date of birth
- Office/division/unit
- Emergency contact
- Main office address
- Minister signature

For employees requesting a new ID, contact the ICD.



Print Materials

Large format print materials such as banners and posters must ensure information is clear and effectively engages the audience.

Content should be easily understandable and discernible. Avoid designs with overloaded information in a single layout.

As stated in the logo usage guidelines, all print materials should use the full version logos.

Materials should follow the design standards defined in the guidelines.

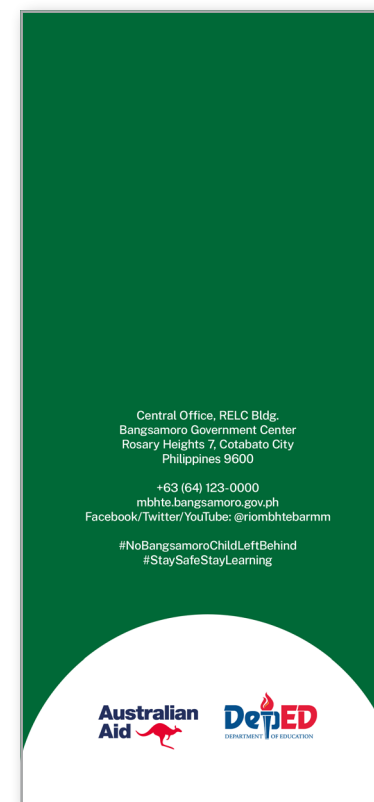


Sample design adjusted to various large format sizes. (Clockwise: Vertical banner, poster, and horizontal banner)



Print Materials

Small format print materials pertain to all sizes smaller than a poster. This includes flyers and brochures among many more types. Materials for this category are usually distributed in large quantities to various stakeholders as the information contained in these materials are more detailed and lengthy. Given the opportunity to place long content, it is important to make sure the language is still easy to read and the visuals placed support the information.



Sample design for a brochure.

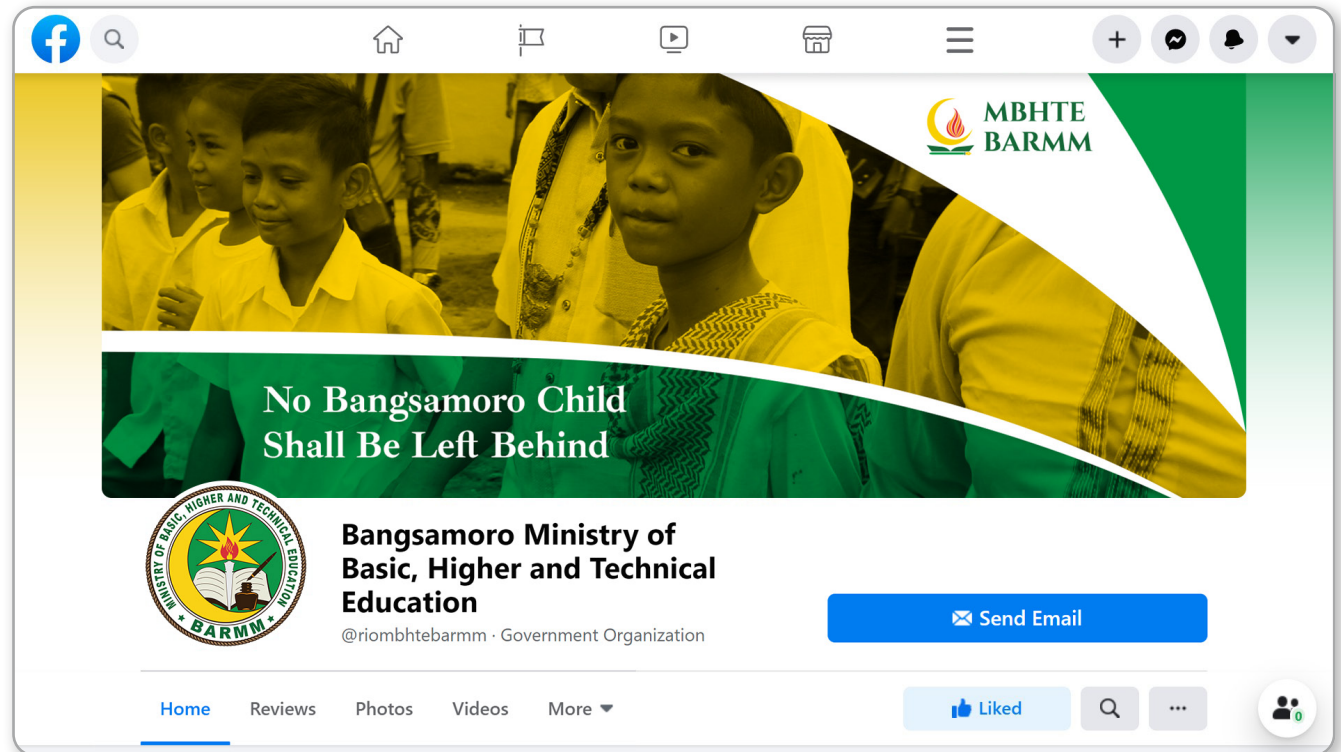
Social Media

Social media has been a crucial component in the MBHTE's communication efforts. As such, it is important to present the Ministry by following a unified look across all channels.

All official social media accounts should maintain this look with the help of the brand guidelines.

Because social media guidelines are ever-changing, administrators and content creators of the Ministry's accounts should stay updated for any changes in the platforms' specifications such as image sizes.

Shown on the right is an example of the guidelines applied on the MBHTE Facebook page.

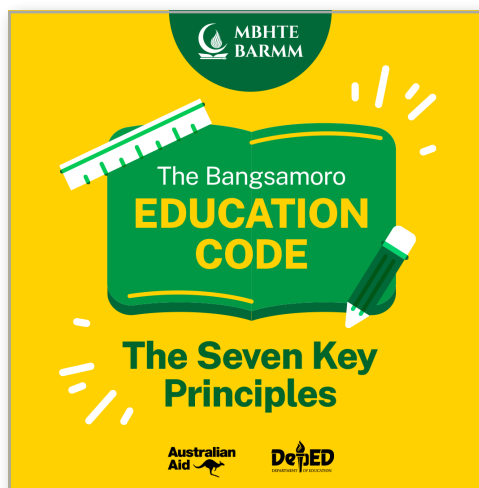
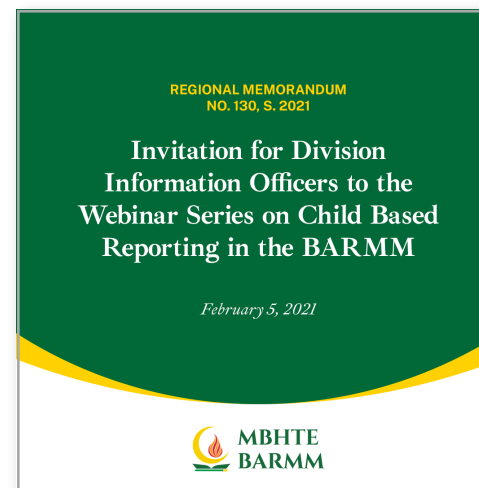
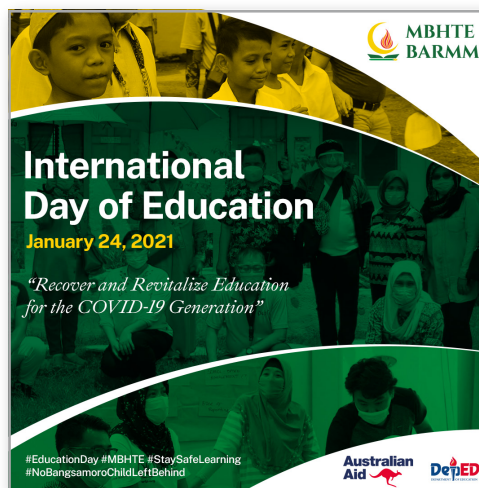


Social Media

Content created for social media should be effective in delivering its message. Good copy and visuals contribute to the effectiveness of the content.

Because social media guidelines are ever-changing, administrators and content creators of the Ministry's accounts should stay updated for any changes in the platforms' specifications such as image sizes.

Shown on the right are examples of content designed for social media. There is no singular template as the look of each post will depend on the content placed. When making posts, content creators can refer to the brand guidelines for a consistent presentation of the Ministry on all platforms.



Radio Program

The Ministry's radio program, *Mga Panduwan nu MBHTE*, is broadcasted via Facebook Live. Shown below are the overlay designs for the program following the visual guidelines to achieve a clean look.



Document Templates

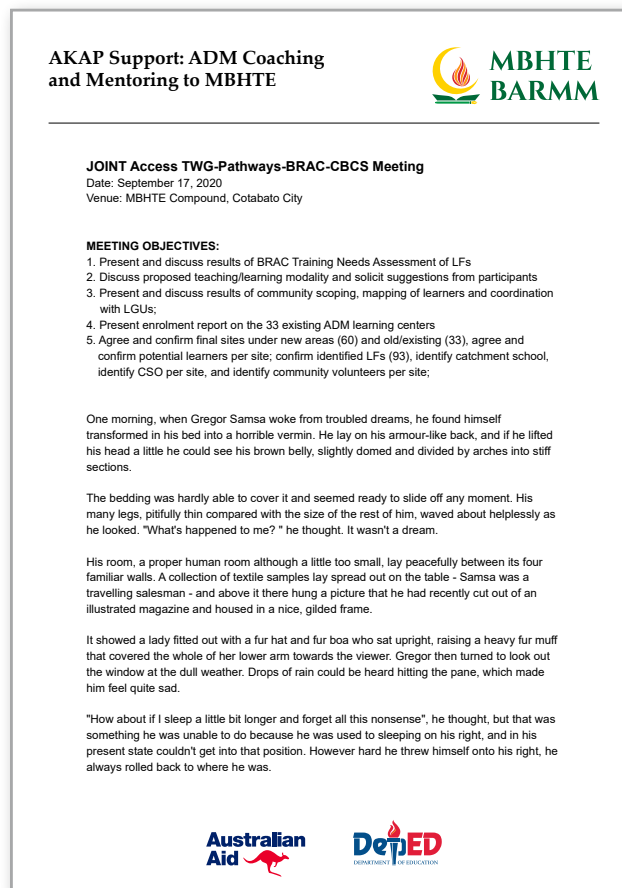
Short Documents and Briefs

Template for documents such as programme agenda and briefs. System fonts are used for this template to ensure accessibility across all offices.

The first page footer may feature partner or program logos to immediately establish the involved parties in the context of the document.

Succeeding pages, if any, will have a footer providing contact information of MBHTE. Footer may be customized to specify a contact person instead for faster communication.

The template is available as a Microsoft Word document. Dissemination of templates is handled by the ICD.



DOCUMENT SPECIFICATIONS

Size: A4

Margins: 1 inch, all sides

Header and Footer Margins:
 0.5 inches from the edge

Body Line Spacing: 1.15

Header Font: Palatino Linotype, 15-18 pt

Body Font: Arial, 11 pt

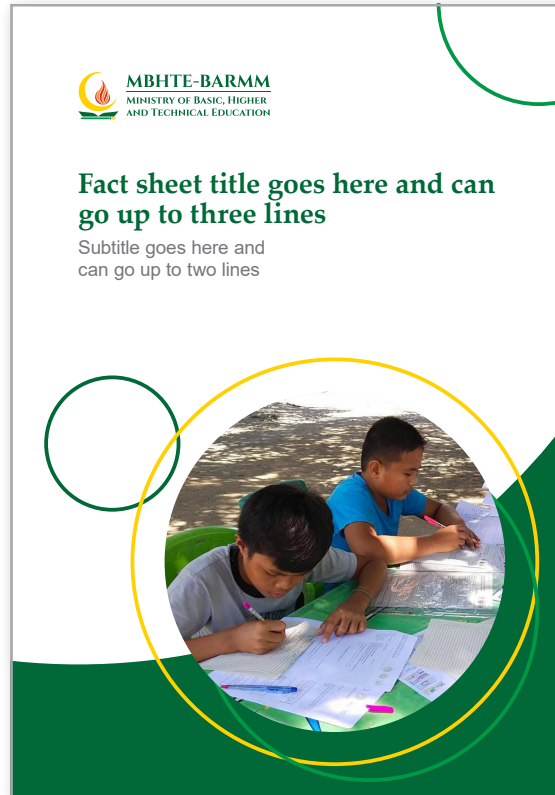
Footer Font: Arial, 8 pt

Document Templates

Fact Sheets and Technical Reports

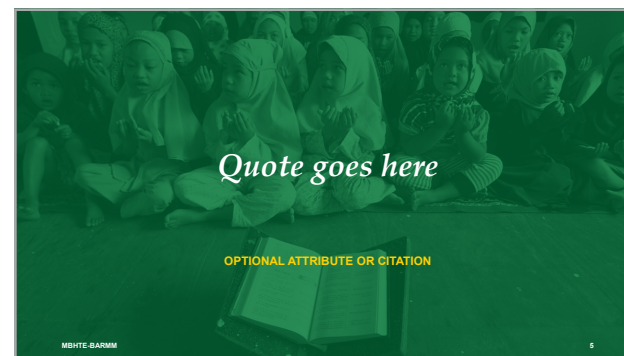
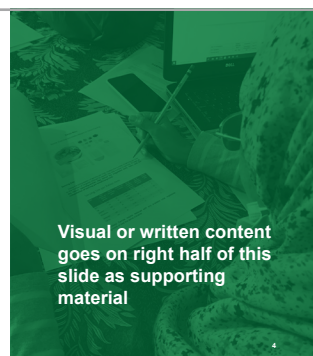
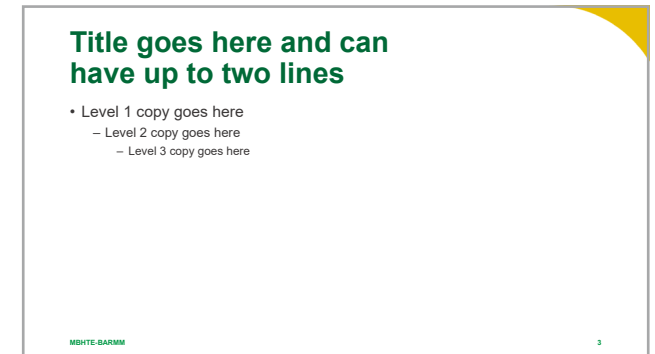
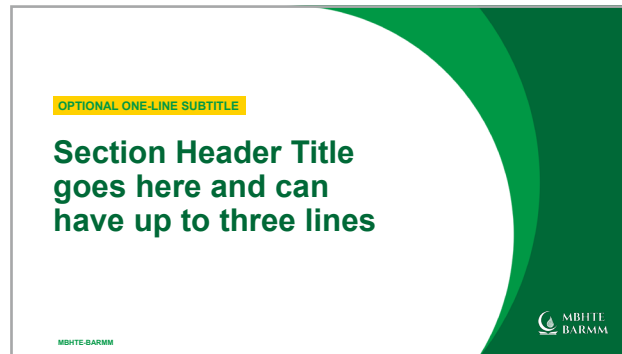
Template for fact sheets and technical reports.
Formatting style follows the typography hierarchy.

The template is available as a Microsoft
Word document. Dissemination of templates
is handled by the ICD.



Presentations

Template for presentations that can be used to showcase information for various agenda such as workshops, budget proposals, and meetings to name a few. The template is available as a Microsoft PowerPoint presentation. Dissemination of templates is handled by the ICD.

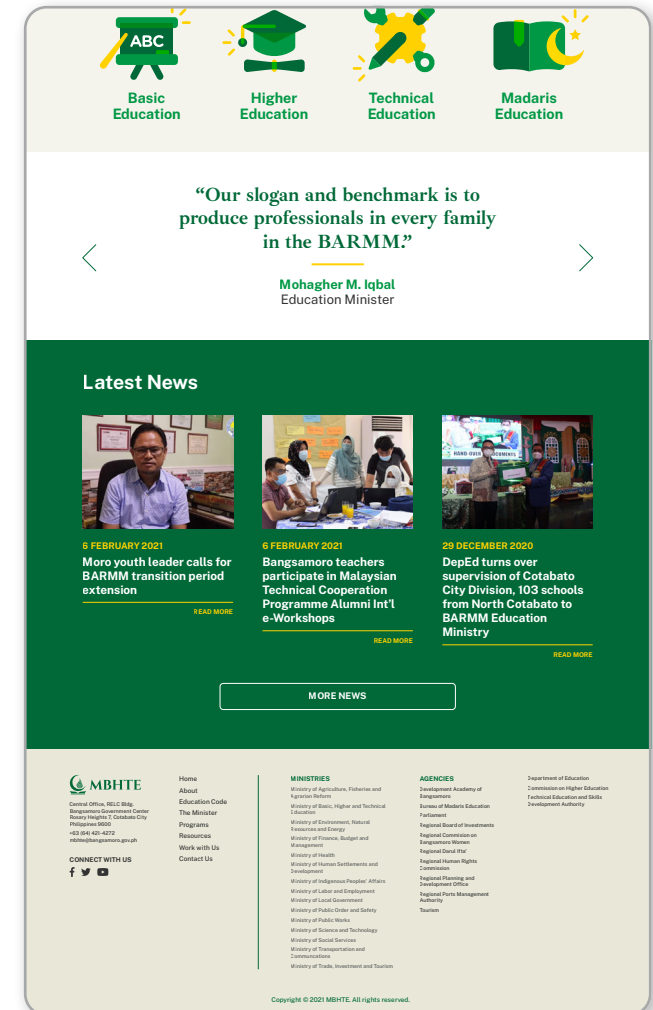
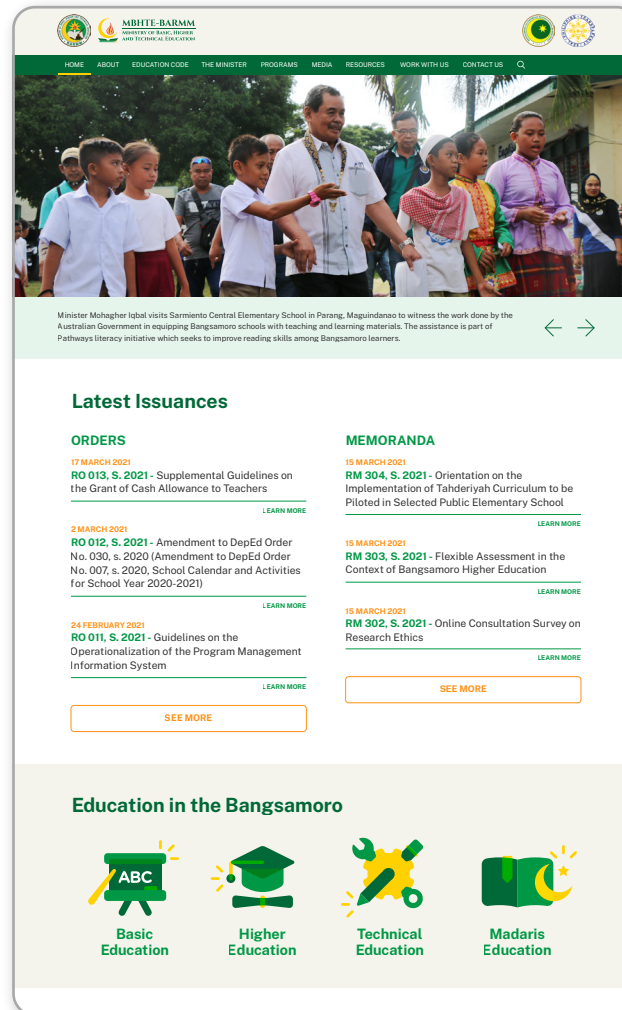


Website

The MBHTE website, mbhte.bangsamoro.gov.ph, contains all the latest news and information about the state of education in the Bangsamoro. The website caters to all of the Ministry's stakeholders and the wider audience.

Page designs are created to best present the different types of content housed in the website. Customized pages and sections are possible as long as the overall design follows the prescribed style for a unified look.

The templates can also be used by other official MBHTE websites (microsites). Any customization should still adhere to the style of the main website. If technical limitations prevent the microsite from using the templates, it can recreate the design in its most basic form while still taking note of the style, layout, and hierarchy of elements. This ensures a seamless user experience across all MBHTE websites, maintaining brand consistency.



Merchandise

Official shirts and other merchandise used to promote the brand must follow guidelines on logo usage, color, sizing, and clear space at all times.

Colors from the brand palette are preferred for merchandise materials.

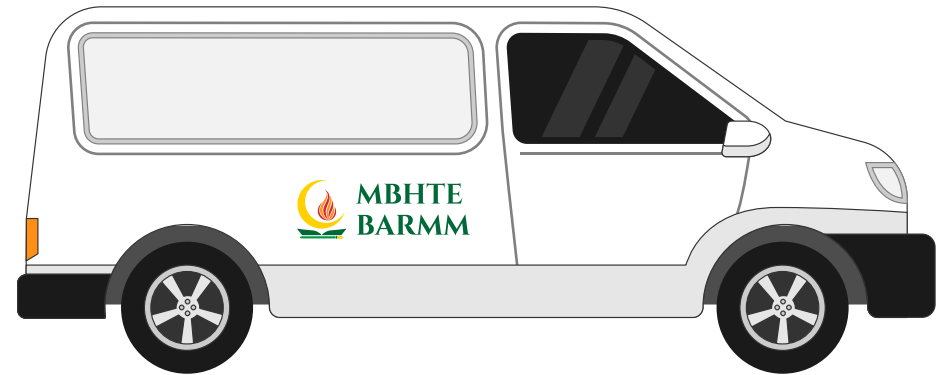
Size, space, and clarity on the material will determine which logo version is best to use.

Full color logo may only be used on white or light-, neutral-colored materials. The single-color (dark green) logo can be put on light-colored materials.



Vehicles

Official Ministry vehicles may use either the compact full logo or main short logo. Guidelines on logo usage, sizing, and clear space should be followed.



Usage Guidelines

Photography Guidelines

For use in MBHTE communication materials

Social Media Guidelines

For use of MBHTE Facebook pages

*For MBHTE officials and employees using
social media for official and personal use*

Photography Guidelines

For use in MBHTE communication materials

Photos serve as documentation and visual accompaniments for information and communication materials of the Ministry. Photographs should visually convey activity highlights, and uphold the core values of the Ministry.

It is highly advised to have a dedicated photographer to document the Ministry's events to ensure uniformity of images and adherence to the guidelines.

The following guidelines cover tips when taking photos for the Ministry.



Photography Guidelines

For use in MBHTE communication materials

GENERAL GUIDELINES

- Always get consent when taking photos. If children are present in the photos, a signed consent from their guardian is required.
- Ensure inclusivity and balanced representation of different genders, abilities, ethnicities, and religions of both the Ministry and the attendees.
- Make sure that your camera lens is clean, and that your fingers are not blocking the lens.
- Include visible branding from the Ministry or any partner organization/partner present in the event.
- Don't be shy to direct and fix the position of the photo subjects.
- Make sure that the background is appropriate and not distracting.
- Leave space for possible text overlay or graphic elements to be added to the photos.
- Do not take photos against the light.
- Strike a balance in taking close-up photos and situational (wide-angled) photos.
- Take as many photos as you can so that there are a number of options to choose from.
- Add a watermark on the photo (See Photo Watermark).

WHEN USING CELLPHONE CAMERAS

- Make sure your phone camera lens is clean, your fingers are not blocking the lens, and you are using the rear and not the front camera.
- Hold the phone and take photos horizontally/landscape rather than vertically/portrait.
- Avoid zooming in too much. This disrupts the quality of the photos and might result in blurry or grainy photos.
- Tap the screen of your phone in the area where you want the camera to sharpen or focus.

Social Media Guidelines

Bangsamoro Ministry of Basic, Higher and Technical Education

FACEBOOK: @riombhtebarmm

TWITTER: @riombhtebarmm

The Ministry recognizes the importance of using social media channels to communicate to the education stakeholders. It is encouraged for the regional, subsector, and division offices to work together in populating the MBHTE Facebook page.

The official MBHTE Facebook pages should always be tagged in social media posts with the appropriate hashtags:

#OneBangsamoro

#MBHTEBARMM

#NoBangsamoroChildLeftBehind

Social Media Guidelines

For use of MBHTE Facebook pages

Official MBHTE Facebook pages are regarded as trusted sources of information relating to the Ministry. Hence, specific guidelines need to be observed when interacting to the public as official MBHTE Facebook pages.

These guidelines serve as a reference on social media protocol, and necessary communication and clearance processes in order to **efficiently and effectively facilitate or disseminate information as the public-facing page of the MBHTE**, representing the image, goals, and communication objectives of the Ministry.

GATE-KEEPING MECHANISMS TO ENSURE QUALITY CONTROL OF SOCIAL MEDIA POSTS

The ICD under the Office of the Minister of Basic, Higher and Technical Education is the only office authorized to post relevant content on behalf of the Ministry and the Education Minister. The ICD is authorized to review, issue final clearance, and post relevant content on behalf of MBHTE. The ICD is also the official administrator of the MBHTE Facebook page, found at @riombhtebarmm.

OBSERVE COMPLIANCE WITH THE BRAND GUIDELINES

This is to ensure that all information materials being disseminated by the Ministry are consistent, establishing the Ministry's identity and to avoid confusion.

Social Media Guidelines

For use of MBHTE Facebook pages

FOR MBHTE OFFICIALS AND EMPLOYEES

MBHTE officials and employees should always tag the official MBHTE Facebook page in their posts about the Ministry or Minister. This is to allow the ICD to curate relevant information on the Ministry and expand any post to a news feature.

COMMUNITY MANAGEMENT

The ICD's assigned community manager is responsible for responding to comments and messages on the MBHTE Facebook page. An escalation matrix should be created to guide the community manager in preparing appropriate responses to frequently asked questions.

SET BI-WEEKLY MEETINGS WITH THE COMMUNICATION FOCALS OF EACH SUBSECTOR AND DIVISION INFORMATION OFFICERS FOR CONTENT PLANNING AND DISCUSSION OF COMMUNICATION PRIORITIES

Subsector communication focals are instructed to submit requests to the Regional Information Office (RIO) for content they want published in the MBHTE Facebook page.

The ICD is given 24 to 72 hours (one to three working days), depending on the level of urgency of the post (scheduled post versus crisis response post), to review and approve the social media content.

Social Media Guidelines

For MBHTE officials and employees using social media for official and personal use

MBHTE staff and employees are expected to act in accordance with the characteristics of a public servant, even online. When using social media for personal or job-related reasons, an MBHTE employee should be **professional, responsible, transparent, and respectful**.

The guidelines found in this document are not exhaustive and can be updated since digital technology and the social media environment is evolving. Moreover, this document should not be considered as a user manual or instructional guide on social media or specific social media tools, search engines such as Google, and the Internet.

BE PROFESSIONAL

As a public servant, MBHTE employees' conduct online reflects upon the image of the Ministry all times, not just during working hours.

BE TRANSPARENT

Clearly state that the content you posted or shared is based on your own sentiment and that you are not speaking on behalf of the Ministry. Consider using a disclaimer such as: "This is my personal opinion and does not necessarily represent the views of the MBHTE." However, it is important to note that such a disclaimer does not absolve any employee of their obligations as public servants.

Social Media Guidelines

For MBHTE officials and employees using social media for official and personal use

BE RESPONSIBLE

MBHTE employees should always keep in mind that they are personally responsible for the content they post or share online through social media and can be held accountable for any inappropriate comment.

Employees should be aware that any content posted on social media can be shared easily by strangers and will remain in public for a very long time. Before engaging in any social media activities, be sure to understand the social media environment and its associated risks.

BE RESPECTFUL

Employees should not engage in any conduct or use any language that are unacceptable in the workplace. Furthermore, while engaged in online discussions, employees should encourage constructive criticism and deliberation.

They should also show proper consideration for topics that may be considered objectionable or inflammatory. Respect the opinions of others and protect their privacy. Do not post pictures, cite, reference or share information related to other individuals (e.g. colleagues) without their explicit consent.

Social Media Guidelines

For MBHTE officials and employees using social media for official and personal use

RESPECT COPYRIGHT LAWS

Employees may not post any material that is protected by copyright. When posting copyrighted text and/or images, you must first seek permission from the owner.

VALIDATE INFORMATION FIRST BEFORE POSTING

Employees should ensure that the information they intend to post, or share is accurate and valid. Therefore, they are expected to conduct research first or seek advice from their direct supervisor if necessary. If said information is publicly available, clearly cite the author and the source if possible.

PROTECT THE “IMAGE” OF THE MINISTRY

Whenever employees express themselves in social media on issues related to, or about, the MBHTE, they contribute to the public perception of the Ministry or even the whole Bangsamoro Government. Therefore, employees are implored to never publish a post that contains profanity or abuse toward the MBHTE or the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM).

Confidentiality is critical for the Ministry and the rest of the BARMM. Before posting any information on the Ministry, seek permission first from your supervisor or ICD if it can be shared. Discretion should be reflected in employees’ personal use and professional networking of social media. They should take the appropriate measures to ensure that confidential MBHTE information remains secure.

Social Media Guidelines

For MBHTE officials and employees using social media for official and personal use

SECURE YOUR ACCOUNTS

Employees should regularly change their account log-in details (passwords, etc.) regularly to prevent hacking or identity theft.

MANAGE YOUR TIME

MBHTE employees should make sure their online activities during work hours do not interfere with their job and its related commitments. To that effect, employees are encouraged to use social media during personal time (lunch and breaks). This rule does not apply to MBHTE personnel authorized to manage or work with social media.

Approval Process

To ensure proper use of the brand guidelines

The **communications officer assigned per subsector and the ICD** are authorized to **review and provide clearance** on produced communication materials. This approval process will ensure the proper use of the MBHTE logo and can avoid the use of competing, inconsistent, or unnecessary logos. The correct use of the logos are also crucial in communicating the level of engagement of the Ministry (e.g. organizational or program lead, level of partnership if co-branding).

Existing logos such as sub-Ministry logos (office or sub-sector level) shall be discouraged and discontinued, this will ensure that we avoid any confusion on the Ministry's branding.



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