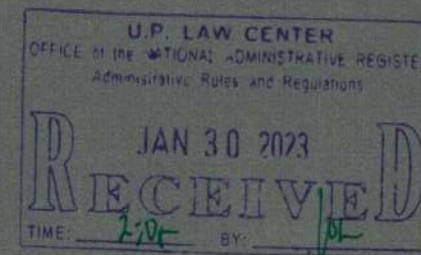




BRAND IDENTITY MANUAL



“Changing Lives, Building a Safer Nation”

FOREWORD

The BJMP Brand Identity Manual is a quantum leap in the area of communication and in the Bureau of Jail Management and Penology's effort at promoting the agency to the public.

This guidebook containing the BJMP's standards and mechanics in communicating the agency's messages is one of the most effective mechanisms which the BJMP can use to grow roots in the consciousness of its stakeholders, partners, clients, and the public. It will be a constructive complement to the brand the Bureau has already been communicating to the public for the past 30 years.

With still much catching up to do in establishing the Jail Bureau's distinct identity as a steward of public safety, this manual will save the agency time, effort and resources when it comes to impressing its mark upon its various publics. Because as the agency goes everyday with its affairs, its clients will be experiencing its distinct brand of service through personnel's consistency and faithfulness in promoting the Jail Bureau's style and personality. It is going to be the people's experience with the BJMP service that will keep the agency in their consciousness.

This Manual is actually the BJMPs' culture in paper.



ALLAN S IRAL, CESE


Jail Director
Chief, BJMP

PREFACE

As the nation's premier institution for the safekeeping and development of Persons Deprived of Liberty (PDL), the Bureau of Jail Management and Penology (BJMP) continues to exert efforts toward making the public aware of its role in changing the lives of PDL ultimately to foster a safer community. Although the workplace of the BJMP is greatly confined within the portals of its jail facilities, its indispensable role of apprising the community of its functions, being part of the corrections pillar of the criminal justice system, cannot be set aside. Hence, it shall keep the public abreast of information regarding jail management and penology services. This manual is a way to provide a solid brand of awareness and recognition of the Jail Bureau's services among its clientele, personnel, stakeholders and the public as a whole.

In the pursuit of promoting identity, uniformity and consistency in all possible points of contact with the bureau, the crafting of this manual was initiated. This shall be an avenue to establish a nationwide recognition of the BJMP as an institution made manifest through its standards. Immediately upon approval by the Chief, BJMP of such proposal, a technical working group was tasked to work on this initiative to bring about a piece of work that will benefit the organization as a whole. Patterned after the Department of the Interior and Local Government-Brand Identity Manual, this comprises the following parts: 1) Brand Style and Personality; 2) BJMP Logo and Parts; 3) Typography; 4) Brand Applications; 5) Clothing and Giveaways; 6) Signages Styles; 7) Digital Media; and 8) Publication and Brochure Layouts.

Clear and Simple, Recognizable and Compatible are the three qualities that represents the BJMP' brand. On the other hand, the tagline "Alagang may Puso, Serbisyong may Integridad: Makatao at Matatag" personifies the Bureau thereby making up its brand personality. Moreover, the logo serves as the visual shortcut to the trademark of the BJMP brand as it promotes a consistent image and voice of the Bureau. Furthermore, the typography used creates a unique expression at all essential levels of communication that is extremely powerful to make a long-lasting impression on the message being delivered. The remaining parts of the manual, encompass awareness to benefit the clients, stakeholders, and the public being cognizant of BJMP and its mandate. Tying all these, the BIM is made unique to set standards of the trademark of the BJMP as a professional and exemplary institution in the real of public service.


JCSUPT PAULINO H. MORENO JR, CSEE
Officer-in-Charge, Office of the
Chief of Directorial Staff of the Jail Bureau
Chairperson, Technical Working Group,
BJMP Brand Identity Manual

ACKNOWLEDGMENT

Behind this one of a kind output are individuals who, in one way or another, contributed in its crafting by taking the time to share their expertise and assistance thereby making this a quality reference material. Hence, the following individuals are hereby acknowledged:

Jail Director Allan S Iral, CESE, the Chief, BJMP for his all-out support to this work from its inception to its completion; Jail Chief Superintendent Ruel S Rivera, DSC and Jail Chief Superintendent Dennis U Rocamora, CESE for providing insights during the early stages of crafting of this manual; Jail Chief Superintendent Paulino H Moreno Jr. for leading and guiding the direction of the Technical Working Group to ascertain that all efforts and outputs are directed toward the true north; Directors of Directorates, Chiefs of Offices in the National Headquarters and Regional Directors who actively participated in the critiquing of this manual during its deliberation in the Consultative Committee thereby coming up with this well-crafted manual; Jail Senior Superintendent Analiza P Bides, CSEE for spearheading the secretariat in putting altogether all the documents, references and solicited comments, suggestions and recommendations necessary to ameliorate this manual; and the following members of the Technical Working Group and Secretariat for who painstakingly labored in doing research for this manual: Jail Chief Inspector Xavier A Solda, Jail Chief Inspector Socrates C Nicart, Jail Senior Inspector Gerald Francis E Orias, Jail Senior Inspector Ramon Revilla, Jail Senior Inspector Kelvin Roy Domingo, Jail Senior Inspector Elgene Mar M Suetos, Jail Inspector Dawn C Buaquen, Jail Inspector Bernadette T Cabe, Jail Inspector May-Ann R Bejuna, Jail Inspector Machson Catindig, Jail Inspector Mary Immaculie B Milleza, Jail Inspector Leo C Cabugsa, Jail Inspector Joshua Benedict L Azanes, Jail Inspector Laiza Jane L Polingga, Jail Inspector Julius Caezar P Tarnate, Jail Inspector Christian C Albus, Jail Inspector Mark Ian Carcido, Jail Inspector Alyssa P Poyaoan, Jail Inspector Karen Joy M Tuviera, Jail Inspector Enrico R Reyes, Senior Jail Officer 2 Razil J Baylon, Senior Jail Officer 1 Christopher DC Dizon, JO3 Abigail C Lim, Jail Officer 3 Edmund Pagharion, Jail Officer 2 Minnie Saldivar, Jail Officer 1 Reggie Lagno, Jail Officer 1 Johnn Carlo Sison, Jail Officer 1 Jovelyn Domingo, Jail Officer 1 Raven N Angulo, Jail Officer 1 Jaymie Marie E Velasco and Mr. Arnel V. Cajigal.



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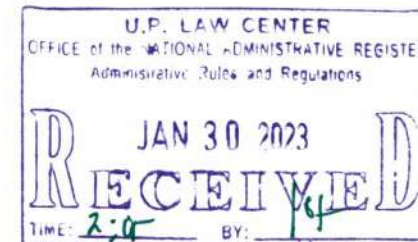
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BRAND STYLE AND PERSONALITY



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1.0 BRAND STYLE

Brand style defines the BJMP and its identity. It serves as the organization's identifying mark in communicating among its ranks, stakeholders, and the general public through its visual elements. With a consistent brand style, the Jail Bureau will be easily recognized and be set apart from other organizations. Brand style is associated with the Bureau's services which forges connections between stakeholders, builds loyalty among its ranks, and determines how the general public perceive the BJMP.

This brand style values the following qualities:

Clear and Simple – This manual aims to provide a clear guide to easily understand how the BJMP should communicate and deliver its mandates and services. Observance of these values eliminates ambiguity and unnecessary complexities which might lead to misunderstanding, confusion, and misinterpretation.

Recognizable – The Jail Bureau's brand is identified through its unique yet familiar characteristics which is embodied in its design, personality, and identity. It also promotes the organization as a premier institution in providing secure and humane treatment among Persons Deprived of Liberty (PDL).

Compatible - The brand's flexibility can be used in different applications without losing its identity. It also shows the BJMP's capability to adjust to the ever-changing environment while remaining steadfast in its role of changing lives of PDL to build a safer nation.

1.1 BRAND PERSONALITY

Brand personality is vital in the development of the BJMP's identity. It is the image that the organization desires to portray among its ranks, stakeholders, and the general public. "Unlike a product brand personality that relates to consumers and user imagery for a specific product brand, a corporate brand personality can be defined in terms of the



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human characteristics or traits of the employees of a corporation as a whole. A corporate brand personality will therefore reflect the values, words, and actions of employees, individually and collectively.” (Keller and Richey, 2006)

Therefore, in pursuit to better connect to the public and stakeholders, the BJMP as a whole personifies itself through the following tagline: “Alagang may Puso, Serbisyong may Integridad: Makatao at Matatag,” explicitly stated in Filipino for it to be intimately received by the Filipino people.

Alagang may Puso – Practicing and promoting rehabilitative justice, the Jail Bureau works both for safekeeping and development of Persons Deprived of Liberty. The men and women of the BJMP dedicate their service towards the transformation of the lost, least, and last of the community.

Serbisyong May Integridad – With firm adherence to the principle of “Public office is a public trust,” every personnel of the Jail Bureau exemplify moral courage in upholding the truth in their sworn duties always and in all ways. The BJMP believes that real transformation of PDL can only be attained through genuine and honest service.

Makatao – Inspired and dedicated in making a positive change in the lives of PDL and their families, the BJMP ensures the humane and pro-life treatment of its PDL regardless of race, color, sex, language, religion, opinion, origin, property, birth or any other status in consonance with existing laws, rules, regulations, and policies pertaining to rights of every human being.

Matatag – Dynamic as it is, the BJMP endeavors to remain relevant and steadfast in building a safer nation by proactively adapting to the challenges of a volatile, uncertain, complex, ambiguous, and diverse (VUCAD) world in order to provide a constructive and helpful setting for PDL that is conducive for their transformation to better citizens of the land.



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BJMP LOGO AND ITS PARTS



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2.0 THE BJMP LOGO AND ITS PARTS

A logo is the foremost symbol of a brand that identifies the services and products offered by an organization. The BJMP logo identifies the Jail Bureau as an organization that provides Safekeeping and Development of Persons Deprived of Liberty. It shall be used in all official communications, programs, projects, collaterals, web-based applications and promotional items of the Jail Bureau.

Inscribed in the round gray borders of the logo is the organizational name *Bureau of Jail Management and Penology* in bold letters and foliage of green laurel leaves before and after the words *Safekeeping and Development*. Inside the inner circle are Five Pillars superimposed over a Justice Scale with three handles attached to each cauldron. Below them is a figure of a jail officer in parade rest, and standing adjacently behind heavy steel bars is a PDL transitioning from black to white depicting its development towards positive change. The primary colors of the Philippine Flag, the Blue, Red, and Yellow served as background of the Philippine Map depicting nationwide coverage of BJMP services.





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Logo Parts	Symbolism
Bureau of Jail Management and Penology Font: Arial Bold	Depicts the name of the Bureau.
Safekeeping and Development Font: Bernhard Modern	Depicts the mandate of the Bureau.
Round Borders (7px for outer line, 5px for inner line)	Stands for holism.
Five (5) Pillars	Represents the coordination among the pillars of the Philippine criminal justice system.
Scale	Represents the scale of justice.
Green Philippine Map with White outline	Depicts that correction is a national concern.
Eighteen (18) Laurel Leaves	Stands for the seventeen (17) Administrative Regions of the Jail Bureau and the National Jail Management and Penology Training Institute (NJMPTI) as its premiere training institution under the PPSC.
Jail Officer	Personifies all jail officers performing jail services with professionalism and adeptness.
Person Deprived of Liberty (PDL)	Transitioning colors from black to white depicts the PDL transformation.
Heavy and Thick Bars	Depicts the custody, tightened security and control of PDL.
Colors	Blue (Pantone Guide 072), Red (Pantone Guide 185) and Yellow (Pantone Guide 116) - stands for the primary colors of the Philippine flag Gray - Depicts the organization's color Light to Dark Yellow Background (Pantone Guide 116)- represents the transcending light of corrections.

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2.1 COLOR STORY

The color theme plays on the general colors of the Philippine flag: Blue, Red, and Yellow

The color **Red** signifies honor;

The color **Yellow** represents the transcending light of

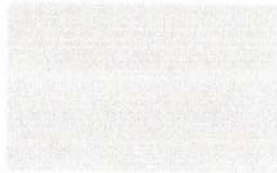




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2.5 CORRECT LOGO COLOR

Primary Color Theme



Name: **Snuff Grey**
Pantone Guide 5315 C
Hex: #DDDADD
RGB: (221,218,221)



Name: **Golden Yellow**
Pantone Guide 116 C
Hex: #FFDF00
RGB: (255, 223, 0)



Name: **Ultramarine**
Pantone Guide 072 C
R16 G6 B159
Hex: #10069F



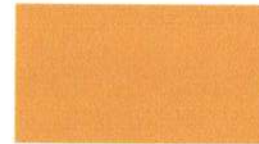
Name: **Crimson Red**
Pantone Guide 185 C
Hex: #E4002B
RGB: (228, 0, 43)

2.6 CORRECT LOGO COLOR

Secondary Color Theme



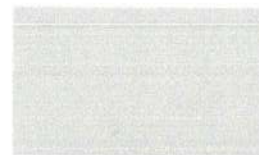
Name: **Kelly Green**
Hex: #449600
RGB: (68, 150, 0)



Name: **Butter Cup**
Hex: #D49924
RGB: (212, 153, 36)



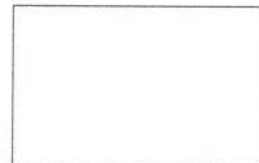
Name: **Waikawa Grey**
Hex: #646f85
RGB: (100, 111, 133)



Name: **Titan White**
Hex: #d1cfd3
RGB: (209, 207, 211)



Name: **Black**
Hex: #000000
RGB: (0, 0, 0)



Name: **White**
Hex: #ffffff
RGB: (255, 255, 255)



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2.7 INCORRECT LOGO COLORS

Any color which is lighter or darker than the prescribed or standard color is considered incorrect.



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2.8 OTHER OFFICIAL COLOR APPLICATION OPTIONS OF THE BJMP LOGO

Grayscale

This grayscale version of the logo may be used both on dark or light-colored backgrounds



Black and White

When print can only be done in black and white such as advertisement in newspaper, black may be used.



Black and White (Reversed)

White stroke may be added on the logo or a reversed out white logo may be used for dark background.





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2.9 GENERAL GUIDELINES

The BJMP Logo is an official representation of the Bureau of Jail Management and Penology, as an institution mandated to provide safekeeping and development of persons deprived of liberty (PDL). Its use must be safeguarded by restrictions to preserve its sanctity and ideal status hence shall:

- not to be used in any manner that might imply affiliation of any person, material, services, websites and/or publications with the BJMP unless otherwise authorized.
- not be imitated or used as a design by other individuals not affiliated with the BJMP.
- be preserved as much as possible; hence, color, proportion, and design should not be changed, e.g., removal of any part, adding other symbols not included in its original design, morphed, stretched unevenly, distorted, or used in a manner that would degrade the Jail Bureau and its services.
- not be broken down into parts and into multiple colors.
- only appear in a horizontal position.
- never be used to represent the word "BJMP" in texts.
- not be mimicked by any advertising, services, or designs for Non-BJMP materials.
- the BJMP reserves the right to terminate or modify permission to display the BJMP logo, and may request the third parties to modify or delete any use of logo that does not comply with the above-mentioned guidelines.



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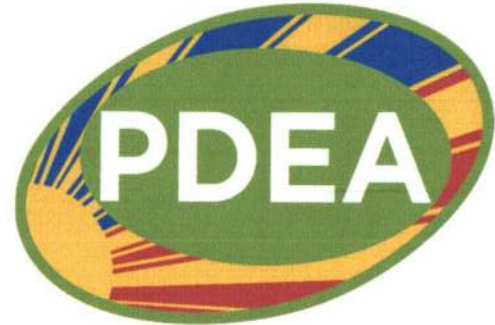
SUB-BRAND MARKS



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3.0 SUB-BRAND MARKS

The BJMP in the performance of its mandate collaborates with other government agencies such as PNP, BFP, PDEA, and the like. Relative to this, these are guidelines that prescribe the use of the BJMP logo along with other agencies during programs and other agenda for collaboration, respectful of protocols in the conduct of business.



Sub-brands are offices (i.e. National Headquarters, Regional and Provincial Offices, centers, jail units, and services of the BJMP) to the brand mark to determine the host or announcing office. Sub-brand marks shall be of equal size and not be larger than the brand logo size. The placement represents the hierarchy by which each entity relates with one another.



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3.1 GUIDELINES ON THE BRAND LOGO AND SUB-BRAND MARK

- The BJMP logo must always be positioned at the right side of the logo of the higher agency/office.
- Proper spacing must be observed by the logos. Further, the logo of other agencies should not be bigger nor should overlap with the BJMP logo and its sub-brand marks.



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3.2 STANDARD SIZE OF A LOGO

The BJMP logo shall be 1.2 inches in diameter in all communications. The BJMP logo and other sub-brand marks must have a minimum clearance between the logo and other elements such as typography, graphics, and other visual elements. A "clear space" shall always exist around the logo for maximum legibility. Clear space shall be equal to $\frac{1}{4}$ or 25% of the diameter of the logo.



MINIMUM SIZE



Actual BJMP Logo minimum size

The minimum size of the brand logo and sub-brand marks should not be less than 10mm in width and shall be used only for special purposes such as branding in smaller items. If the size of the logo is below the minimum size, spelling-out of the brand or use of its acronym is recommended.

- Bureau of Jail Management and Penology or BJMP
- Bureau of Jail Management and Penology – National Headquarters or BJMP-NHQ
- Bureau of Jail Management and Penology – Regional Office I or BJMPRO-I



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Placement of logos in activities jointly conducted with the DILG and other line Bureaus and when BJMP is the host.



Placement of logos in activities jointly conducted with PNP and BFP with the BJMP as the host.



Placement of logos in activities jointly conducted with the National Headquarters and regional offices with the NHQ as the host.



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Example A:

For posters/tarpaulins with multiple logos involved



Example B



BJMP and NHQ Logos – if the latter initiated the program, all official communications, reports, or presentations from the NHQ going to other government agencies, either in the national, regional or local level, shall bear the two logos.



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BJMP and Directorate/Office Logos – if the latter initiated the program, all communications, reports, or presentations from a Directorate or Office of the NHQ going to other offices within the NHQ, regional offices, and jail units shall bear the two logos. In this case, communications from the Command Group shall bear the logos of the BJMP and the National Headquarters.



BJMP and Regional Office Logos – if the latter initiated the program, all communications, reports or presentations from Regional Offices going to other regional offices of the Jail Bureau, regional offices of the government agencies, LGUs and its jail units shall bear the two logos.



BJMP and Jail Unit Logos – if the latter initiated the program, all communications, reports or presentations from jail units going to LGUs, regional offices and other jail units shall bear the two logos.



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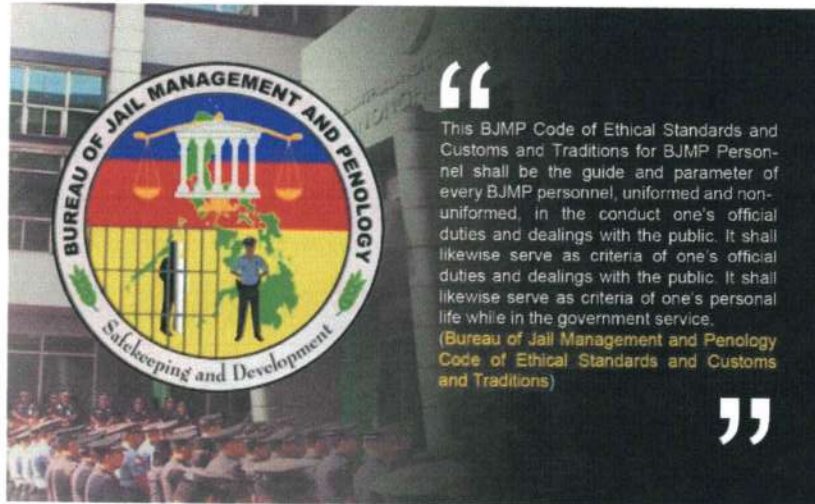
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BJMP logo should appear on the left part of the press statement. The aforementioned sub-branding guidelines should be observed, if applicable.



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3.3 INCORRECT LOGO APPLICATION



No color alteration, pixelization adjustment or artistic effect shall be made to the logo.



BUREAU OF JAIL

Improper spacing between the BJMP logo and the text.



The logo is overstretched.



Improper logo position.



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Overlapping the BJMP Logo with other logos



Use of old BJMP logo.



Sub-brandmarks are larger than the BJMP logo.



Sub-brandmarks placed before the BJMP logo.

Old BJMP Logo	New BJMP Logo
Used "&" for the mandate	Used "and" for the mandate
Used embossed graphic designs	Used 2D graphic designs
Used different shades of colors	Used the prescribed color as stated in part 2.5



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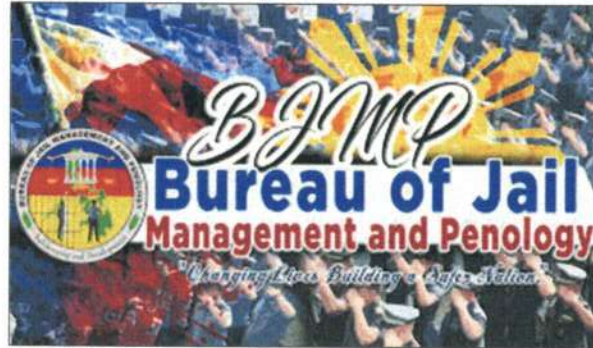
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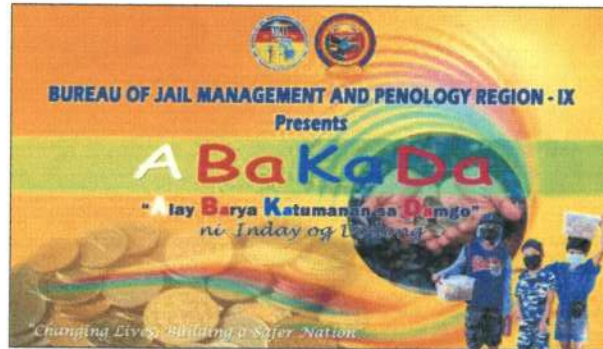
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Incorrect spacing from the BJMP logo or its sub-brandmarks.

Modifying the BJMP logo or its essential parts.



Sub-brandmarks should not be bigger than the BJMP logo.

Overstretched printing of logo on shirts.



The BJMP logo should not be smaller than the program title.

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TYPEFACE FOR PRINTED MATERIALS

TAHOMA

The typeface for all printed materials of the BJMP shall be **Tahoma**. It is a sans serif or sans letterform which does not have extending features called "serifs" at the end of strokes making it easy to read.

It has a narrower body, smaller counters, and a much tighter letter spacing. Saving space means saving papers for printing (environment-friendly). Tahoma is readable even in small font size. Moreover, the uppercase "I" (eye) is distinguishable from lowercase l (ell), which is important in technical publications.

Tahoma	"I" (eye)	"l" (ell)
Arial	"l" (eye)	"I" (ell)

Use this typeface in all printed materials such as but not limited to the following:

1. Correspondence/communication letters, administrative issuances, certificates and its headers except for the BJMP Mantra which is Lucida Calligraphy 11
2. Publications, Newsletters, Brochures, Blotter, Guest Book, Envelopes, Cards etc.
3. Signages in Offices and Jails, Directory, and Directional Signages
4. Markings in BJMP Transport Vehicles (BTV)
5. Tarpaulins/Backdrops
6. Other printed materials

Aa

TAHOMA 12 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,/\?!@#\$\$%^&*()_+{}[]<>~`";;

TAHOMA 12 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,/\?!@#\$\$%^&*()_+{}[]<>~`";;

TAHOMA 12 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TAHOMA 12 BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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TYPEFACE FOR DIGITAL MATERIALS

VERDANA

The typeface for all digital materials of the BJMP shall be **Verdana**. A different typeface was chosen because not all typefaces on printed material works well on digital media.

Verdana is considered one of the most legible typefaces. It is the overall preferred typeface for digital/online materials.

Use this typeface in all digital materials such as but not limited to the following:

1. Slideshow presentations/Virtual presentations
2. Digital certificates, publications, newsletters, brochures
3. Digital Tarpaulins/Backdrops
4. Other digital materials

Aa

VERDANA 12 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,/\?!@#\$\$%^&*()_+{}[]<>~`";;

VERDANA 12 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
.,/\?!@#\$\$%^&*()_+{}[]<>~`";;

VERDANA 12 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

VERDANA 12 BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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TYPEFACE FOR BJMP LETTERHEAD

TAHOMA

All official BJMP documents shall bear the approved letterhead bearing the appropriate logo and style (with flag symbol for Chief Superintendents and above) and shall be in Tahoma and in sizes as shown below:

For National Headquarters:

Republic of the Philippines (font size 9)

Department of the Interior and Local Government (font size 9)

BUREAU OF JAIL MANAGEMENT AND PENOLOGY (font size 12)

NATIONAL HEADQUARTERS (font size 13)

144 Mindanao Avenue, Quezon City (font size 9)

Trunklines: (+632)927-6383; 927-5505 (font size 9)

Email Address: chief@bjmp.gov.ph Website: www.bjmp.gov.ph (font size 9)

For Regional Offices:

Republic of the Philippines (font size 9)

Department of the Interior and Local Government (font size 9)

BUREAU OF JAIL MANAGEMENT AND PENOLOGY (font size 12)

REGIONAL OFFICE I (font size 13)

Parian, San Fernando, La Union (font size 9)

Trunklines: (+123) 456-7890 (font size 9)

Email Address: sample@bjmp.gov.ph Website: www.bjmp.gov.ph (font size 9)

For Jail Units:

Republic of the Philippines (font size 9)

Department of the Interior and Local Government (font size 9)

BUREAU OF JAIL MANAGEMENT AND PENOLOGY (font size 12)

NATIONAL CAPITAL REGION (font size 12)

MANILA CITY JAIL (font size 13)

851 Oroquieta St, Santa Cruz, Manila, 1003 Metro Manila (font size 9)

Trunklines: (+123) 456-7890 (font size 9)

Email Address: sample@bjmp.gov.ph Website: www.bjmp.gov.ph (font size 9)

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TYPEFACE FOR BJMP MANTRA

LUCIDA CALLIGRAPHY

Per Memoranda Inscription of the Bureau Mantra, dated June 19, 2018, and Official Font Style and Size in the Printing of the BJMP Mantra, dated March 19, 2018, the standard typeface to be used for the BJMP Mantra shall be **LUCIDA CALLIGRAPHY 11 BOLD** (not italicized), as shown below:

“Changing Lives, Building a Safer Nation”

The font size may be modified in other printed and digital materials except for memoranda, letters, reports, and other official communications in which the font size shall be 12.

“Changing Lives, Building a Safer Nation”



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BRAND APPLICATIONS



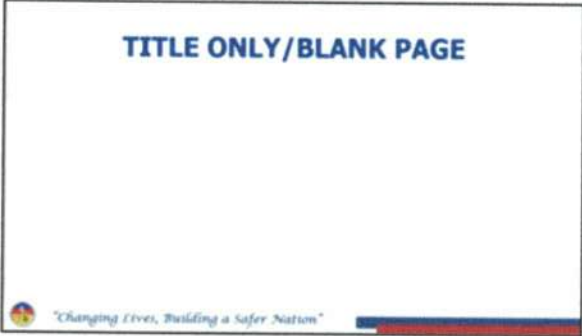
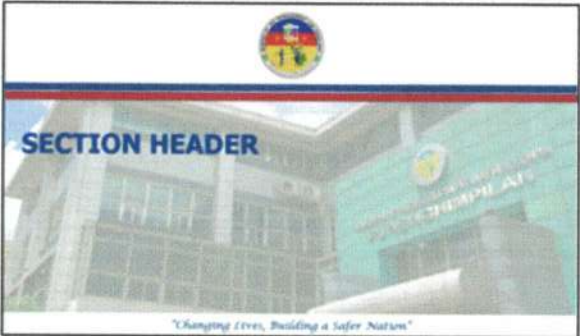
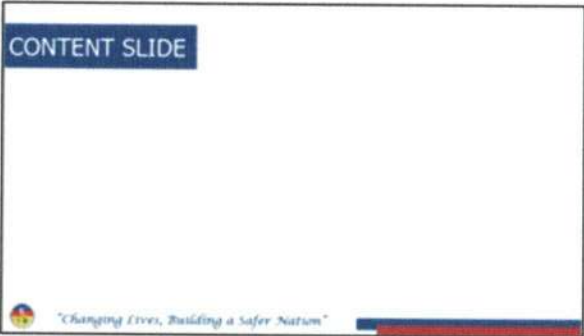
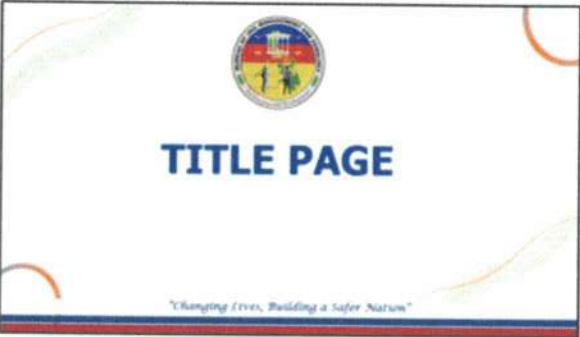
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5.0 Brand Applications

Interacting with stakeholders through consistent brand applications is a major step towards letting them get to know the identity of the Bureau of Jail Management and Penology as an organization that safekeeps and develops PDL. The Bureau’s consistency in using its unique brand applications will make people recognize the organization. The general public starts to develop opinions, ideas and assumptions based on their interaction with people. Thus, a unique brand applications will easily promote awareness to anyone who encounters it.

5.1 Presentation Template

During seminars, lectures, command conferences and other occasions, whereby BJMP will facilitate and is the main organizer, the following template design in the slideshow presentation must be followed (Typeface Tahoma):



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31 of 121**5.2 Business Card**

This simple yet elegant business card's design may be utilized by BJMP personnel for easy identification especially when communicating with our benefactors and other organizations.

**JUAN A DELA CRUZ**

Jail Inspector

Chief, Administrative Section

Office of the Chief of Directorial of the Jail Bureau

144 Mindanao Avenue,
Project 8, Quezon City,
1106 Metro Manila

juandelacruz@gmail.com



Juan Dela Cruz




09112233445

"Changing Lives, Building a Safer Nation"

The Card Size is 3.5 x 2 inches, with contact information encoded in Tahoma typeface, 10 pt. The employee name is encoded in Tahoma typeface, 12.5pt and bold. Offset printing is recommended for high-quality print. Raised ink should not be used as it may

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5.3 Letterhead and Memorandum

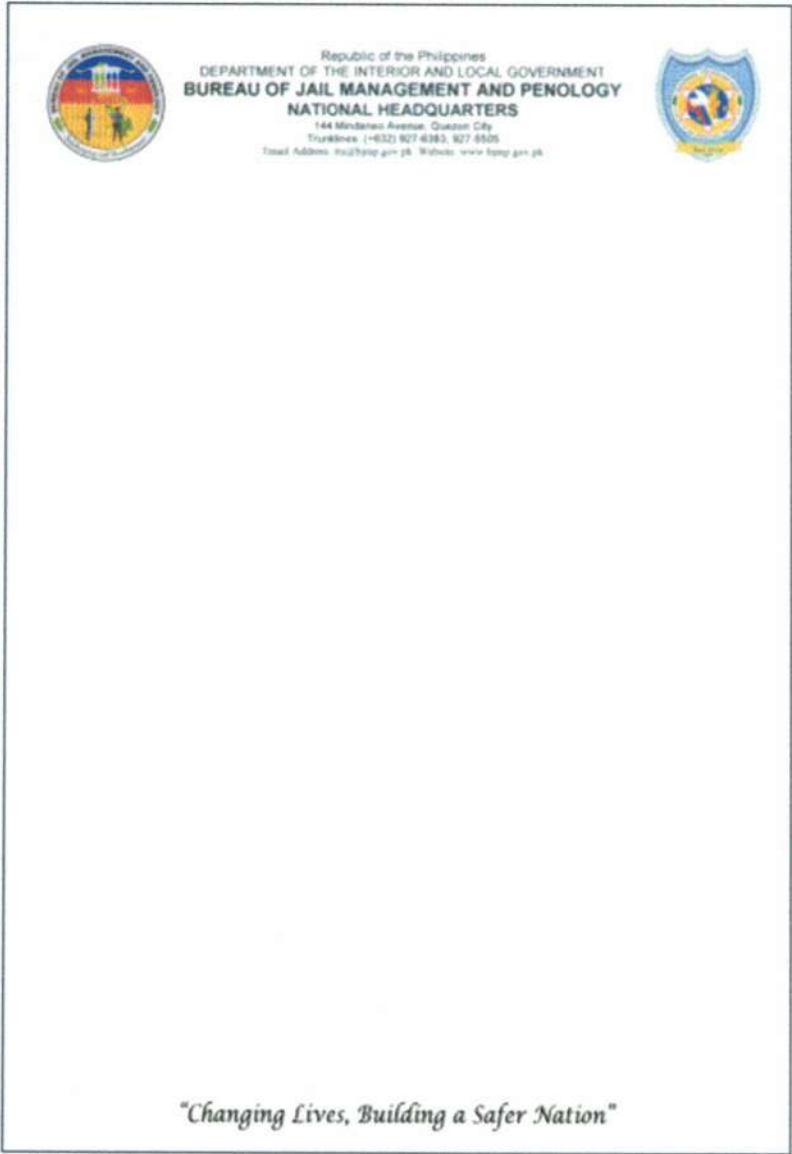
For consistency, purposes of official documents, correspondences and written notices should abide by the following template:

- a) Agency Name/Region
- b) Address
- c) Telephone
- d) Email Address and;
- e) the BJMP Website.

The logo locations are as follows: on the left side is the BJMP logo while on the right side is the NHQ/ Regional logo. Typeface to be used for the contents is Tahoma. The mantra is located on the lower part, using Lucida calligraphy, bold and with the font size of 11.

The personal flag shall be placed at the top-middle portion of the letterhead if appropriate. The dimension is 2.44 X 2.44 cm.

Right and left margins are set to 2.54 cm or equivalent to 1 inch.





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5.4 Envelopes

This template should be followed in the BJMP envelopes. The order of contact details are as follows:

- a. Bureau of Jail Management and Penology
- b. Name of Office
- c. Address

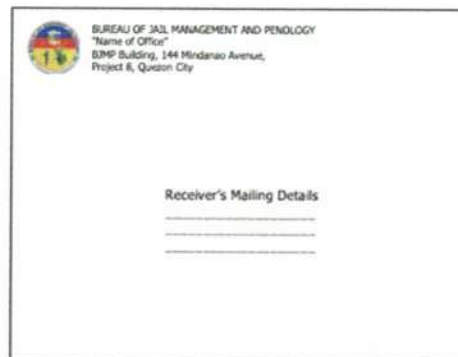
The BJMP Logo is located at the upper left portion while the Receiver's Details is on center portion of the envelope.



15x10 inches



9.45 x 4.13 inches



12 x 9 inches

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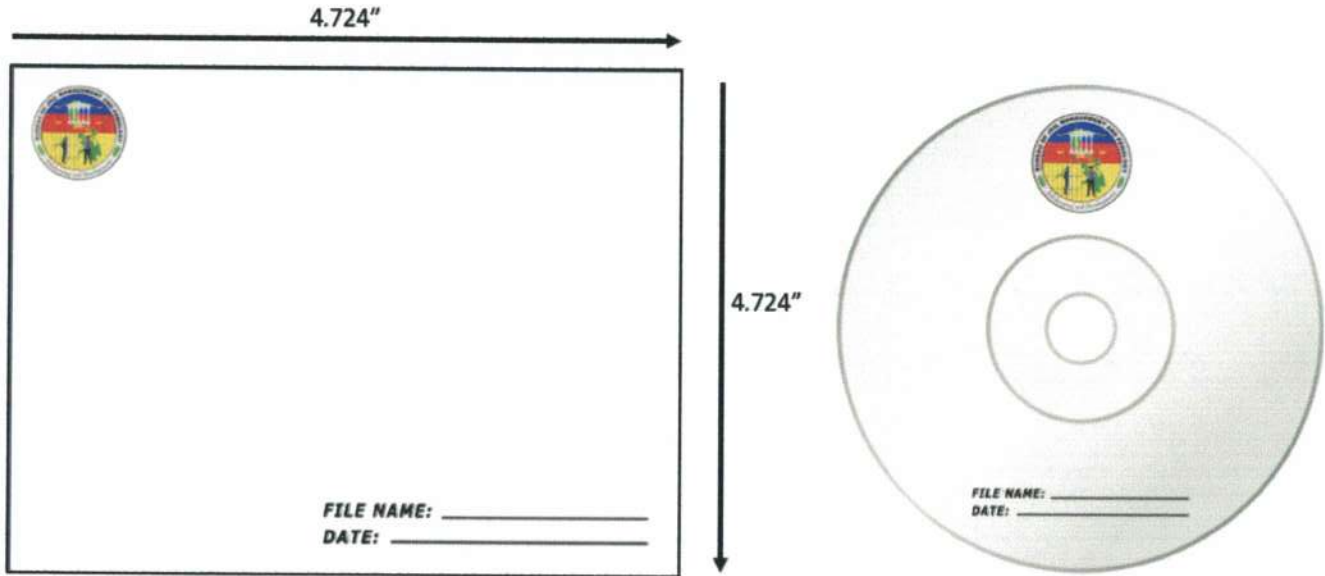
5.5 CD/DVD Covers

COVER

The finished dimensions for **CD/DVD cover** are 4.724 inches square.
BJMP Logo located at the upper left portion of the CD/DVD Cover.
File Name and Date located at the lower right portion of the CD/DVD Cover and should be in Tahoma, font size 18.

Compact Disk/Digital Versatile Disc

BJMP Logo should be at the upper part of the CD/DVD.
File Name and Date located at the lower portion of the CD/DVD and should be in Tahoma, font size 18.





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5.6 Folders and Manuals

a. Folders

Front Cover

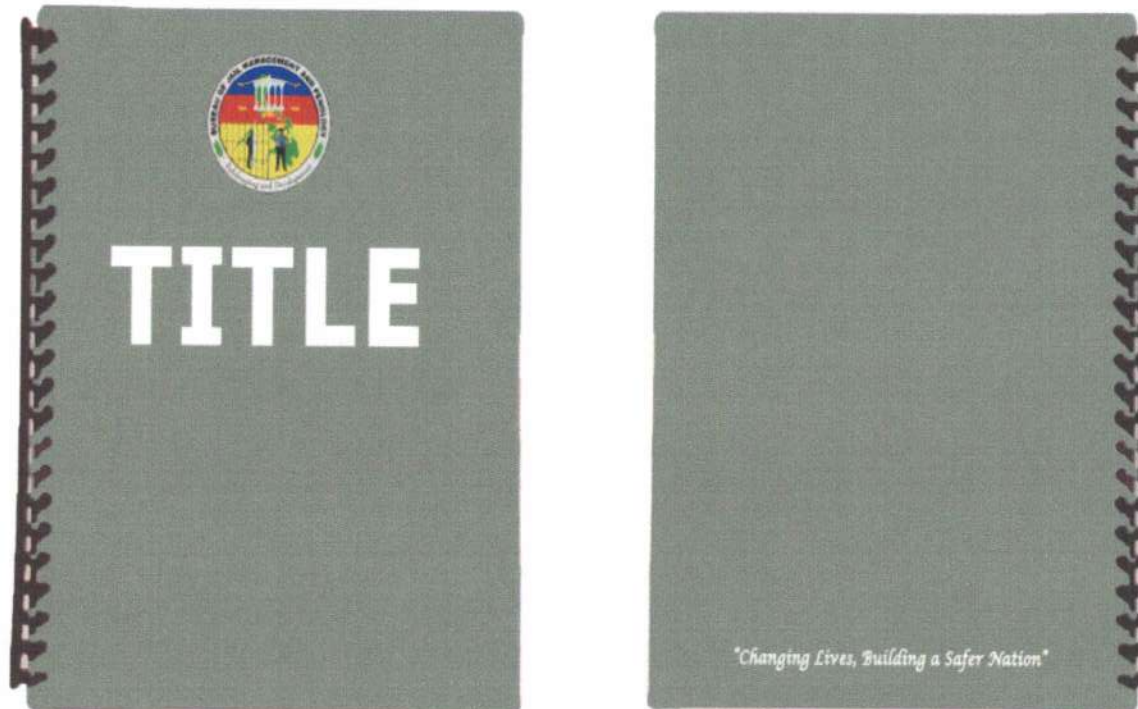
The color of the spring bind folder should be in plain color gray.

BJMP Logo located at the upper center of the Folder.

Title of the Content of Folder should be in Tahoma, font size 25 and all letters are bold and capitalized.

Back Cover

Mantra- Lower portion of the back cover and should be typeface Lucida Calligraphy, font size 20 and font color White.



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b. Manuals

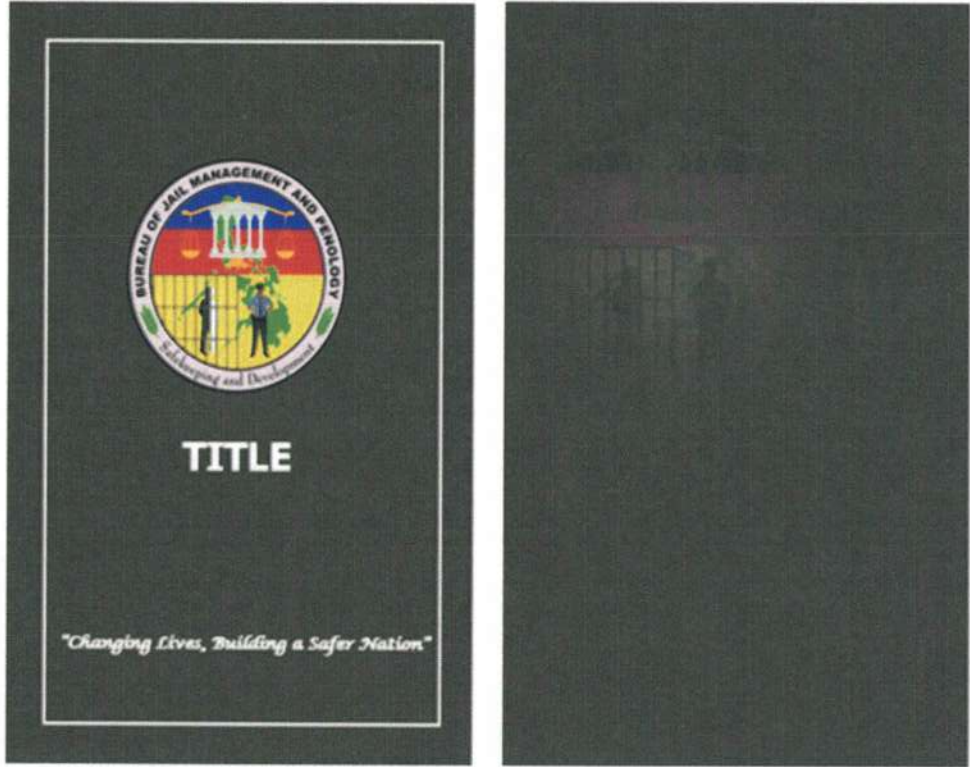
The cover for manuals of the BJMP may be patterned after this charcoal gray lay out/sample cover.

Front Cover

BJMP Logo located at the upper center of the Folder.
Title of the Content of Folder should be in Tahoma, font size 18 and all letters are bold and capitalized.

Back Cover

The back cover has a simple design of the BJMP logo faded on the upper left portion of the cover.



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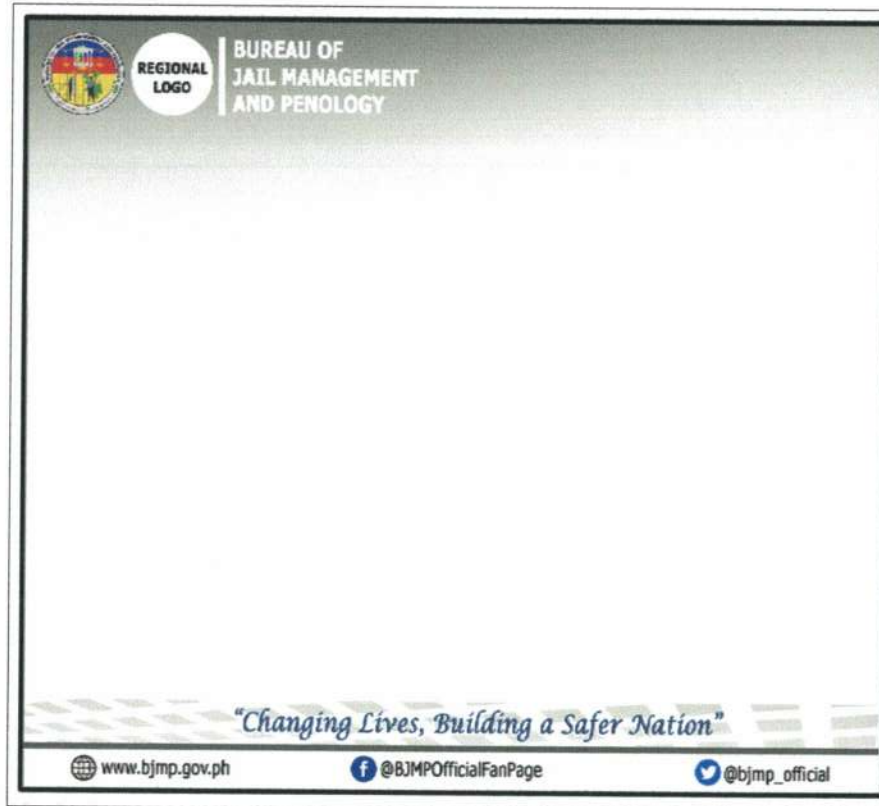
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5.7 Poster Template



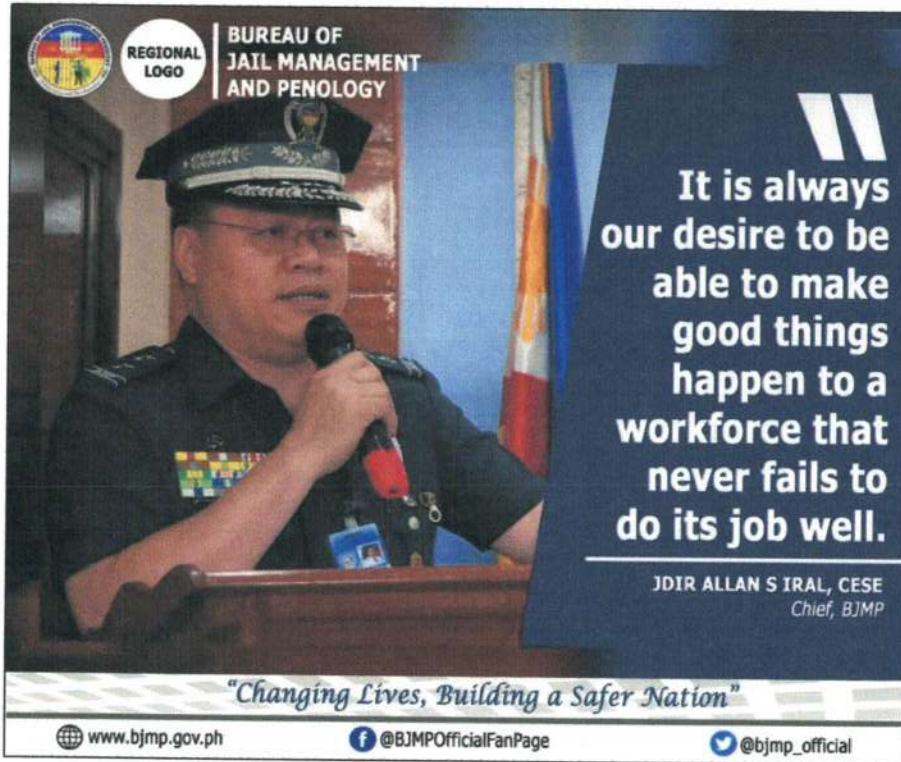
- Background pictures can be changed depending on the content of the poster.
- Pictures should not be pixelated when used.
- Pictures must not be distorted.

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5.8 QUOTE CARD



	Font Style	Font Size	Font Color
BJMP (3 liner)	Tahoma BOLD, Uppercase	15	White
Mantra	Lucida Calligraphy	17	Blue
Social Media Accounts	Tahoma	13	Black
Message/Quote	Tahoma	No specific size as long as it is readable	White

The BJMP logo and Regional logo must be placed at the upper left portion of the poster. On the left side is the picture of the speaker and the right side is his message/quote.

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5.9 BJMP MASCOT

A good way to reinforce awareness on BJMP programs as well as strengthen the Jail Bureau's identity is the participation of our personnel in events and celebrations accompanied by BJMP mascots. Mascot characters are widely known for their entertainment value towards audience of all ages. A mascot present in Bureau activities increases brand awareness and recognition. This is also an effective advertising tool to get the right messaging out to the target audience.

MASCOT NAMES

The following mascots shall bear the corresponding names based on the brand personality cited from the previous chapter and shall sport the following uniforms.

JO1 Makatao	MALE GOA
JO1 Mapagkakatiwalaan	FEMALE GOA
JO1 Mapagkalinga	TACTICAL DELTA
SJO1 Matatag	ATHLETIC UNIFORM (SHORTS)
JINSP Integridad	BUSHCOAT

WHEN TO USE:

- Sportsfest
- Mall Roadshows
- Fund Raising Events
- BJMP Anniversaries
- Other Community Outreach Events

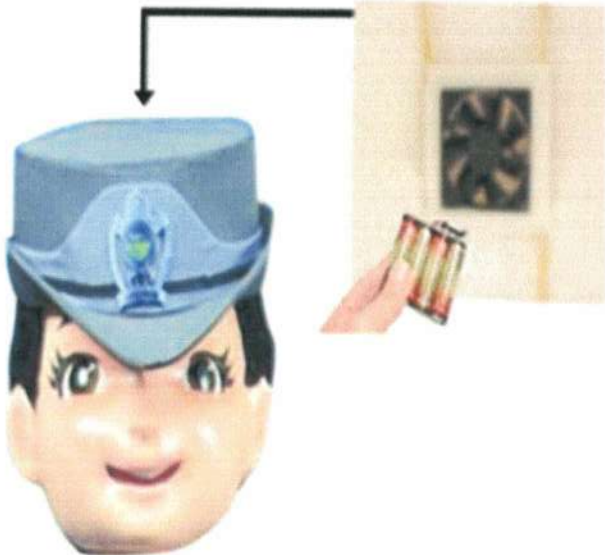


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SPECIFICATIONS

HEAD FRAME

Material/s: Fiber glass with automotive paint finish with built in ventilation fan (lightweight).



BODY

Material/s: Arms, hands, and legs made of sculptured foam covered with imported fabric design.

Additional Costume Vents

Costume ventilation adds holes to the mascot costume for better airflow. Vent can be found throughout the costume.





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COSTUME

Material/s: Complete set of BJMP Uniform, embroidered BJMP logo, name plate, badge, belt and buckle made of brass.

Fabrics: Made of lightweight and moisture wicking fabrics.



COOLING VEST

Ice vests provide long-lasting cooling for costume wearers.

Material/s:

- a. Vest with pockets for removable cooling pads
- b. Three (3) widely adjustable sizes using Velcro elasticated sides
- c. Gel Ice Pack



GUIDELINES ON THE USE OF BJMP MASCOT:

- Mascot can be used together or individually depending on the occasion.
- Mascot performer must portray positive image and energetic behavior.
- Do not remove any part of the costume while in public.
- Only the mascot and authorized personnel should see the character in transition. Find a secluded area to change in and out of the costume.



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CORPORATE GIVEAWAYS



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5.5 Corporate Giveaways

The Bureau has several events and celebrations such as anniversaries, jail recognition day, trainings and seminars, to name a few. In concluding said events, giveaways remain to be its precious memento. Being regarded as the Bureau’s trademark, here are the giveaways that are crafted by persons deprived of liberty (PDL). These are products of their creative minds being enhanced by the Bureau as part of the rehabilitation program. The following are the approved samples but not limited to:





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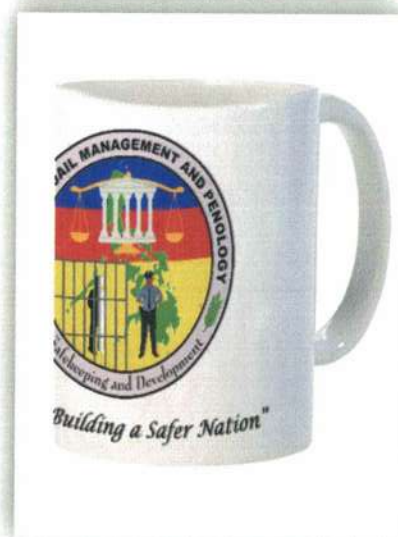
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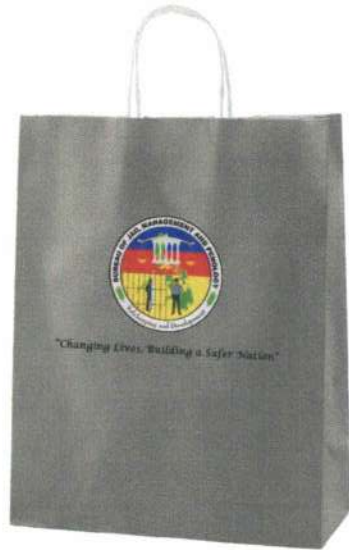
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5.6 GIVEAWAYS PACKAGING

LOGO SIZE: 3.93'
Mantra font size: 16



5.7 GIFT WRAPPER/BOX

LOGO SIZE: 5.6' font size: 40



Logo Size: 4.5'

Mantra Font Size: 11



Logo Size : 3.5'

Mantra Size: 11



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SIGNAGES STYLE



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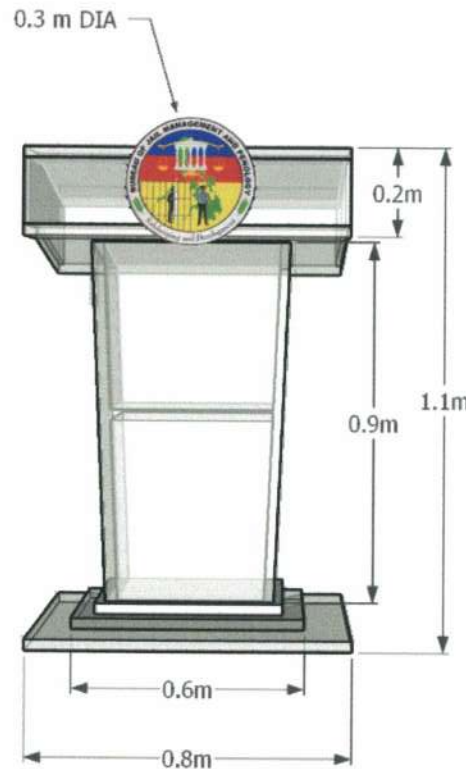
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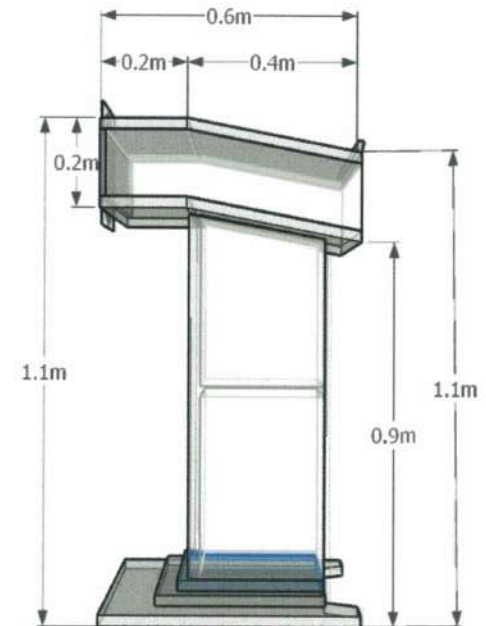
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6.0 Acrylic Glass Podium

There are two (2) types of Podium that will be utilized by the BJMP, the acrylic glass type and the wooden type of podium with the official BJMP logo. It is preferred that the colored version of the logo shall be used by the Chief, BJMP, the Command Group, Regional Directors and PIO during public announcement, press conference and televised interview.



Front View



Side View



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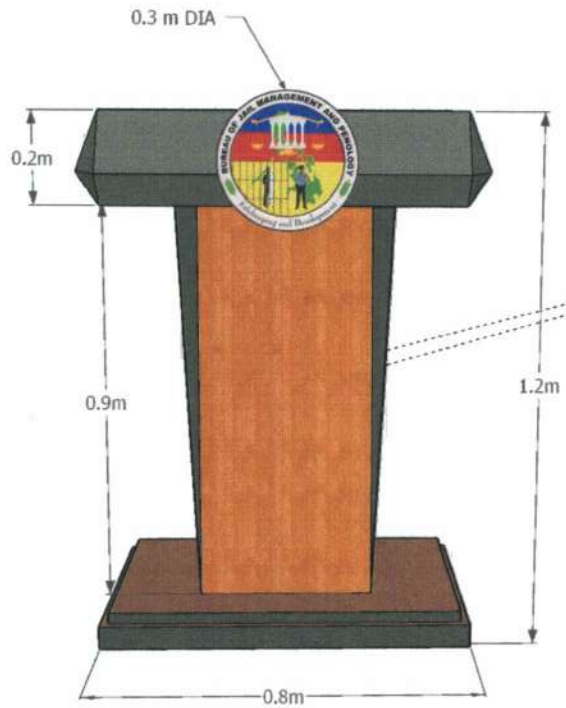
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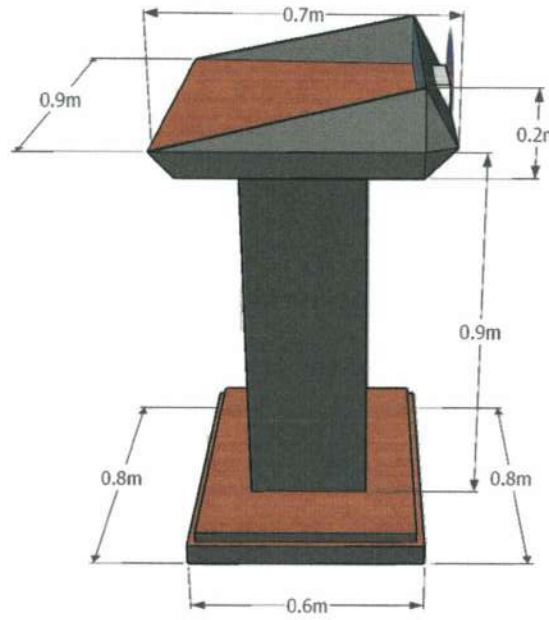
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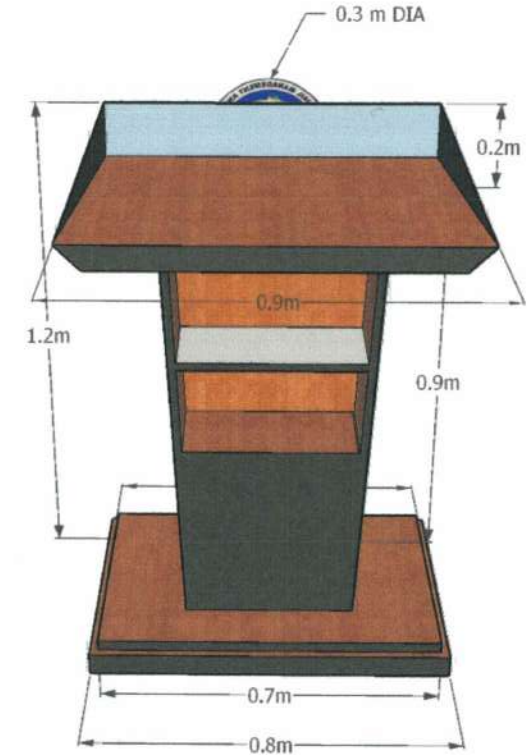
1. 6.1 Wooden Podium



Front View



Side View



Back View

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6.2 Vertical Banner

Vertical banners must always be located at the entrance of the venue to inform guests about the ongoing event. It can also be placed beside the registration area, if provided. The BJMP logo must be placed at the upper portion of the banner. Background color and design of the banner will depend on the bureau's approved theme and event. In contrast to the approved horizontal banner's color and design provided that the prominent color of gray is present as the bureau's color identity. Text should be visible over the pictures and designs if there is any in the background. Name of the Unit, Office, Directorate or Regions responsible for the program/event may be placed at the bottom of the banner.

Font Style: Tahoma

Event title and Theme: **Bold****Date & time and Venue: Regular**Mantra: *Lucida Calligraphy*

Width: 36 inches

Height: 90 inches

**EVENT TITLE**
THEME
VENUE
DATE AND TIME*"Changing Lives, Building a Safer Nation"***BJMP REGIONAL OFFICE III***"Changing Lives, Building a Safer Nation"*



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6.2 Horizontal Banner

For all the programs and events headed by the BJMP, ensure that horizontal banners are placed at least above the eye level of the audience to ensure its visibility. Official BJMP logo must be placed at the top left portion of the banner and shall contain the logo of the OPR of the event at the top right portion of the banner. Background color and design of the banner will depend on the bureau's approved theme and event provided that the prominent color of gray is present as the bureau's color identity. Text should be visible over the pictures and designs if there is any in the background. Size of the banner will depend on the size of the stage of the approved venue.

To establish standard content of Banners:

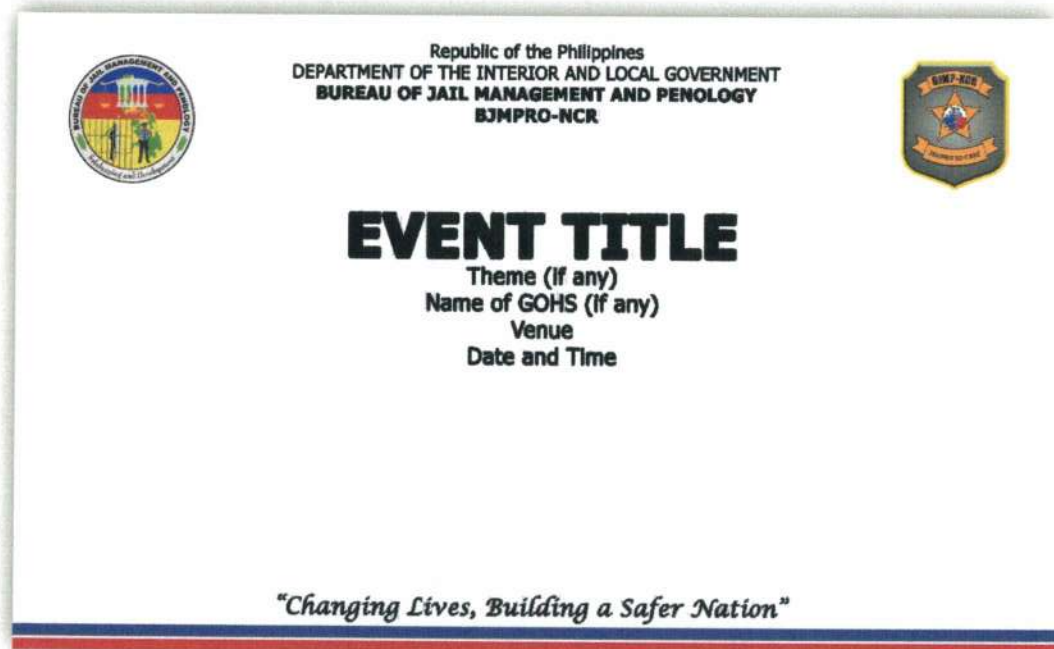


Font Style: Tahoma

Event title: **Bold**

Theme, Date & time and Venue: Regular

Mantra: *Lucida Calligraphy*



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6.4 Photo wall

A photo wall is use as a background for photograph purposes during special occassions of the bureau. A photo wall with gray or white background may be used during BJMP events, programs, and ceremonies. As certain that the uniform/attire prescribed during said event is not in contrast with the color of the photo wall.



Photo wall A (Gray)

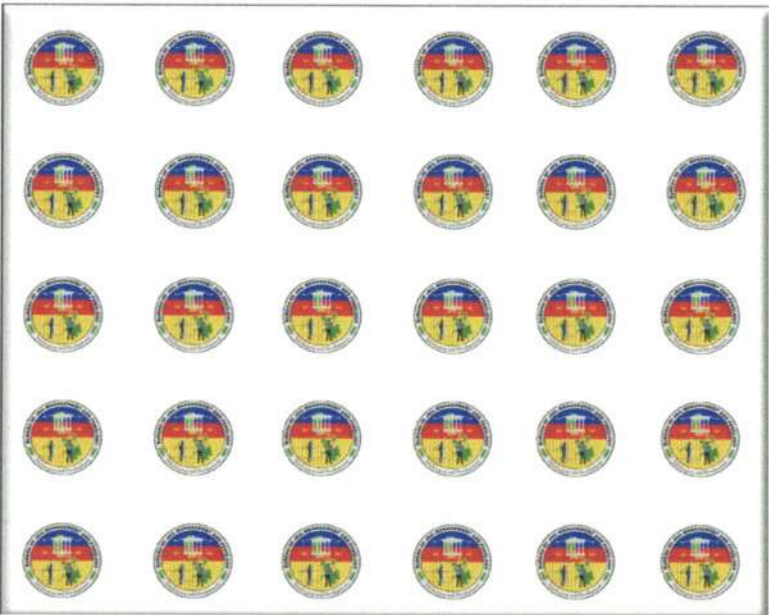


Photo wall B (White)



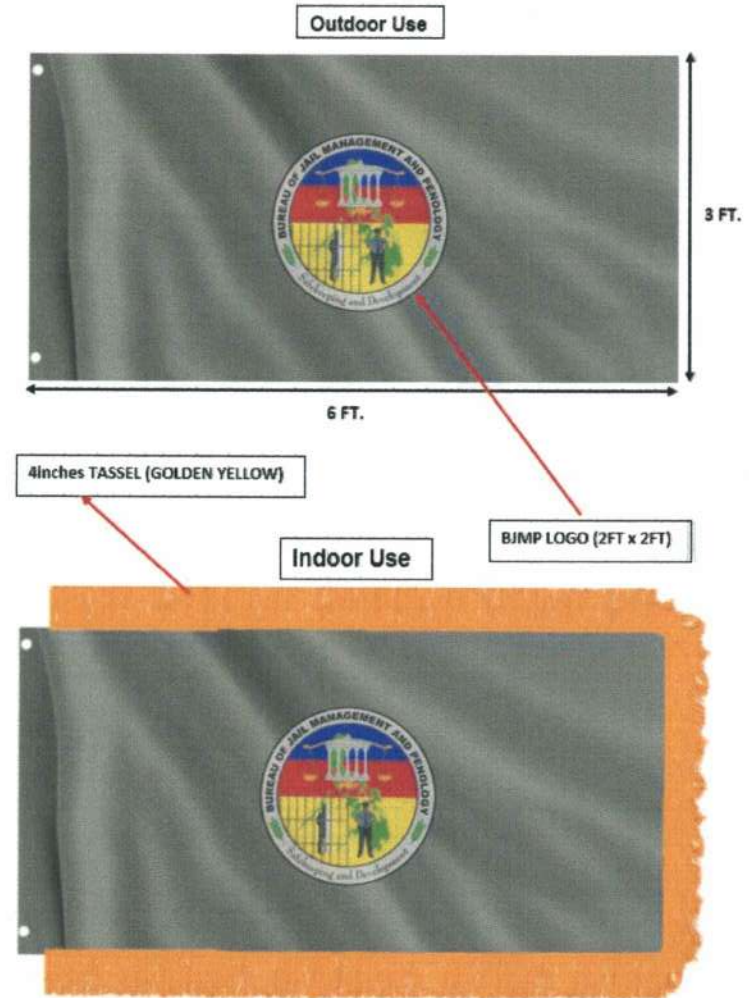
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6.5 BJMP Flag

The BJMP flag represents the past, present, and the future vision of the Jail Bureau toward success.

There are two (2) types of flag, the outdoor flag and the indoor flag. The BJMP outdoor flag shall be hoisted day and night together with the Philippine flag in all BJMP owned buildings such as BJMP National Headquarters, Regional Offices, Jail units and other jail facilities. This is Made of nylon flag material with BJMP gray color and two (2) brass grommets on the hoist side.

The BJMP indoor flag with golden fringe with flagpole and golden spearhead shall be placed at the right of the observer's view as one enters the BJMP offices. Made of satin cloth and a feature of pole sleeve and the tab attaches to a hook or screw at the top of the parade or display flagpole to keep the flag from sliding down the pole.





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6.6 Regional Flag

The Regional flag represents its supervision and control over all district, city and municipal jails within the jurisdiction of the region.

The BJMP Regional outdoor flag shall be hoisted day and night together with the Philippine flag and BJMP flag in all BJMP Regional Offices. It is made of nylon flag material with BJMP gray color and two (2) brass grommets on the hoist side.

The BJMP indoor flag with flagpole and golden spearhead shall be placed at the right of the observer's view as one enters the BJMP Regional offices. It is made of satin cloth and a feature of pole sleeve and the tab attaches to a hook or screw at the top of the parade or display flagpole to keep the flag from sliding down the pole.

Outdoor Use



4inches TASSEL (GOLDEN YELLOW)

Indoor Use



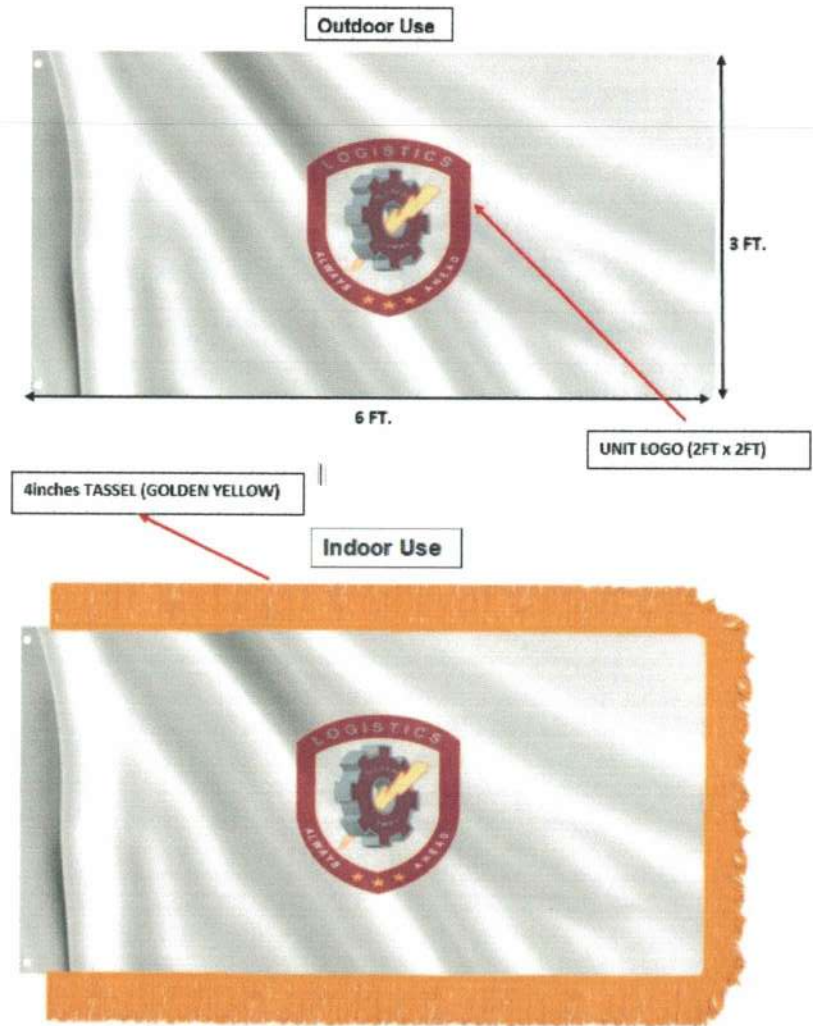


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6.7 Directorate, Office & Unit Flag

The Directorate, Office & Unit flag represents as one of the important pillars in the Jail Bureau's Mandate.

The BJMP indoor flag with golden fringe with flagpole and golden spearhead shall be placed at the right of the observer's view as one enters the BJMP Directorates, offices and jail units. It is made of satin cloth and a feature of pole sleeve and the tab attached to a hook or screw at the top of the parade or display flagpole to keep the flag from sliding down the pole.



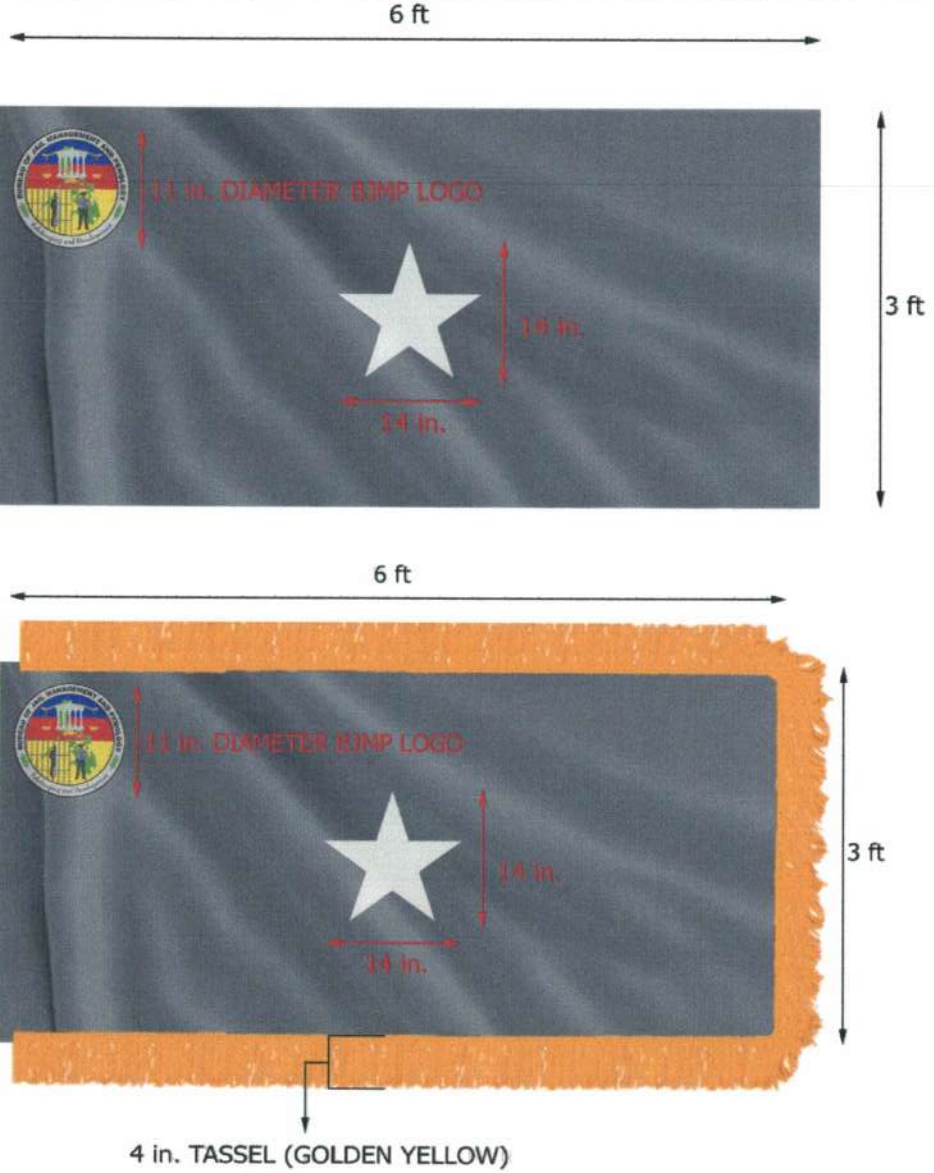


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6.8 Star Rank Flags

The BJMP one (1) star outdoor flag without tassel shall be used by the color bearer whenever there are ceremonies such as side honors, arrival and departure honors and the like for the BJMP personnel with the rank of Jail Chief Superintendent/Jail Brigadier General. Made of satin cloth and a feature of pole sleeve and the tab attaches to a hook or screw at the top of the parade or display flagpole to keep the flag from sliding down the pole

The BJMP one (1) star indoor flag with tassel may also be placed at the right of the observer's view as one enters the offices of one (1) star rank officers of the BJMP.

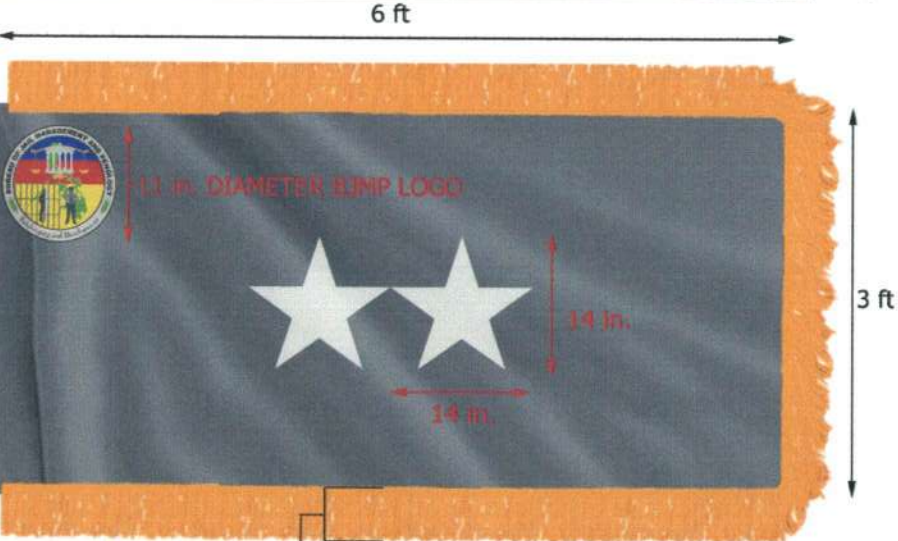
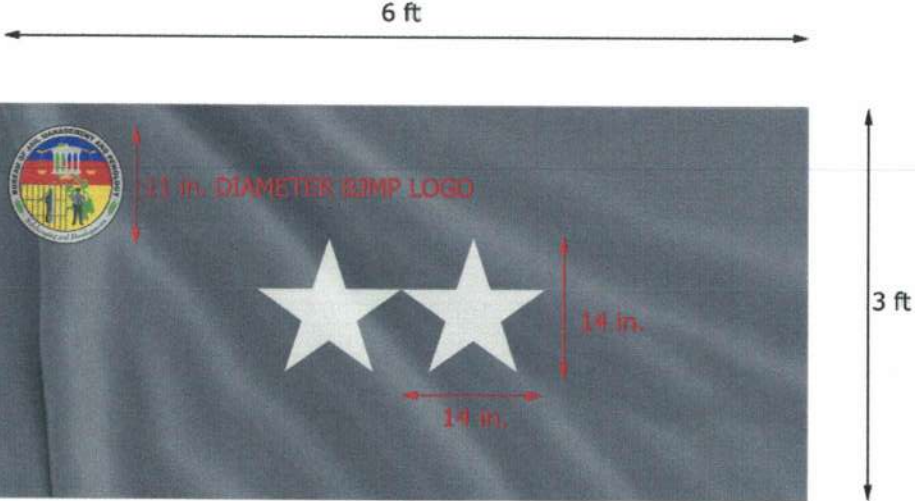




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The BJMP two (2) star outdoor flag without tassel shall be used by the color bearer whenever there are ceremonies such as side honors, arrival and departure honors and the like for the BJMP personnel with the rank of Jail Director/Jail Major General. Made of satin cloth and a feature of pole sleeve and the tab attaches to a hook or screw at the top of the parade or display flagpole to keep the flag from sliding down the pole

The BJMP two (2) star indoor flag with tassel may also be placed at the right of the observer's view as one enters the offices of two (2) star rank officers of the BJMP.



4 in. TASSEL (GOLDEN YELLOW)



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Subject to passage of a law restructuring our rank classification, the BJMP three (3) star outdoor flag without tassel shall be used by the color bearer whenever there are ceremonies such as side honors, arrival and departure honors and the like for the BJMP personnel with the rank of Jail Lieutenant General. Made of satin cloth and a feature of pole sleeve and the tab attaches to a hook or screw at the top of the parade or display flagpole to keep the flag from sliding down the pole

The BJMP three (3) star indoor flag with tassel may also be placed at the right of the observer's view as one enters the offices of three (3) star rank officers of the BJMP.





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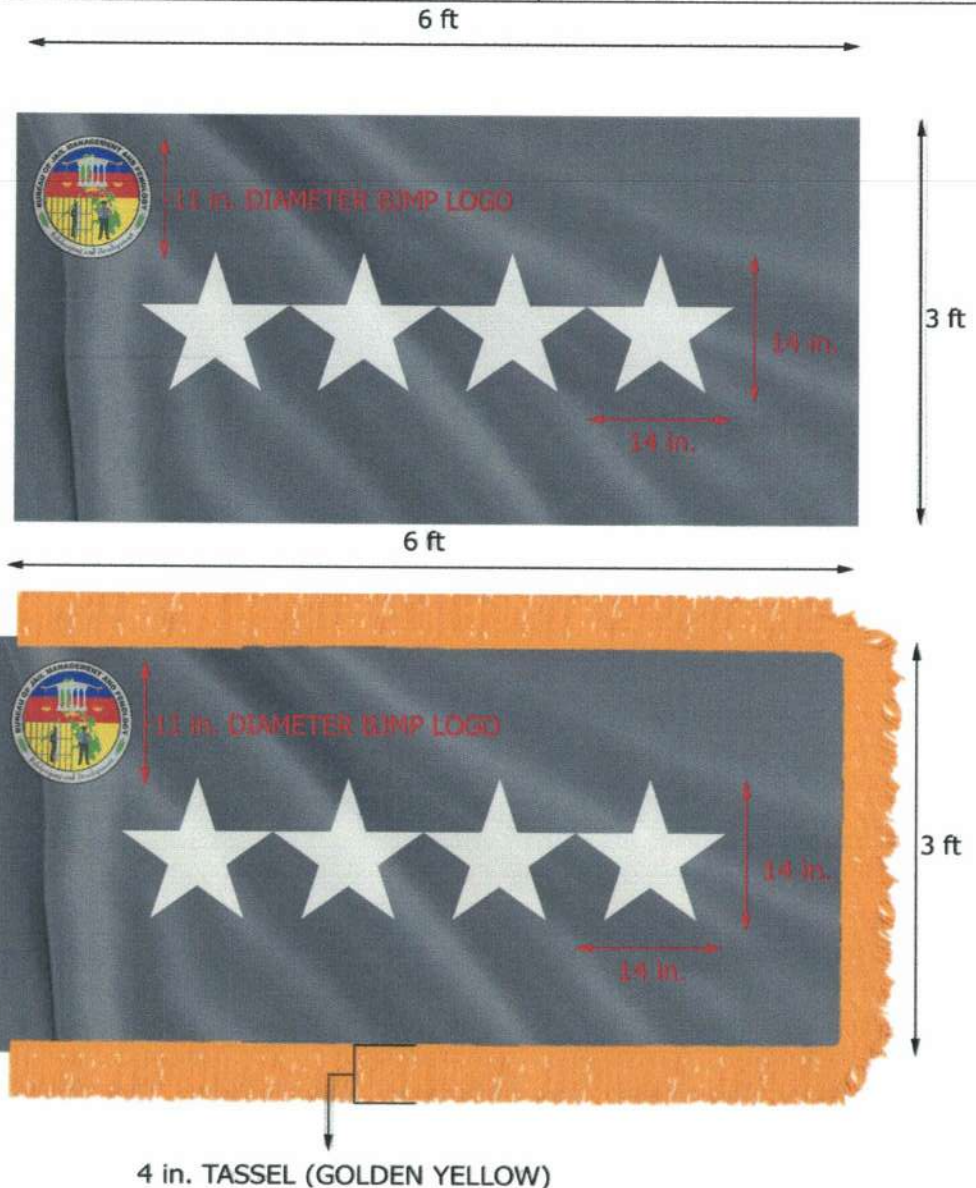
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Subject to passage of a law restructuring our rank classification, the BJMP four (4) star outdoor flag without tassel shall be used by the color bearer whenever there are ceremonies such as side honors, arrival and departure honors and the like for the Chief, BJMP. Made of satin cloth and a feature of pole sleeve and the tab attaches to a hook or screw at the top of the parade or display flagpole to keep the flag from sliding down the pole

The BJMP four (4) star indoor flag with tassel may also be placed at the right of the observer's view as one enters the office of the Chief, BJMP



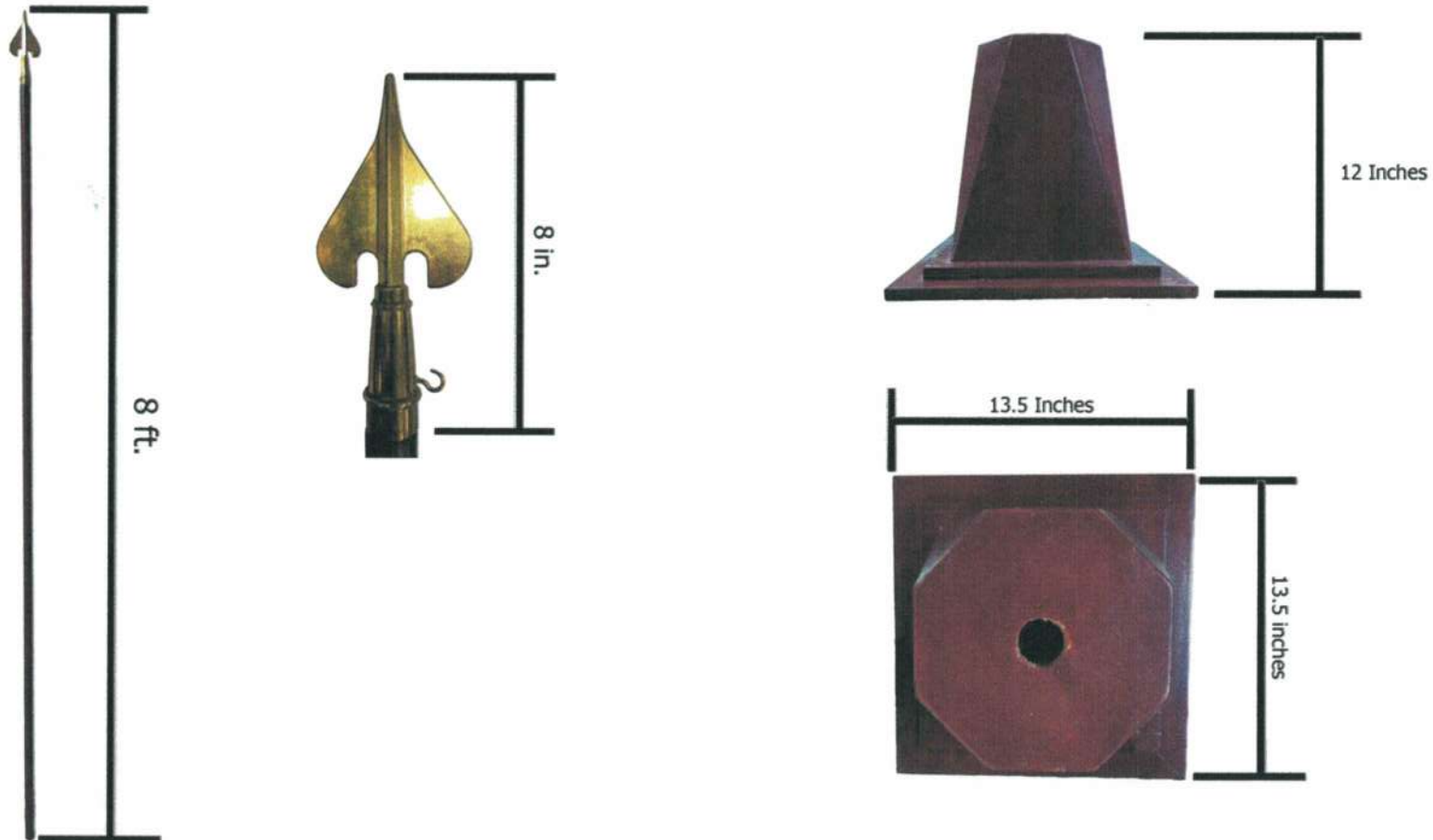
4 in. TASSEL (GOLDEN YELLOW)
"Changing Lives, Building a Safer Nation"



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6.9 Pole and Pole Stand

A pole with an eight (8) feet in height with a golden stainless steel spearhead with an appropriate flag attached shall be used by the color bearers whenever there are ceremonies such as side honors, arrival and departure honors and the like for the officers of the jail bureau, other law enforcement agencies or as appropriate.





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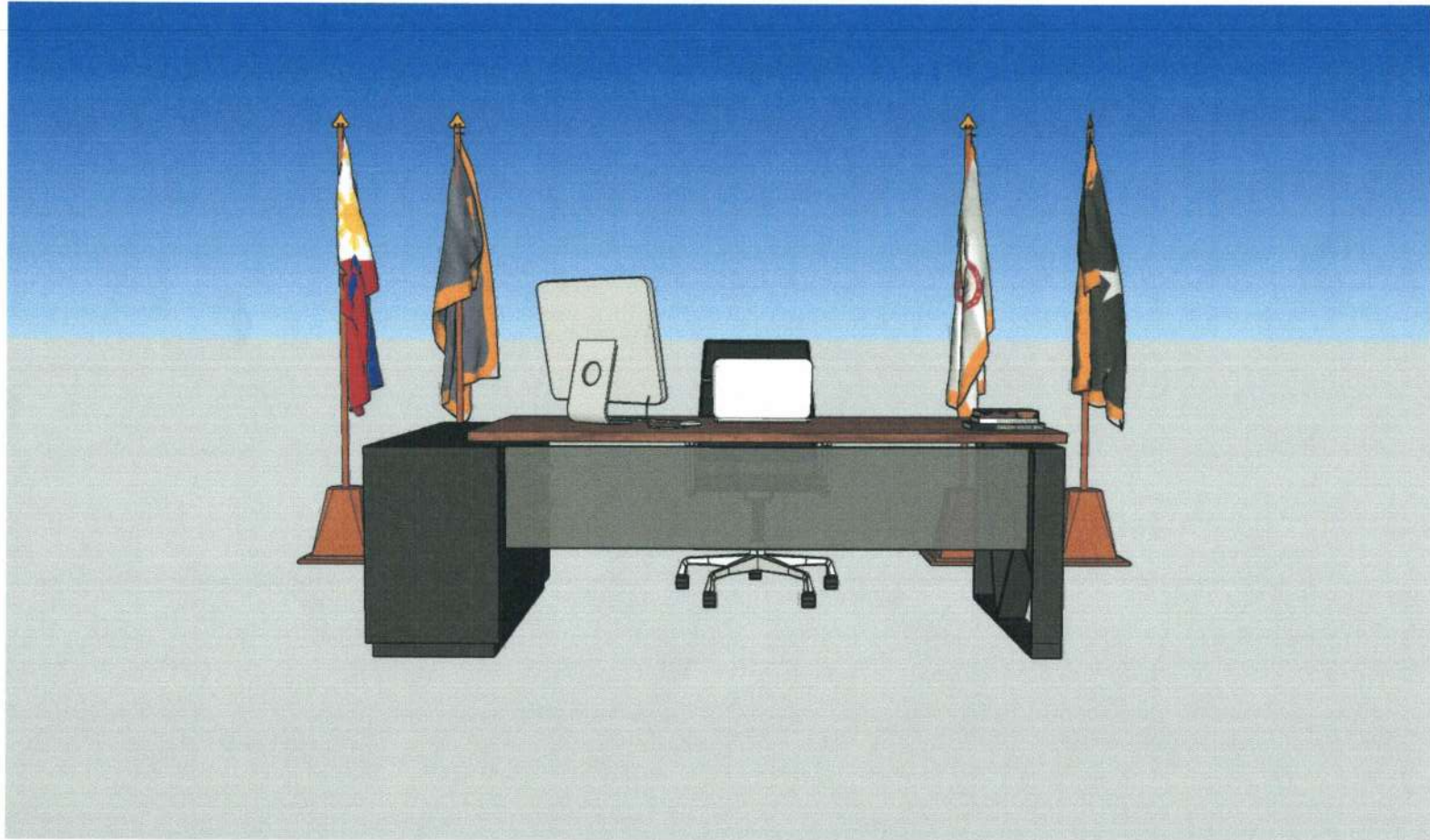
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7.0 Office Flag Display for National Headquarters and Regional Offices (Personal Flag of Chief Superintendent and Director Ranks)



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7.1 Office Flag Display for National Headquarters, Regional Offices and Jail Units (for non-Star Ranks)

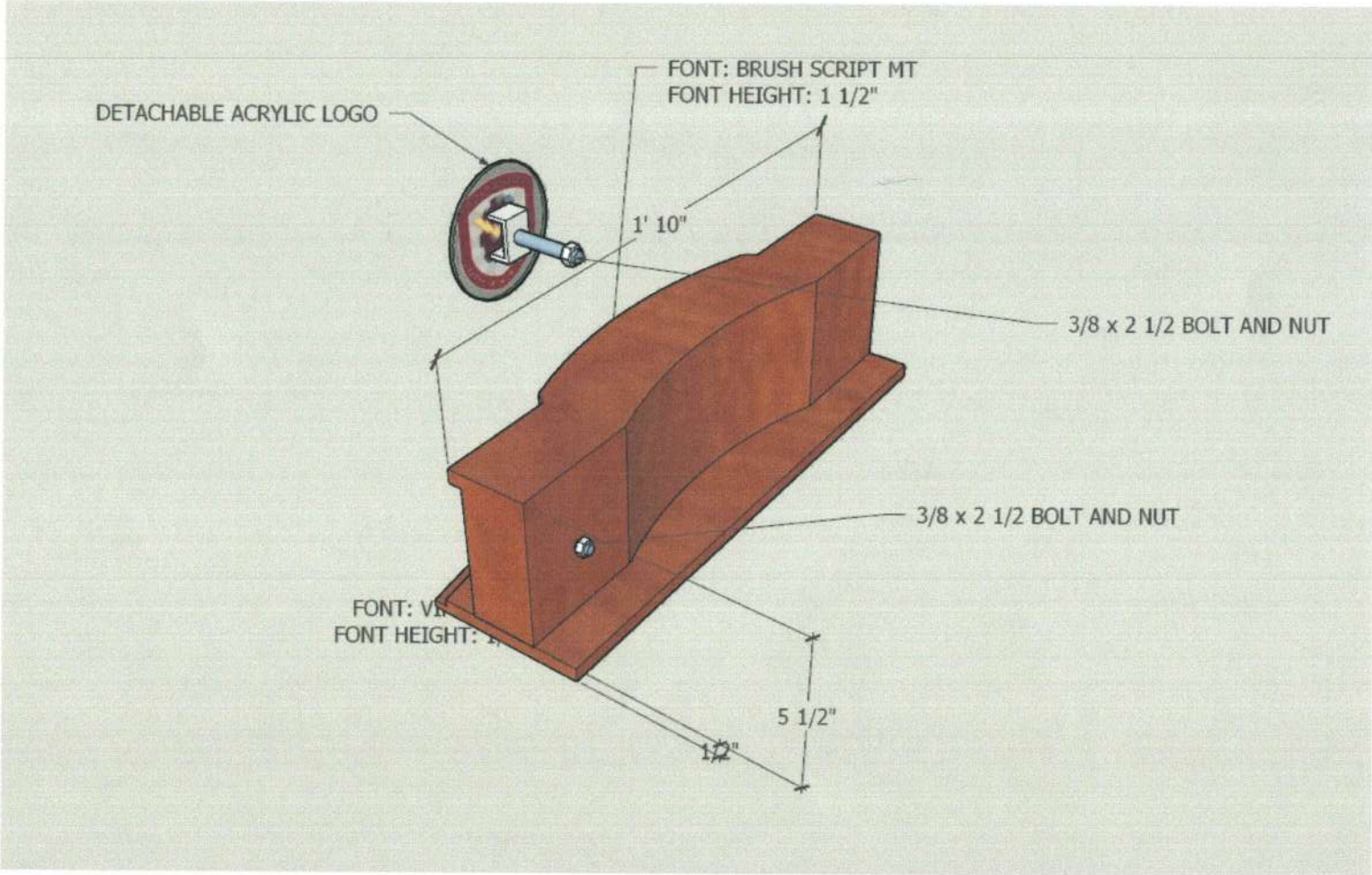


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7.2 Office Table/Desk Name Plate





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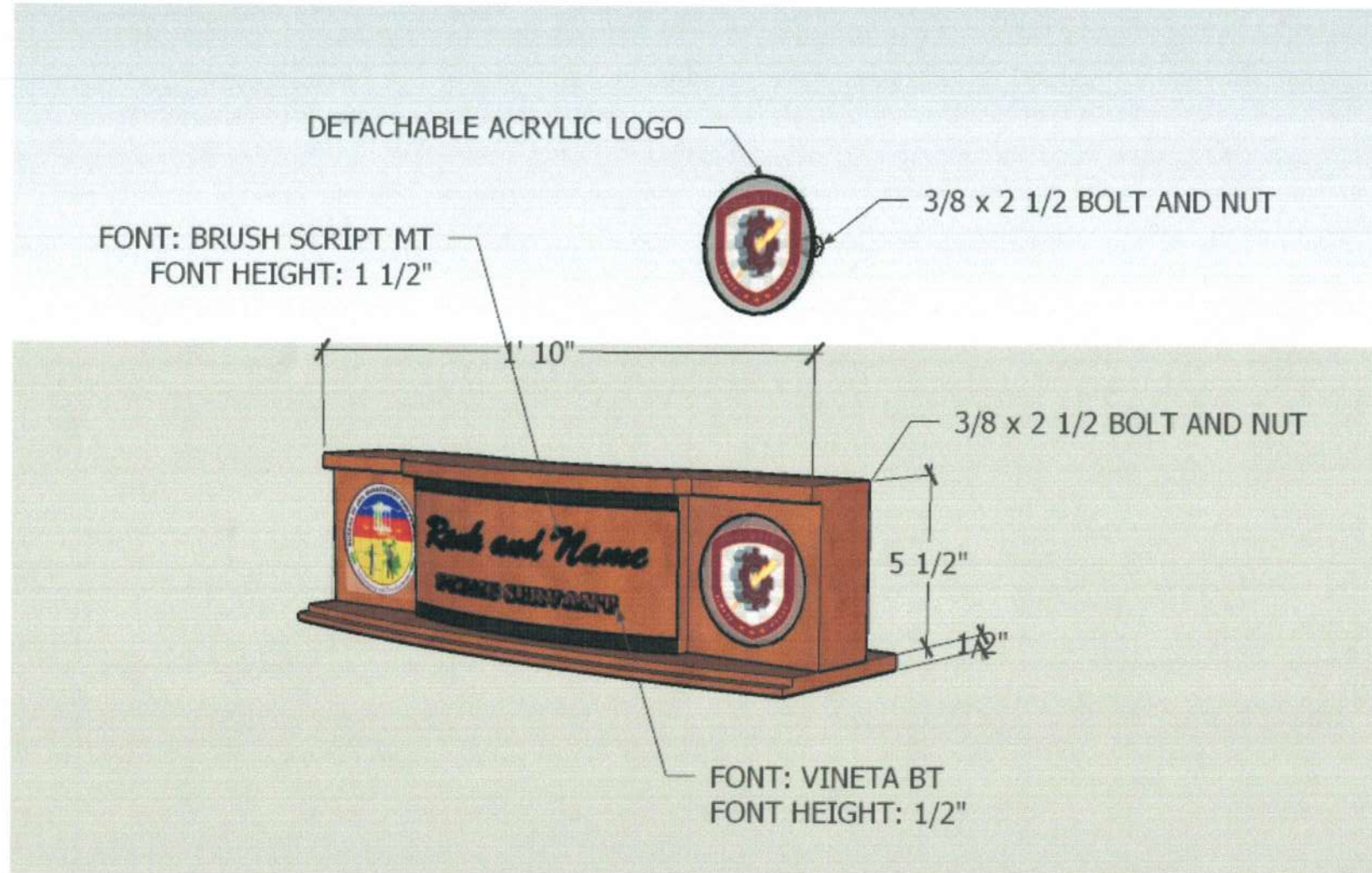
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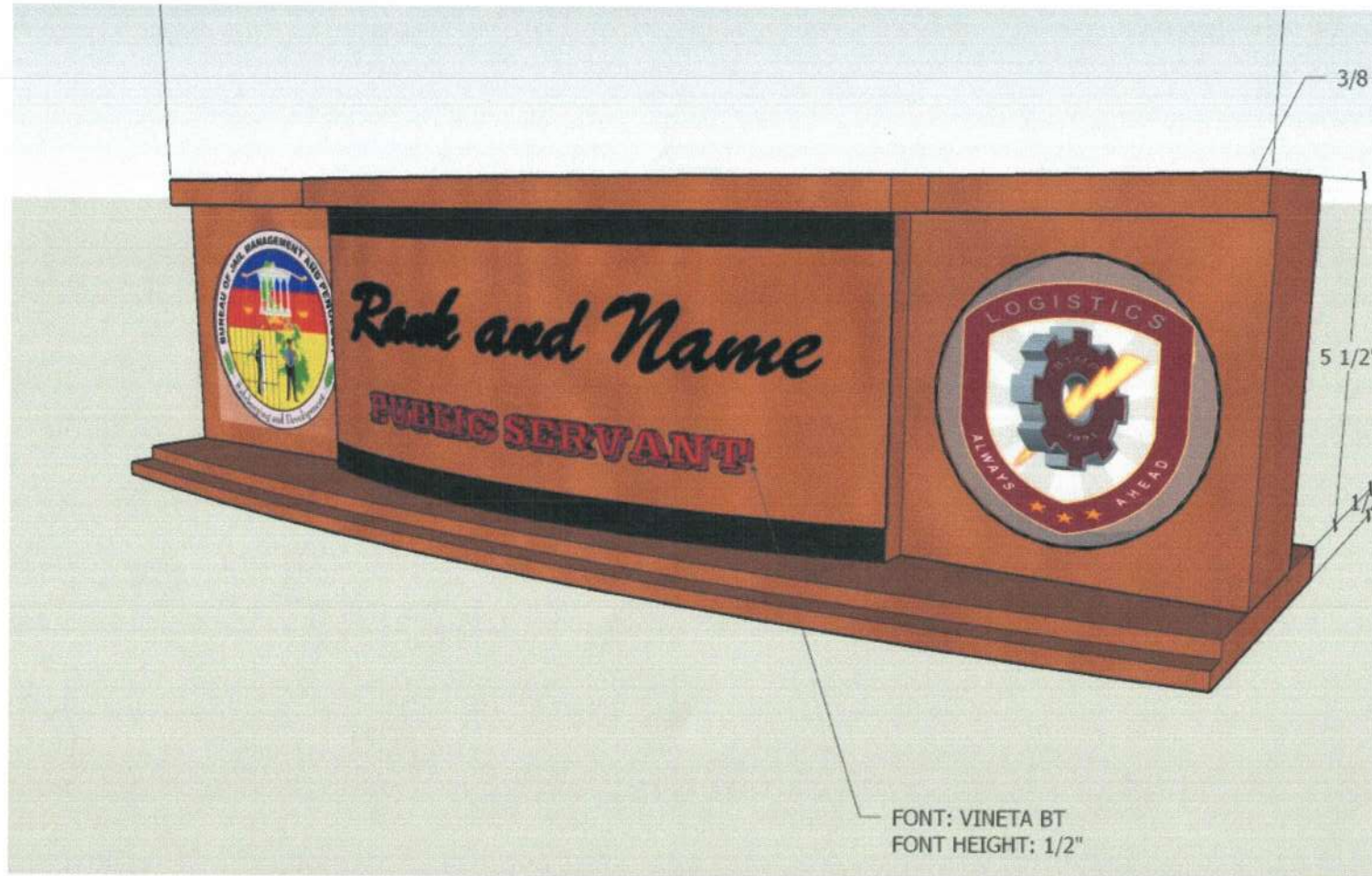
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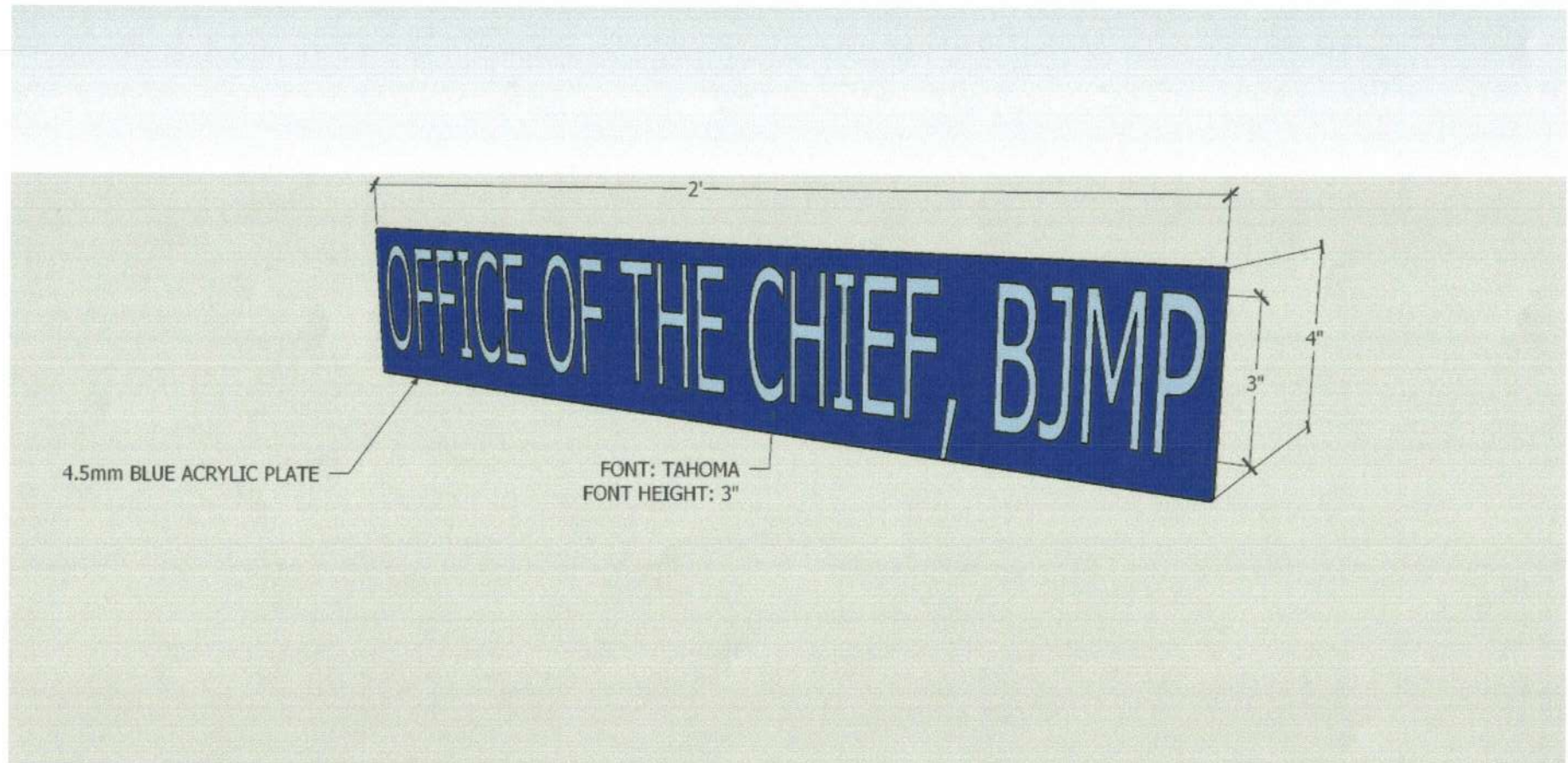
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7.3 Office Name Door Plate





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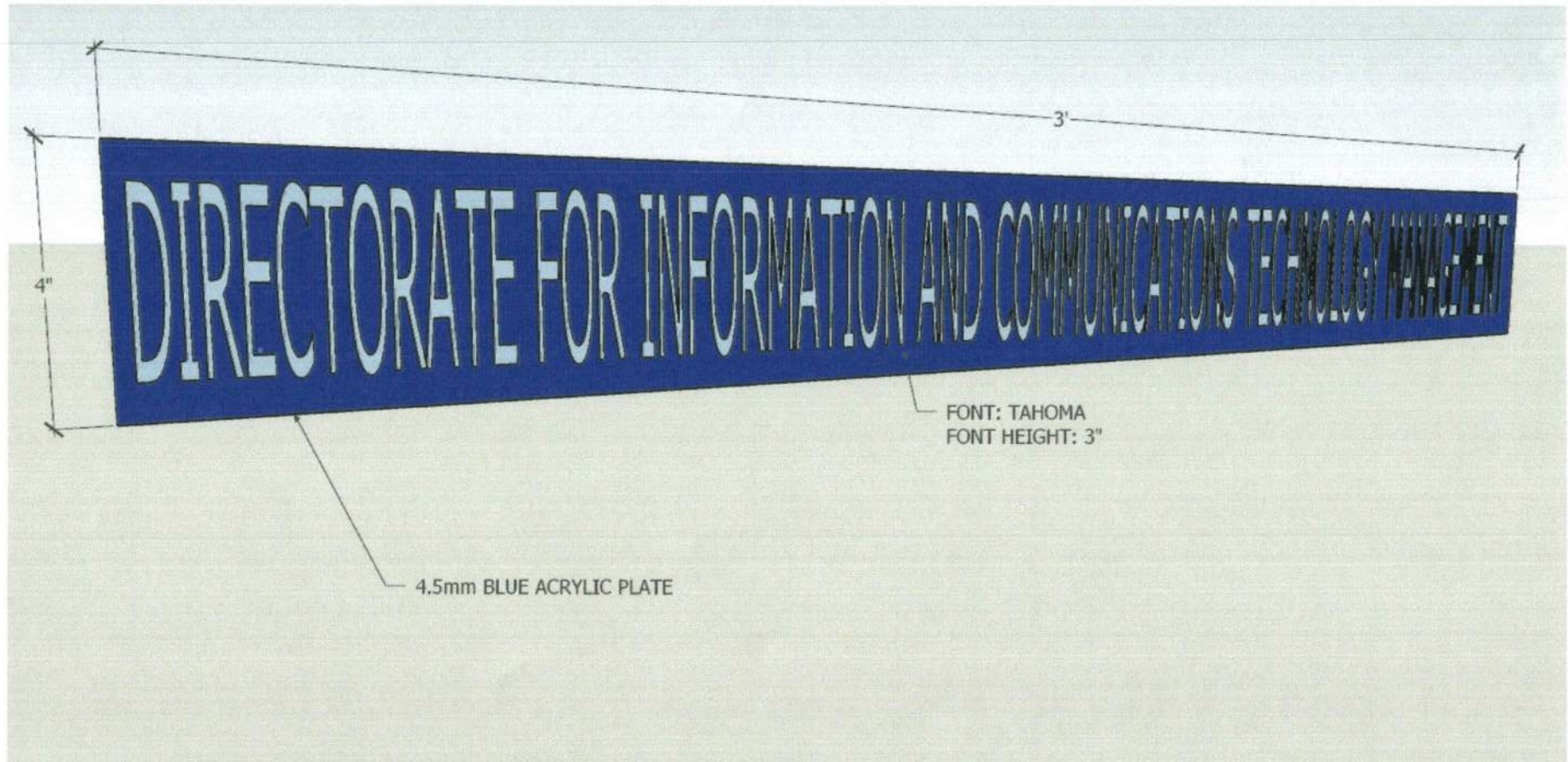
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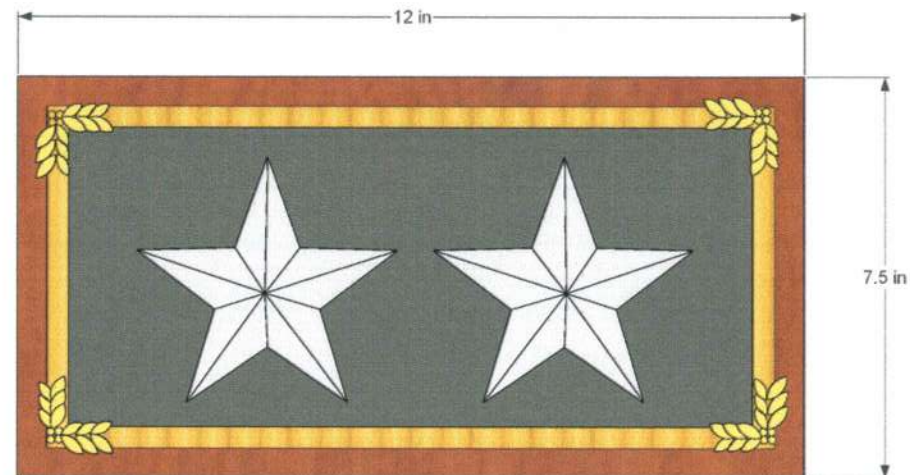
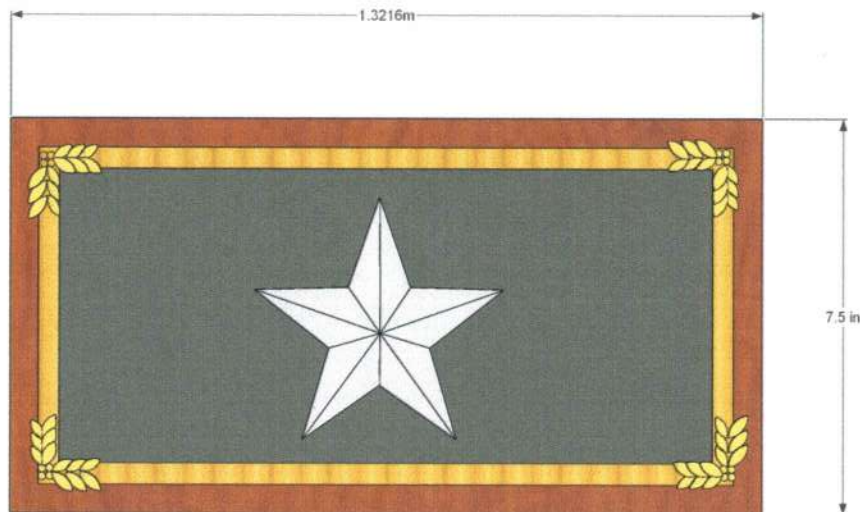
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7.4 Star Ranks Door Plate





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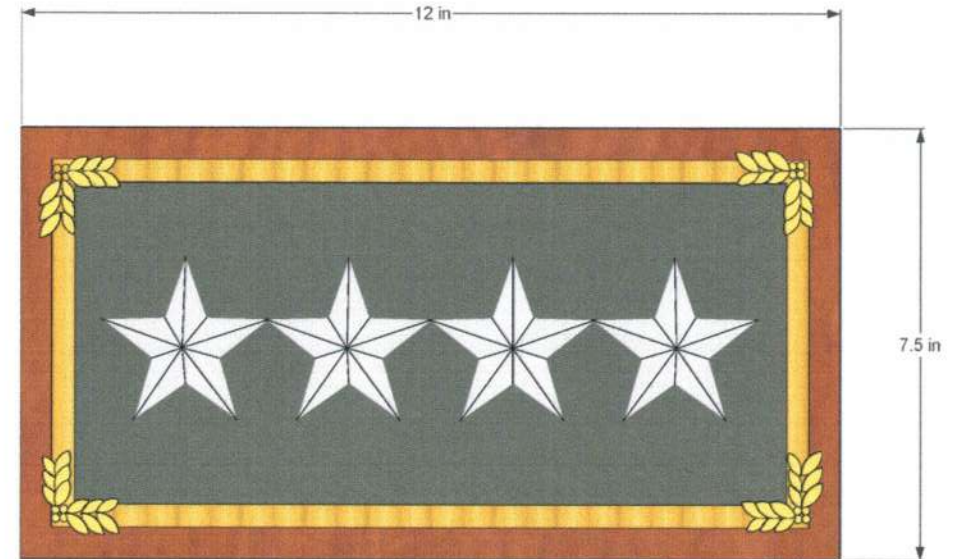
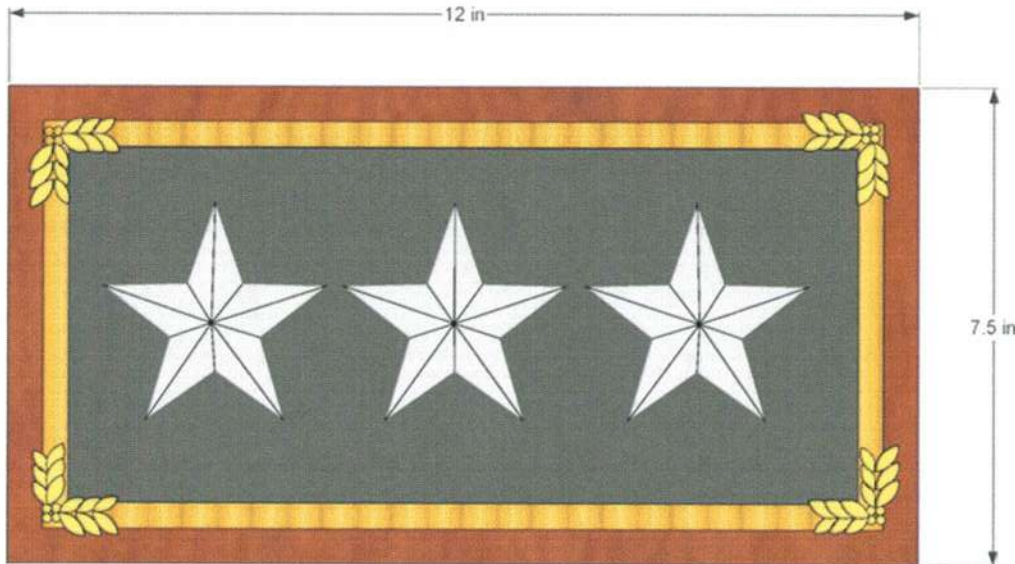
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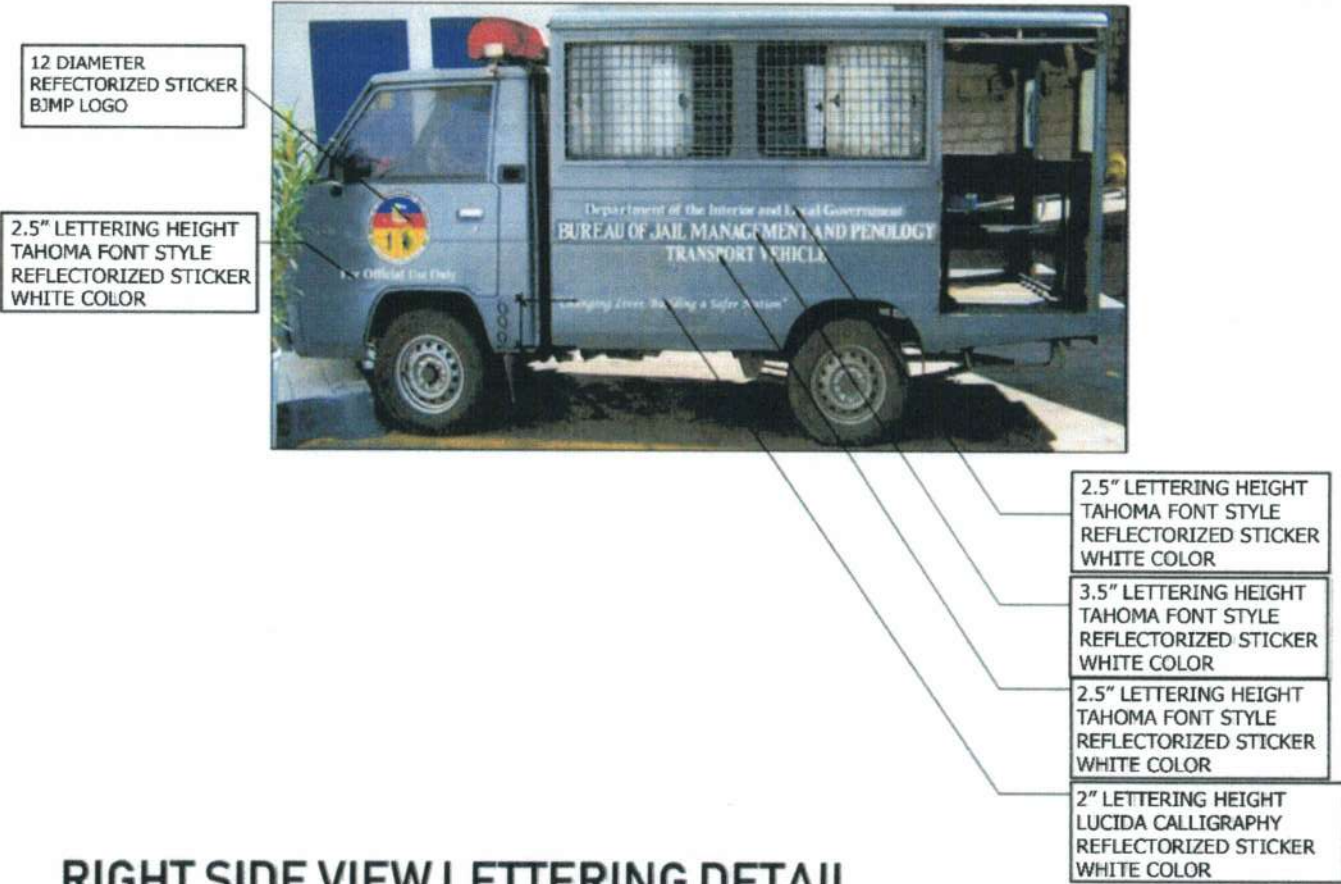
7.4.1 Star Ranks Door Plate





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7.5 Vehicles Markings and Decals



RIGHT SIDE VIEW LETTERING DETAIL



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12 DIAMETER
REFLECTORIZED STICKER
BJMP LOGO

2.5" LETTERING HEIGHT
TAHOMA FONT STYLE
REFLECTORIZED STICKER
WHITE COLOR

2.5" LETTERING HEIGHT
TAHOMA FONT STYLE
REFLECTORIZED STICKER
WHITE COLOR

3.5" LETTERING HEIGHT
TAHOMA FONT STYLE
REFLECTORIZED STICKER
WHITE COLOR

2.5" LETTERING HEIGHT
TAHOMA FONT STYLE
REFLECTORIZED STICKER
WHITE COLOR

2.5" LETTERING HEIGHT
TAHOMA FONT STYLE
REFLECTORIZED STICKER
WHITE COLOR

LEFT SIDE VIEW LETTERING DETAIL

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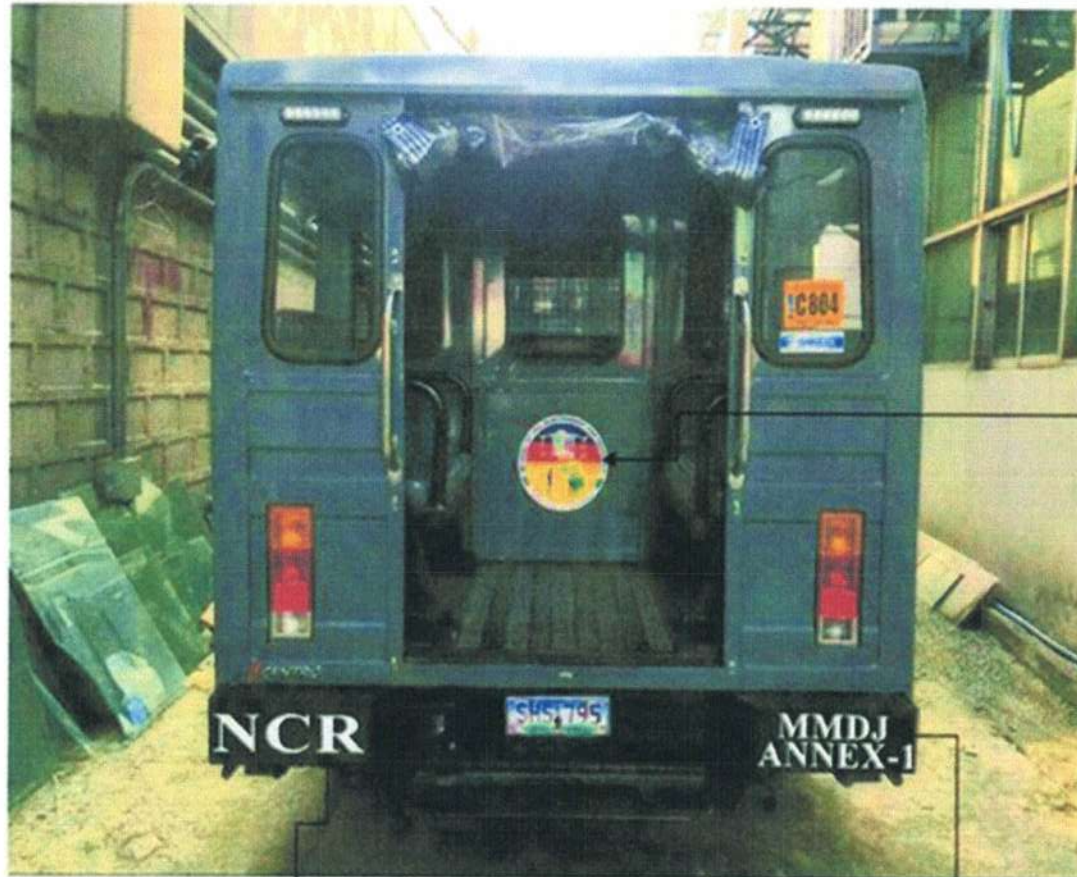
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12" DIA. REFLECTORIZED
STICKER BJMP LOGO

2.5" HEIGHT TAHOMA FONT
REFLECTORIZED STICKER
WHITE COLOR (NAME OF REGION)

2.0" HEIGHT TAHOMA FONT
REFLECTORIZED STICKER
WHITE COLOR (NAME OF JAIL)



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WINDSHIELD TINT IS 3" WIDTH

3.5" HEIGHT TAHOMA
REFLECTORIZED STICKER WHITE
(NAME OF JAIL)

7.0" HEIGHT TAHOMA
REFLECTORIZED STICKER (WHITE)

2.5" HEIGHT TAHOMA
REFLECTORIZED STICKER WHITE
(NAME OF REGION)

FRONT VIEW

"Changing Lives, Building a Safer Nation"



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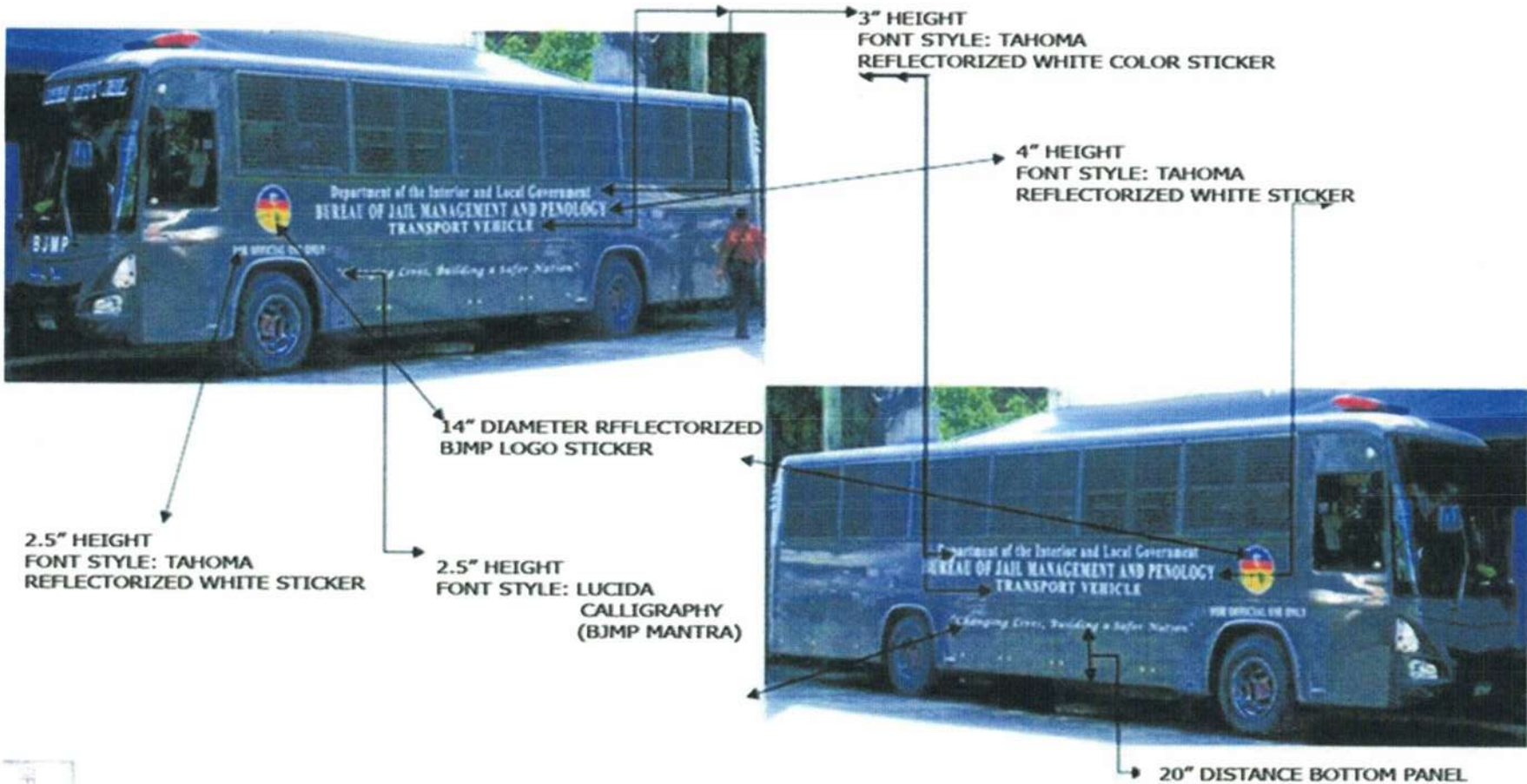


FRONT VIEW AND REAR VIEW LETERING DETAIL

"Changing Lives, Building a Safer Nation"



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 OFFICE OF THE NATIONAL ADM
 MANAGER
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RIGHT SIDE AND LEFT SIDE VIEW LETTERING DETAIL

"Changing Lives, Building a Safer Nation"



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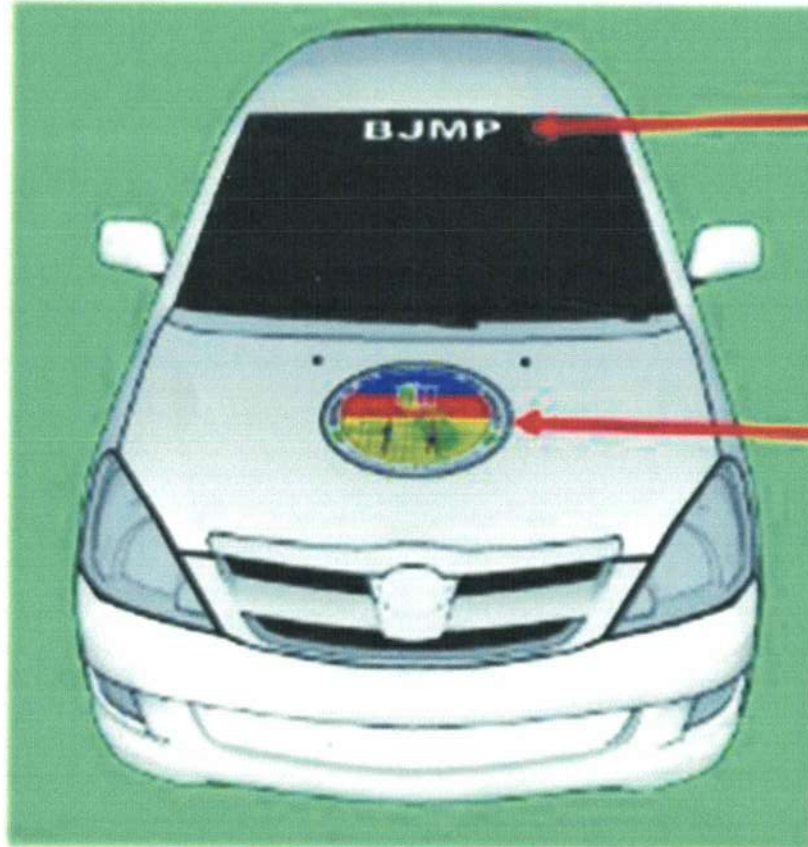
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4.5 in. LETTERING HEIGHT
TAHOMA
REFLECTORIZE STICKER
"BJMP"

17 in. DIA
REFLECTORIZED STICKER
BJMP LOGO

FRONT VIEW



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4 in. DIA
REFLECTORIZED STICKER
BJMP DECAL

BACK VIEW



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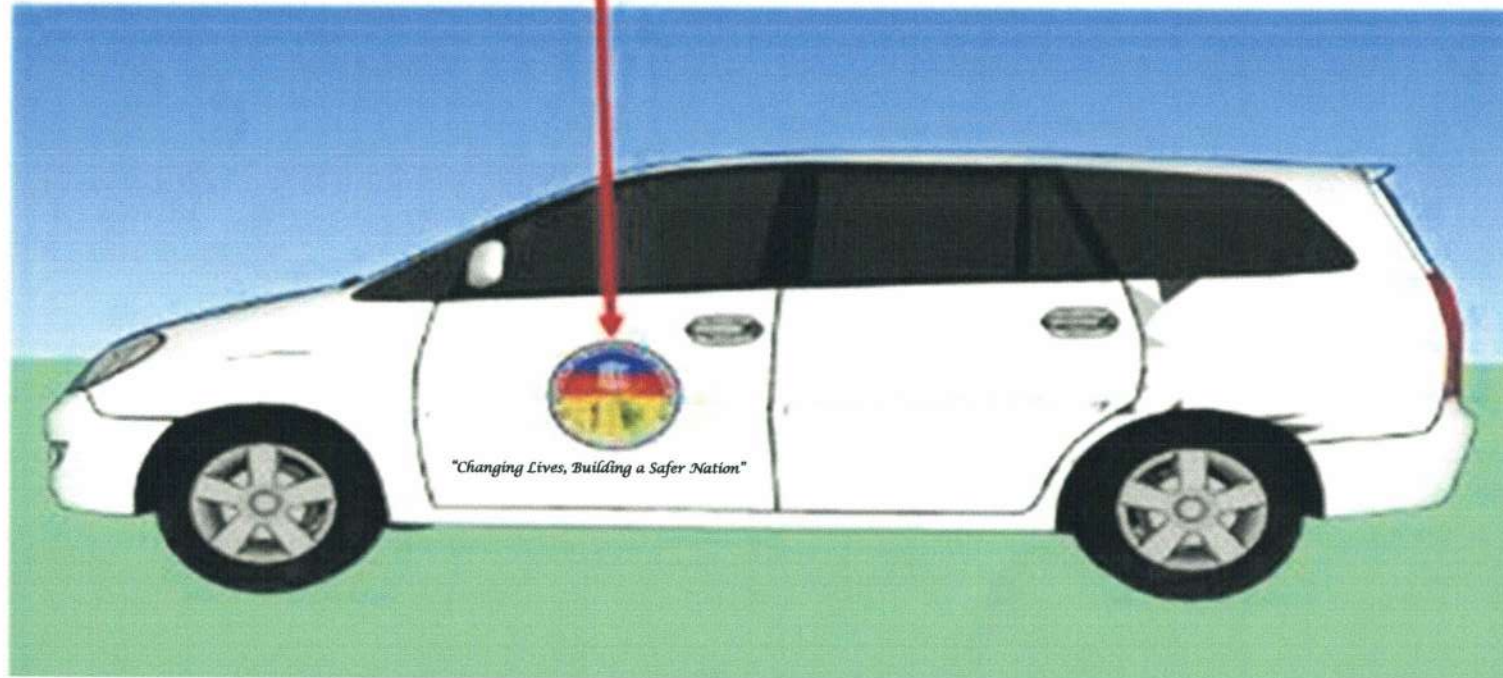
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14 in. DIA
REFLECTORIZED STICKER
BJMP LOGO

SIDE VIEW



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14 in. DIA
REFLECTORIZED STICKER
BJMP LOGO

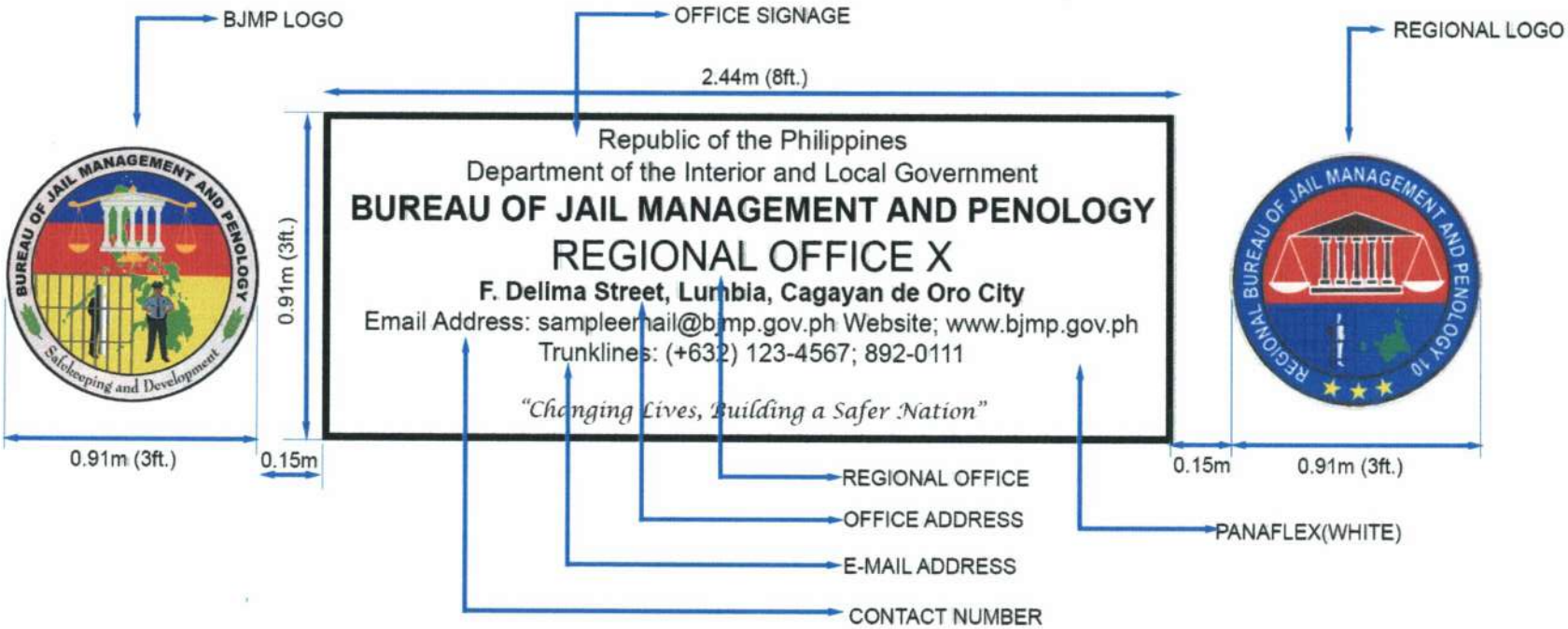


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7.6 Regional Offices Signages



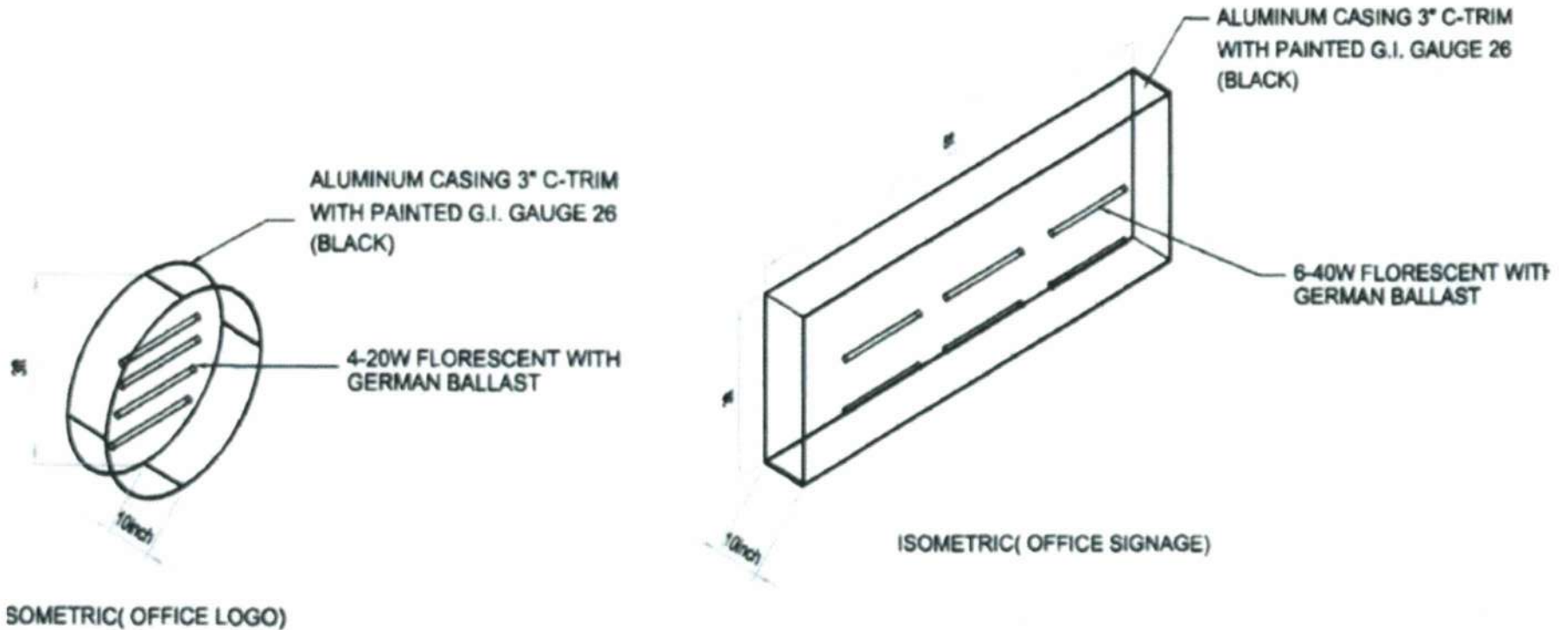
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Signage Specifications:



SPECIFICATIONS: USE ELECTRONIC TIMER SWITCH



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7.7 Official BJMP Color for Jail Buildings



BJMP DARK GRAY PAINT

BJMP LIGHT GRAY PAINT



BJMP PINK PAINT

BJMP DARK GRAY PAINT

Davies Paint Brand

BJMP Pink: SR-102 Valentine Pink

BJMP Dark Gray: SR-608 Smoke Gray

BJMP Light Gray: SR-601 Seal Gray

Boysen Paint Brand

BJMP Pink: Boysen Permacoat Semi gloss Latex B715-A1/PSRF# 23013

BJMP Dark Gray: Boysen Permacoat Semi gloss Latex B715-A1/ PSRF# 22337

BJMP Light Gray: Boysen Permacoat Semi gloss Latex B715-A1/PSRF#22337



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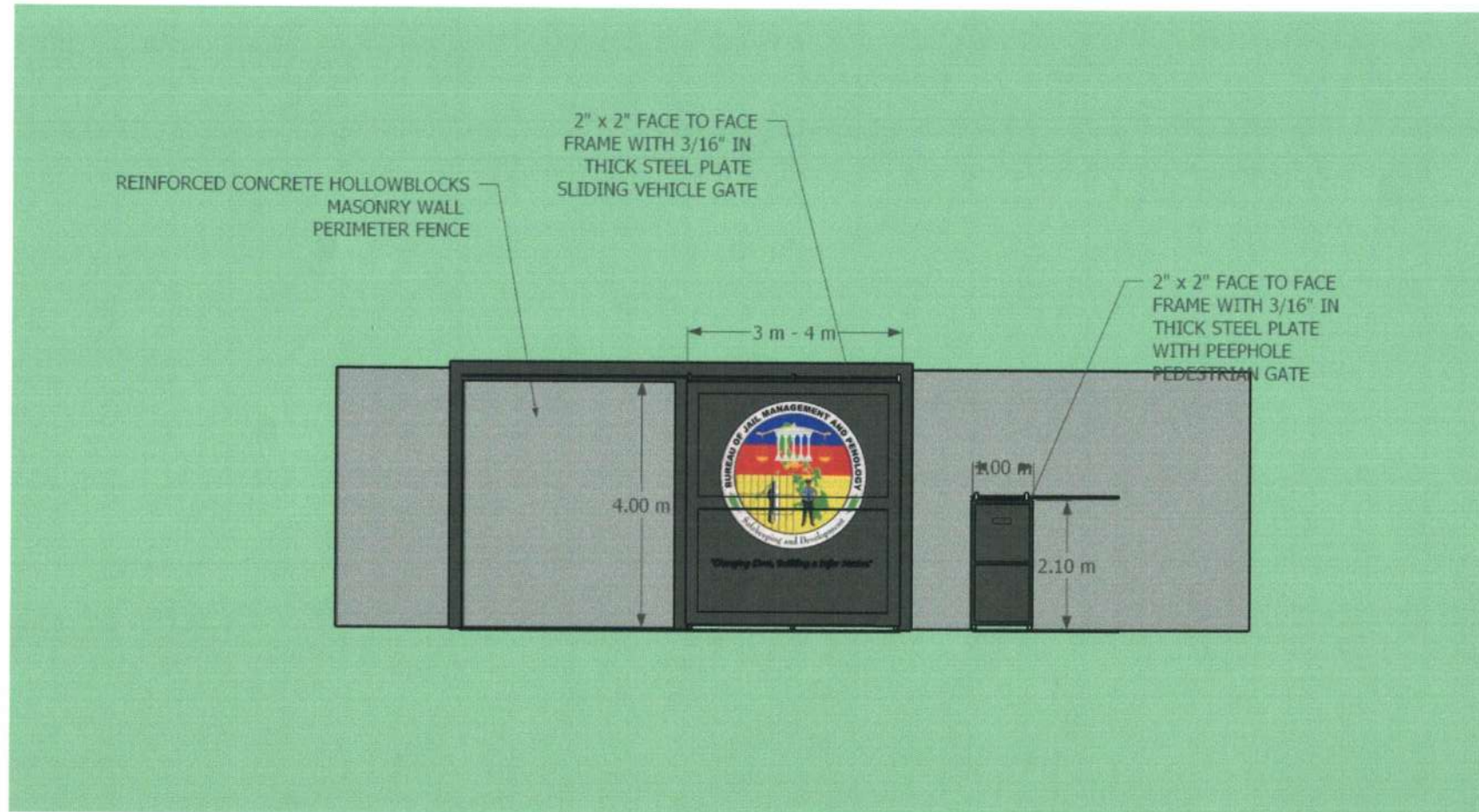
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7.8 Jail Building Sliding Gate

The jail building gate design was approved in the Minimum Standards for the Design of BJMP jails. Its design will vary based on its Jail Building Category.



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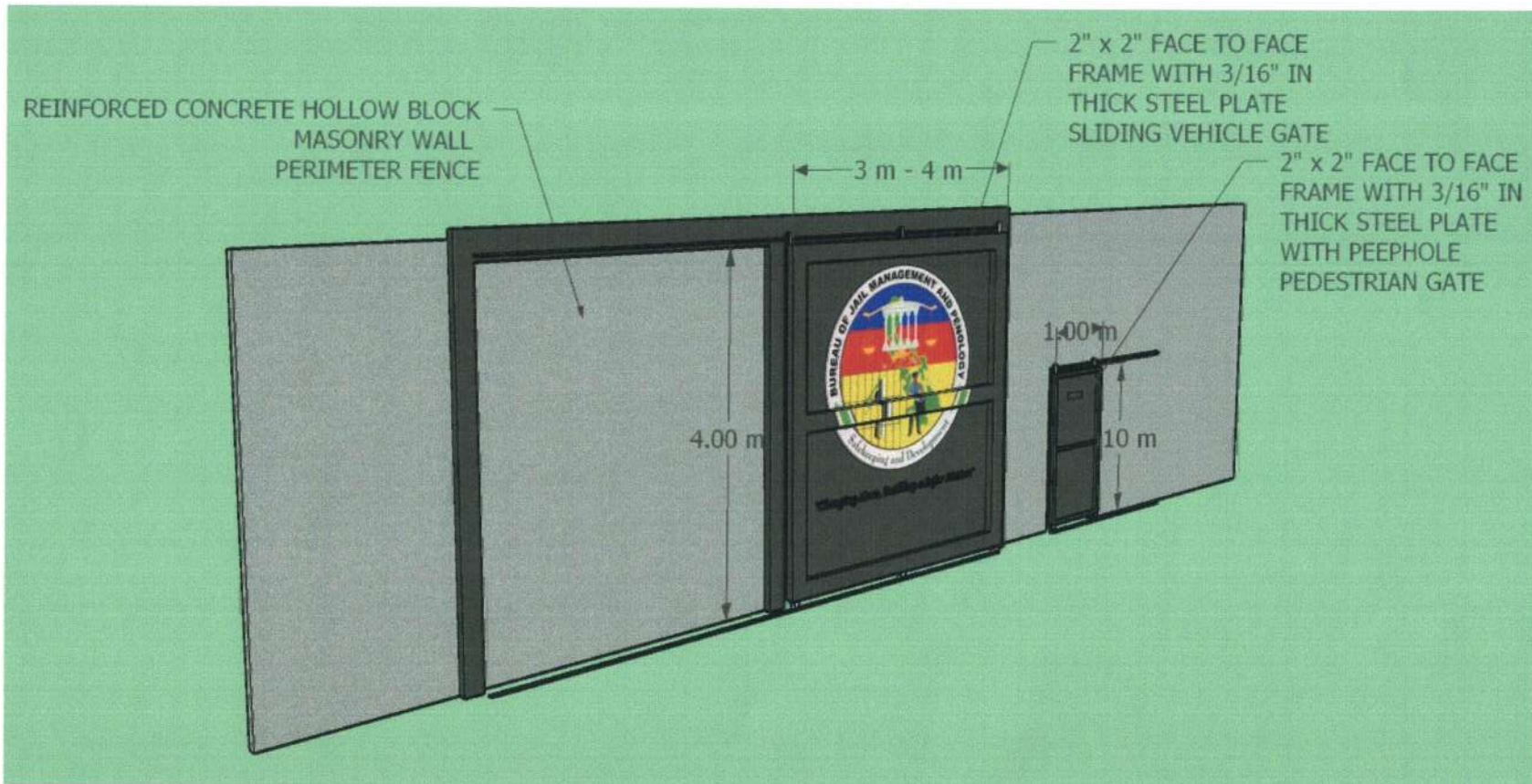
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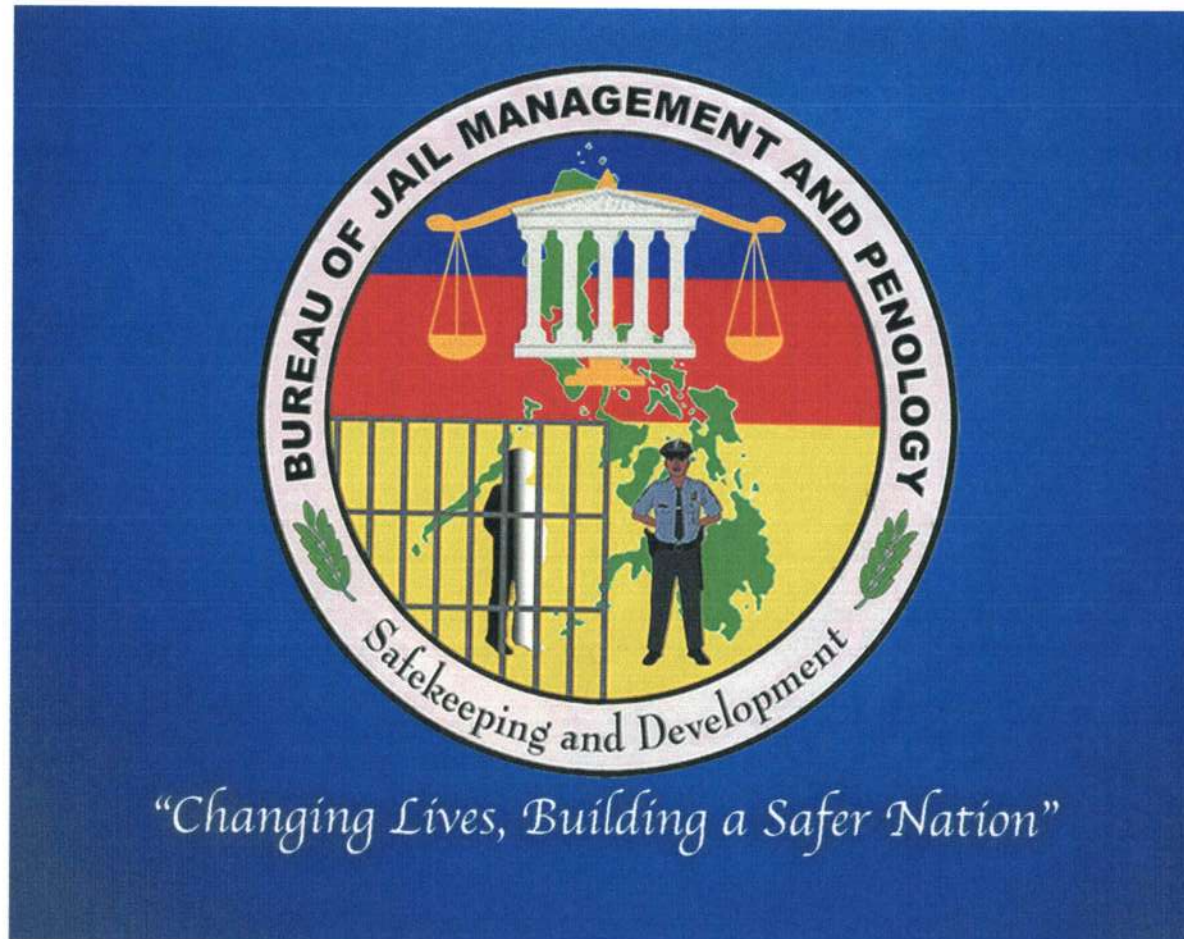
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7.9 Screen Saver and Wallpaper

All BJMP owned Desktop and Laptop computers must use this screensaver and wallpaper for uniformity.



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8.0 Virtual Background

All BJMP personnel during virtual meetings, conferences, webinars with other government agencies must use the official BJMP logo with gray background. Meetings, conferences and webinars facilitated within the bureau may also use regional, directorate, office or unit logos for identity.



"Changing Lives, Building a Safer Nation"

"Changing Lives, Building a Safer Nation"



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8.1 Jail Blotter Book

Color: BJMP Gray

Size: 16" x 12"

Paper Materials:

- a.) Cover- Covered Cardboard, C2S, Substance 120
- b.) Leaf- bookpaper 70 lbs

Process: Offset Printing

Pages: 500 pages excluding cover

Binding: Hardbound

Finish: Plastic Lamination for cover

Jail Blotter

Front Cover

Republic of the Philippines
Department of the Interior and Local Government

BUREAU OF JAIL MANAGEMENT AND PENOLOGY

Name of Jail Facility and Region

JAIL BLOTTER

LOGO DIAMETER: 6 in.

"Changing Lives, Building a Safer Nation"

CTRL # BJMP - JB - 0001 - 2021
Period Covered:

Technical specifications for fonts and thicknesses:

- Tahoma Regular, Font size: 23.23 pt, Font thickness: 1 mm
- Tahoma Regular, Font size: 16.85 pt, Font thickness: 1 mm
- Tahoma Regular, Font size: 40.07 pt, Font thickness: 1.5 mm
- Tahoma Regular, Font size: 19.09 pt, Font thickness: 0.5 mm
- Tahoma Bold, Font size: 88.78 pt, Font thickness: 6 mm
- Tahoma Regular, Font size: 20.66 pt, Font thickness: 1 mm
- Lucida Calligraphy Bold Italic, Font size: 21.59 pt, Font thickness: 1 mm

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Jail Blotter

A Jail Blotter is a record of daily events occurring within the area of responsibility of a given BJMP facility. It contains material details concerning an event or activity. This Jail Blotter is therefore an information record book that is utilized for records purposes.

Contents and Entry

- a. The entry in the Jail Blotter should always follow the cardinal elements of reporting, to wit:
- | | |
|----------|------------------------|
| 1. Who | 5. When |
| 2. What | 6. How |
| 3. Why | 7. Disposition of Case |
| 4. Where | |
- b. In answering the above 5W's, 1H, and Case Disposition, all such material details about the event including the names of persons involved, the suspect/s, the victim/s, the witness/es (if applicable); the nature of incident; the place; the date and time of occurrence; significant circumstances relevant to the event should be entered along with the identity of the officer concerned; and the status of incident.
- c. The following incidents or transactions, among others, are entered in the jail blotter:
1. All activities and events that transpire in jail.
 2. All incidents and events within the area of responsibility;
 3. All calls in which any member of the BJMP is dispatched and/or takes official action;
 4. All alarms, reports and information received;
 5. Movements of PDL with corresponding notations on the authority for such movements;
 6. All cases in which a jail officer or any member of the BJMP is involved;
 7. All other incidents or events that needs to be recorded for evidentiary value.

Procedures in Making the Entries

- a. The entry number shall be in six (6) digits and shall be incremented plus 1 base on the last entry record number, i.e., 000001, 000002, 000003 and so on.
- b. Entries shall be in military format, i.e., 1200H. On the other hand, the date shall be written day first, month (spelled out) then year, i.e., 01 January 2012.
- c. At the end of each entry for "Events/Incidents" before the space provided for the signature, multiple Xs shall be written to prevent insertions. Thus, signature, if needed, shall be after the Xs entry.
- d. All entries in the jail blotter should be handwritten in a clear, concise and simple manner answering as far as practicable the 5W's and 1H. Clarity should not be sacrificed for brevity.
- e. Only facts not opinions are entered in the blotter.
- f. No erasures shall be made on the entries. Corrections are made by drawing one horizontal line over such word or phrases and the actual entry enter by the jail officer making correction.
- g. Black or blue pen shall be used in making the entries.
- h. Misrepresentations or false entries are punishable criminally and administratively.
- i. Every page of the blotter shall be consecutively or chronologically filled up. No vacant line or space shall be left between any two entries.
- j. Any development of an incident to be reflected in the blotter should be a new entry at the time and day it was reported. A reference of the previous entry number of the incident shall, however, be made.
- k. In every shift, the Duty Desk Officer, shall make the actual entries in the blotter.

Paste down Front Paper

"Changing Lives, Building a Safer Nation"



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Number of Pages: _____



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NOTAJO

(Notice to all Jail Officer)

- a. Always wear your uniform properly and neatly.
- b. Always maintain good grooming, respectable personality and community relations.
- c. Always frisk visitors and search thoroughly their belongings to avoid entry of contrabands inside the jail.
- d. Always maintain a caring and cordial relationship with the inmates without sacrificing/ compromising office policies and BJMP Rules and Regulations.
- e. Always maintain a high level of awareness/vigilance in performing duties and responsibilities.
- f. Always keep abreast with or anticipate all schemes/modus operandi in smuggling prohibited items, escape or any other disturbances in
- g. Always conduct Greyhound Operations.
- h. Always consider all areas as "escape prone".
- i. Always secure Court Order when escorting inmate/s outside the EXCEPT on some emergency cases where in the court authorities should be immediately noshed.
- j. Always observe SOP when escorting inmates outside the jail facility.
- k. Always inform the Warden/ higher authorities of any event in situation needs immediate action.
- l. Always observe the 11 General Orders, policies, rules and regulations mandated in the BJMP manual.

11 General Orders

1. To take charge of this post and all government properties in view.
2. To walk my post in a military manner, keeping always on the alert and observing everything that takes place within sight or hearing.
3. To report all violations of orders I am instructed to enforce.
4. To repeat all calls [from post] more distant from the guardhouse than my own.
5. To quit my post only when properly relieved.
6. To receive, obey, and pass on to the sentinel who relieves me, all orders from the Commanding Officer, Officer of the Day, and Non-Commissioned Officers of the guard only.
7. To talk to no one except in the line of duty.
8. To give alarm in case of fire or disorder.
9. To call the Commander of the Relief in any case not covered by instructions.
10. To salute all officers, colors and standards not cased.
11. To be especially watchful at night and during the time for challenging, to challenge all persons on or near my post, and to allow no one to pass without proper authority.



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Entry Number	Time	Date	Events/Incidents	Disposition/Remarks



Number Pages (1-500)

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BJMP HYMN

I
Allegiance towards men
An endless devotion to share
Fair justice for unity and peace
The prize of humanity
Move on to a greater height
To shelter the lawless and untamed
Haven for miraculous changes
Coupled with trust and care.

Refrain:

Onward BJMP
Carry on lawful men and women
Soften the hardened, give love not hate
A hope for a brighter tomorrow
Onward BJMP
Carry on with your noble cause
to change, to mold and transform men
To better citizens of the land
(Repeat Refrain, ll till fade)

"Changing Lives, Building a Safer Nation"



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VISION

BY 2040, A WORLD-CLASS AGENCY HIGHLY CAPABLE OF PROVIDING HUMANE SAFEKEEPING AND DEVELOPMENTAL OPPORTUNITIES FOR PERSONS DEPRIVED OF LIBERTY (PDL).

MISSION

TO PROVIDE HUMANE SAFEKEEPING AND DEVELOPMENTAL OPPORTUNITIES TO PERSONS DEPRIVED OF LIBERTY (PDL) IN THE PROMOTION OF PUBLIC SAFETY.



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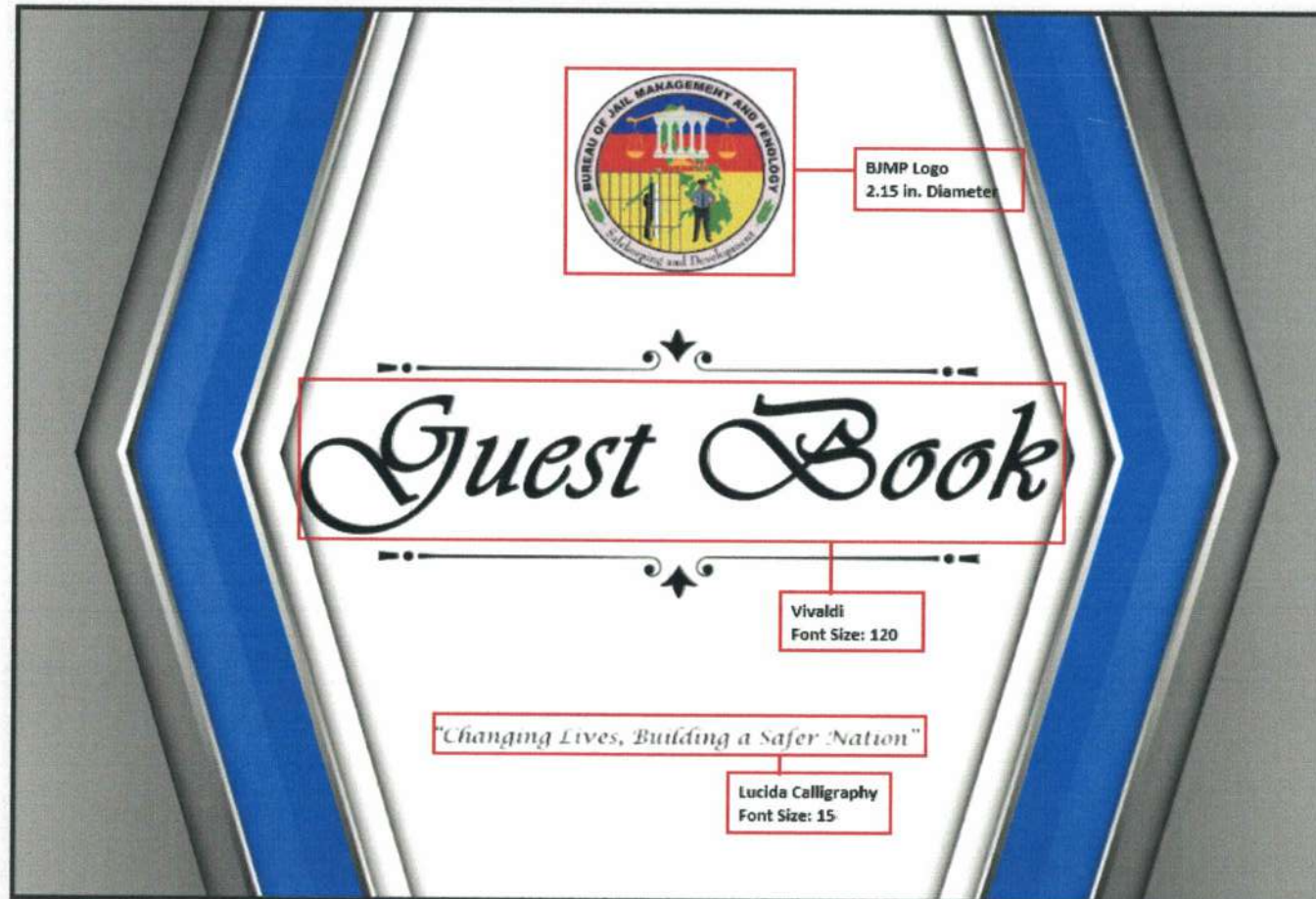
8.2 BJMP Guest Book

Size: 14 x 10 inches

Page: 50 pages excluding cover, 200 GSM

Binding: Hard Bound

Front Cover



"Changing Lives, Building a Safer Nation"



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Number Pages (1-50)

BUREAU OF JAIL MANAGEMENT AND PENOLOGY

Occasion/Event: _____

Date: Vivaldi
Font Size: 43 _____

Name: _____

Message: _____

DILG Logo
1.75 in

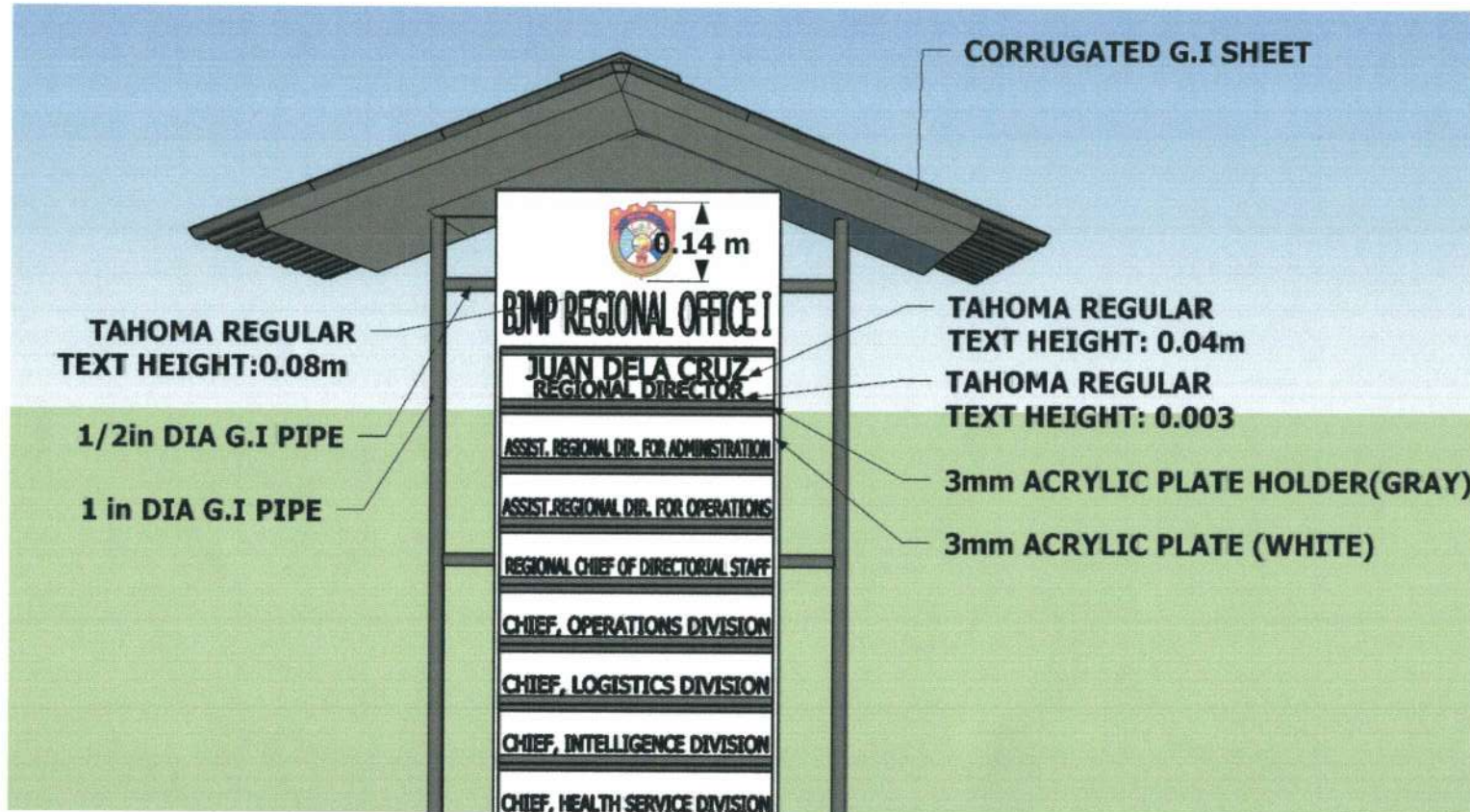
BJMP Logo
1.75 in

4R Photo



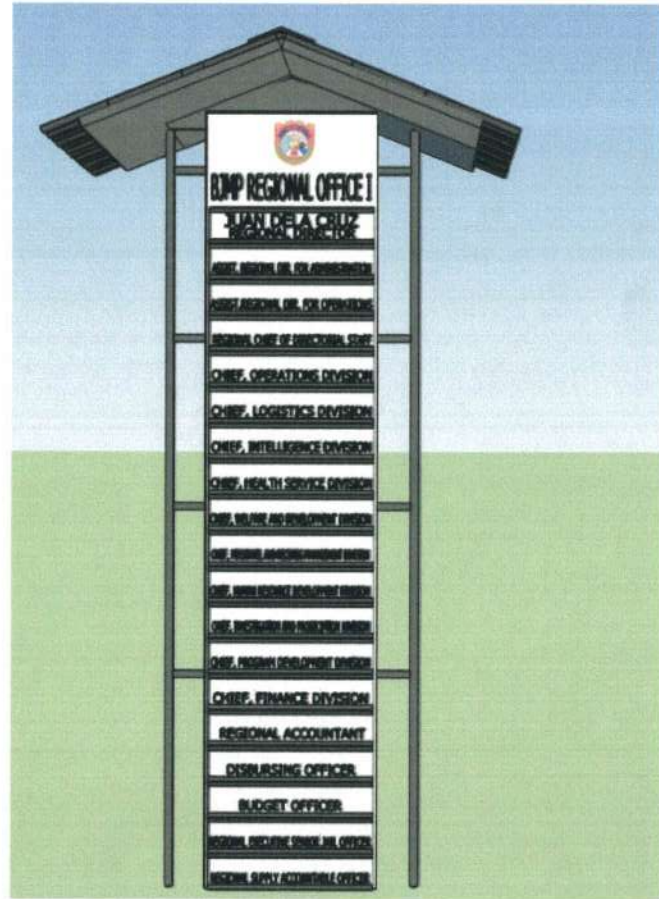
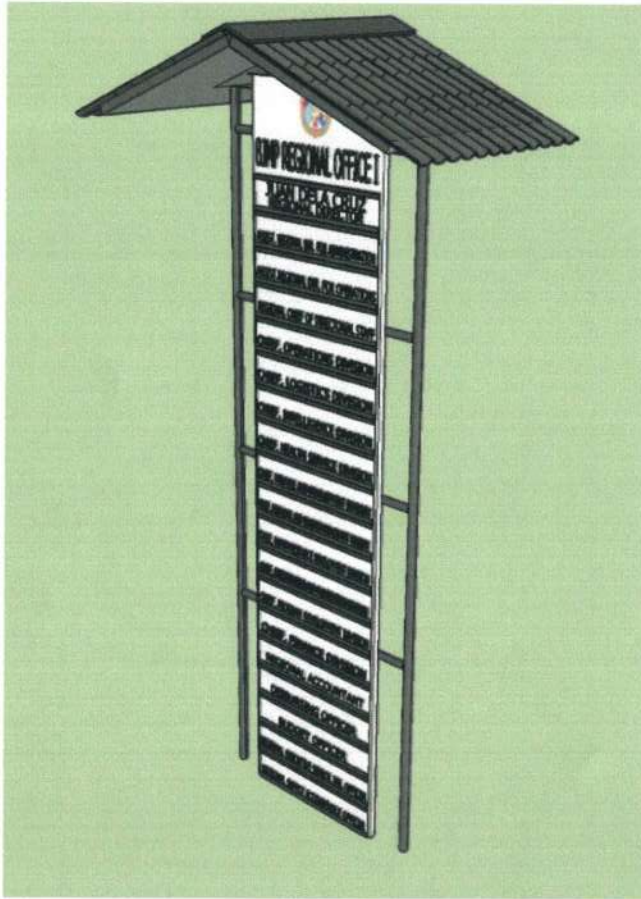
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8.3 BJMP Directory





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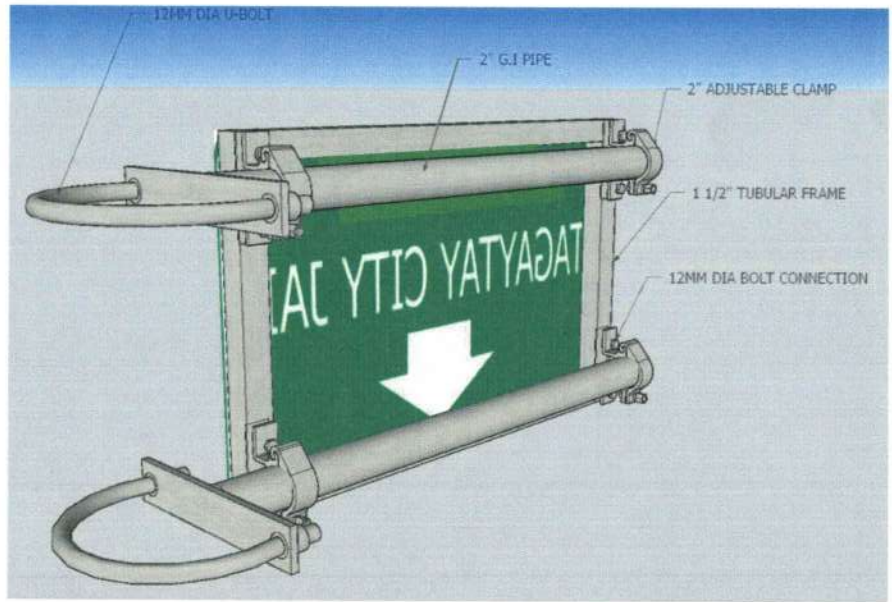
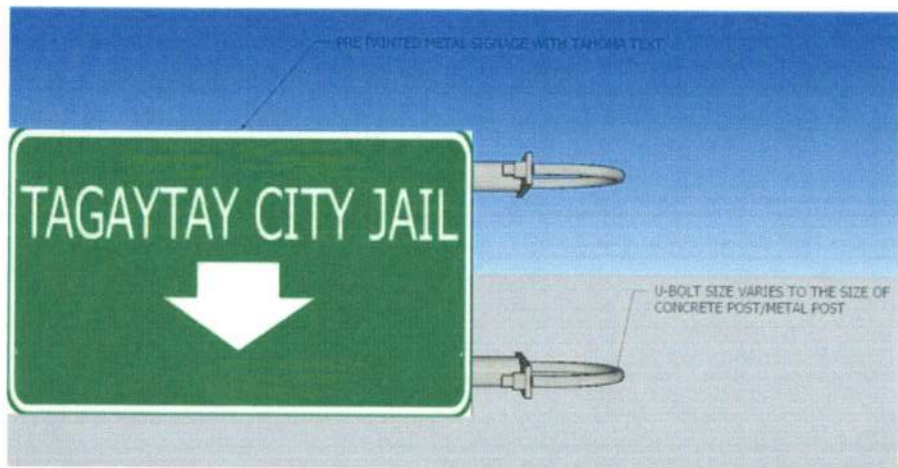




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8.4 BJMP Directional Signage

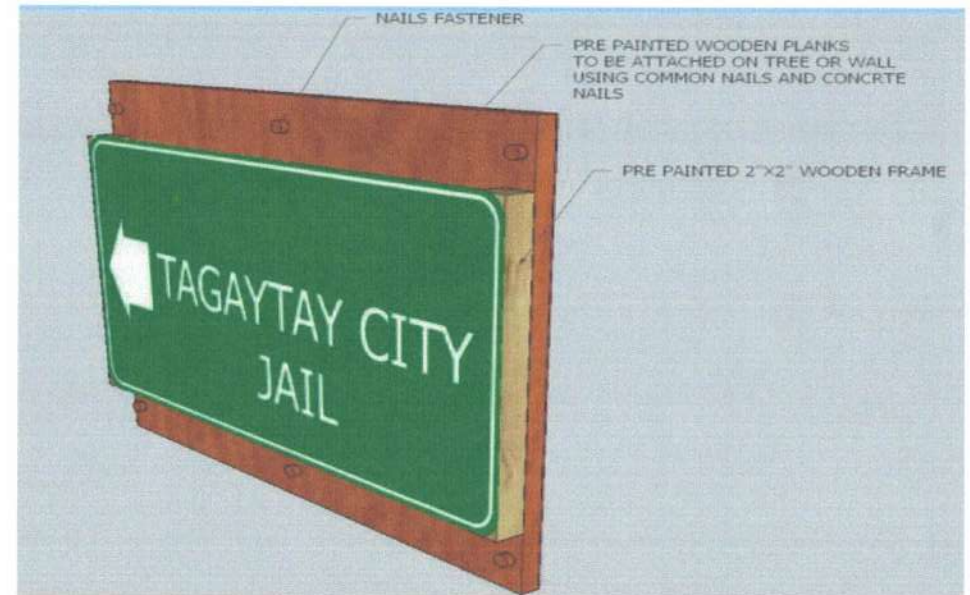
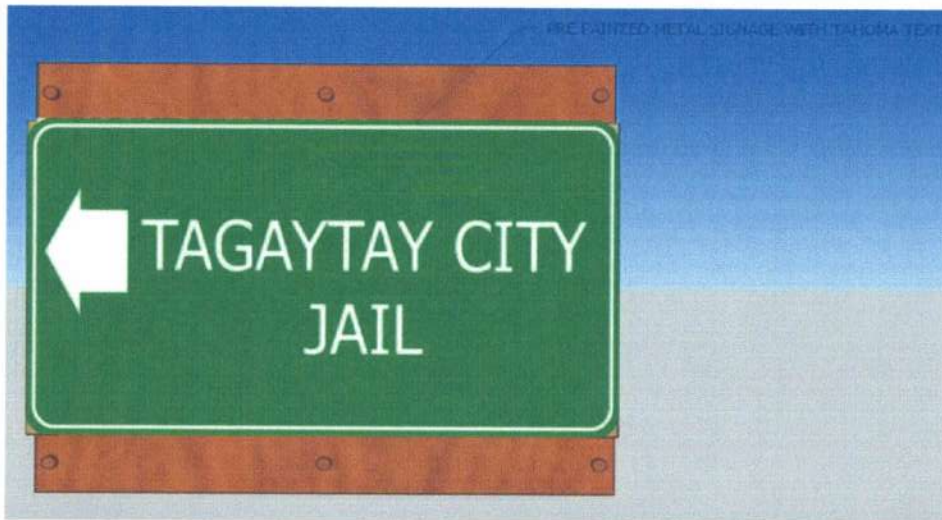
A. For Concrete & Metal post





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B. For Wood post & Round timber





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DIGITAL MEDIA



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1.1 Website

1. Content, Structure and Design of BJMP Website

The BJMP website should follow the Memorandum Circular No. 2015-001 and the guidelines set forth by the The Department of Science and Technology - Information and Communications Technology Office (DOST-ITC) as to content, and design of agency website.

The BJMP must have the Government Website Template Design (GWTD) which is an initiative of the Philippine Government to institutionalize a corporate online identity for all government websites through a standard design, navigation, and content. GWTD guidelines include are the details on the content, structure, and design of government websites:

Content, Structure and Design of Government Websites

- Basic Interface Requirements
- Other Possible Features to Include
- Open Access: Transparency and Accessibility of Government Content
- Specific Content Guidelines
- Display of User Policies

This GWTD Guidelines is an annex to the Memorandum Circular of the Government Web Hosting Service (GWHS) issued by the Department of Science and Technology – Information and Communications Technology Office (DOST-ICT) office, through the Integrated Government Philippines (iGovPhil) Program



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BJMP | Home

bjmp.gov.ph

GOVPH Home About Us Good Governance Bid Notices and Invitations Careers Facilities Data and Statistics

REPUBLIC OF THE PHILIPPINES
BUREAU OF JAIL MANAGEMENT AND PENOLOGY
"Changing Lives, Building a Safer Nation"

Monday, January 31, 2022, 5:06:46 PM

BUREAU OF JAIL MANAGEMENT AND PENOLOGY
"Changing Lives, Building A Safer Nation"

PDL PDL

ANNOUNCEMENTS



NUP VACANCIES

Published on 20 January 2022

The Current BJMP website that is Government Website Template (GWT) compliant

Screenshot taken on January 31, 2022

"Changing Lives, Building a Safer Nation"



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2. Naming Convention

The web address of the agency must be in this format:

For the Agency Website

Agency Initials bjmp	Standard Hosting Extension .gov.ph	Result bjmp.gov.ph
-------------------------	---------------------------------------	-----------------------

For the Regional Offices Websites

Regional Office as 'r' followed by the number/name of region it represents	Agency Initials	Standard Hosting Extension	Result
r1	Bjmp	.gov.ph	bjmp.r1.gov.ph
ncr	Bjmp	.gov.ph	bjmp.ncr.gov.ph



The BJMP Official Website Name
 Screenshot taken on October 10, 2020

“Changing Lives, Building a Safer Nation”



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3. Website Header

The BJMP National Headquarters and its Regional Offices must follow one design of header in their respective websites. This is for easy identification and promotion of the Agency's Identity.



Grey (#6B6B6B)



A "Safe Area" should always exist in the website's header for both official BJMP logo and Regional Logos. This is to allow maximum legibility. No elements such as typography, other, logos or graphics should intrude over the safe areas. Placing the logo too near a cut or folded edge also violates the safe area.

"Changing Lives, Building a Safer Nation"



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For the BJMP logo, the safe area is equal to one fourth (1/4) or twenty-five (25%) of the its height except for the right side of it which is one over sixteen (1/16) of its height.

For the Regional Offices logo, the safe area is equal to one fourth (1/4) or twenty-five (25%) of the its height except for each side of it which is one over sixteen (1/16) of its height.

The header color must be grey (#6B6B6B). It can be modified and mixed with other colors in greyscale for as long as the header text must be visible, and the color grey must not be dominated by other colors. The regional office can modify the header design for as long as it will follow the header color as mentioned above.

For the background picture, it will be the discretion of the regional offices on what they will include as a background picture in the header. The picture should not indistinctly block the header text.

#	Text	Font Size	Font Style	Font Color	Sentence Case
1.	REPUBLIC OF THE PHILIPPINES	15 pt	Tahoma - Regular	White	Uppercase
2.	BUREAU OF JAIL MANAGEMENT AND PENOLOGY	20 pt	Tahoma - Bold	White	Uppercase
3.	"Changing Lives, Building a Safer Nation"	15 pt	Lucida Calligraphy	White	Capitalize the first letter words



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For the bureau's header, the BJMP logo is located in the left side followed by the header text: Republic of the Philippines, the bureau's full name, and the mantra of the agency.



REPUBLIC OF THE PHILIPPINES
BUREAU OF JAIL MANAGEMENT AND PENOLOGY
"Changing Lives, Building a Safer Nation"

For the regional office header, the BJMP logo comes first. It is located in the left side followed by the Regional Office logo and then the header text: Republic of the Philippines, the bureau's full name dash (-) the region, and the mantra of the agency.



REPUBLIC OF THE PHILIPPINES
BUREAU OF JAIL MANAGEMENT AND PENOLOGY - REGION 11
"Changing Lives, Building a Safer Nation"

"Changing Lives, Building a Safer Nation"



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1.2 Social Media

1. Profile Picture

The BJMP Social Medias profile picture must be its official logos. For NHQ and Regional Offices, their logos will be used as their social medias profile picture as well as the jail facilities.

twitter.com/bjmp_official

BJMP
1,047 Tweets

Explore
Settings

A JAIL OFFICER! APPLY NOW!
SALARY P 29,668 GROSS MONTHLY SALARY P 37,488

Follow

BJMP
@bjmp_official
Joined January 2016
533 Following 705 Followers

Search Twitter

New to Twitter?
Sign up now to get your own personalized timeline!

Sign up

CONGRATULATIONS
COVID-19
You might like

The BJMP Official Twitter Account
Screenshot taken on October 10, 2020

“Changing Lives, Building a Safer Nation”



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Bureau of Jail Management and Penology

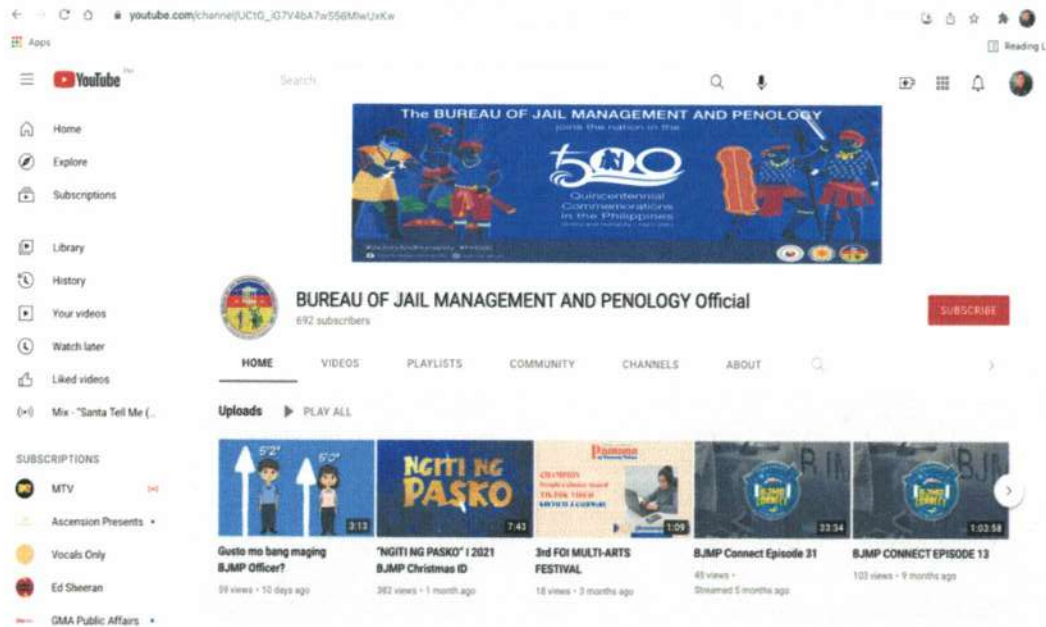
131K followers · 25 following

Following

Message

Posts About Mentions Reviews Followers Photos More

The BJMP Official Facebook Account
Screenshot taken on October 10, 2020



The BJMP Official Youtube Account
Screenshot taken on January 31, 2022

“Changing Lives, Building a Safer Nation”

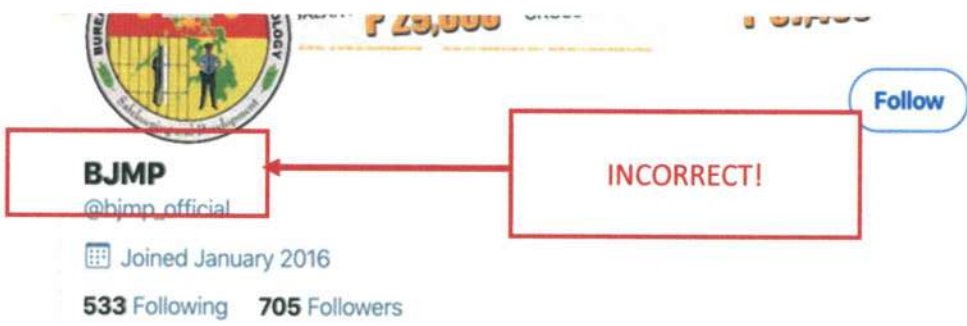


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2. Naming Convention

The agency's social medias must be name as "Bureau of Jail Management and Penology" with an alias or nickname of "@BJMPOfficial." No capitalization of every letters in the name, initials only, and the format must appear as reflected.





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For the Regional Offices

The agency's social medias must be name as "BJMP" space plus the "Regional Office" space followed by the Region's Roman Numeral.

Agency Initials	Regional Office	Result
BJMP	Regional Office I	BJMP Regional Office I
BJMP	Regional Office IX	BJMP Regional Office IX
BJMP	National Capital Region	BJMP National Capital Region
BJMP	Regional Office CALABARZON	BJMP Regional Office CALABARZON

The alias or the nickname must be in this format:

@	Agency Initials	Regional Office (Initials Only) followed by English Number	Official	Result
@	bjmp	roi	official	@bjmpro1official
@	bjmp	rox	official	@bjmpro10official
@	bjmp	ncr	official	@bjmpncrofficial
@	bjmp	calabarzon	official	@bjmpcalabarzonofficial



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Note: Roman Numerals are used in the nickname or alias. The initials of the agency, the initials of regional offices and every letter of the 'Official' must be in lower-case.

For the Jail Facilities

The name of the Jail Facility must be spelled out with only initials are capitalized.

If the jail has a female or male dormitory, a dash (-) must be followed right after the jail facility name. Distinguish whether it is Male or Female dormitory. There should be no shortening of the word 'Dormitory' as 'Dorm'. This is for the Agency's uniformity.

Manila City Jail – Male Dormitory

Manila City Jail – Female Dormitory

In instance of same jail name:

Sta. Cruz District Jail – ROCALABARZON

Sta. Cruz District Jail – ROMIMAROPA

Nicknames or Alias for Jail Facilities must be in the same format of the region.

@	Agency Initials	Name of Jail Facility	Official	Result
@	BJMP	Manila City Jail Male Dormitory	Official	@BJMPManilaCityJailMaleDormitoryOfficial
@	BJMP	Manila City Jail Female Dormitory	Official	@BJMPManilaCityJailFemaleDormitoryOfficial



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For jails with the same name

@	Agency Initials	Region Name	Name of Jail Facility	Official	Result
@	BJMP	CALABARZON	Sta. Cruz District Jail	Official	@BJMPCALABARZONStaCruzDistrictJailOfficial
@	BJMP	MIMAROPA	Sta. Cruz District Jail	Official	@BJMPMIMAROPASaCruzDistrictJailOfficial

Note:

Region Name must be in Roman Numeral format (ROI, ROII, ROIX, ROX...) except for regions CALABARZON, MIMAROPA, CAR, CARAGA, BARMM, and NCR.

3. Hashtags

Every post may contain of the following hashtags but not limited to:

#AlangangmaypusoSerbisyongmayIntegridad

#ChangingLivesBuildingASaferNation



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BROCHURE LAYOUT



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8.1 PARTS OF THE MANUAL:

1. **Cover** - must conform but not precluded to the following specifications:
 - a. Size - A4 (8.25"x 11.75");
 - b. Orientation - Portrait for textual content and Landscape for contents with graphics, diagrams or images to be interpreted;
 - c. Color - Full Colors (majority gray);
 - d. Printing - Spot UV Over Matte Lamination; and
 - e. Binding - Perfect Binding and Hard Bound
2. **Message** - given by the Secretary of the Department of the Interior and Local Government and Chief, Bureau of Jail Management and Penology.
3. **Table of Contents** - a list of chapter headings along with its respective page numbers found before the start of the main content of a literary work outline
4. **Foreword** - an introduction to a manual or literary piece typically written by a person other than the author.
5. **Body/Content** - the core content of the manual that must be written in Tahoma font.
6. **Reference** - a portion of a manual that lists the references and sources used.



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8.2 GREETING CARDS

A greeting card is used to convey an expression of friendship or other feelings sent to express gratitude. Greeting cards are usually given on special occasions, such as Bureau Anniversary, birthday or holidays.

A standard greeting card is printed on high-quality paper (such as card stock), and is rectangular and flat or folded in style, with the DILG logo and the Bureau Logo or decorative motif on the front.



8.2.1 Bureau Anniversary Card

Card Size: 5.85' x4.15' (half A4 bond paper)
Typeface: Tahoma or other alternative typefaces as provided in item 3.0 (Typography) of this manual.

Opening Statement and Message

- Tahoma Regular
- Font size : 12

*Background color and design of the card will depend on the bureau's approved theme and event.

	Republic of the Philippines Department of the Interior and Local Government BUREAU OF JAIL MANAGEMENT AND PENOLOGY	
Opening Statement,		
<hr/> <hr/> <hr/>		
Closing Statement,		
NAME (WITH SIGNATURE)		
<i>"Changing Lives, Building a Safer Nation"</i>		





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8.3 Envelope for Bureau Anniversary Card

Envelope Size: 6' x5'

Font size and font style: Tahoma 10

Mantra: Lucida Calligraphy - 11

	Republic of the Philippines Department of the Interior and Local Government BUREAU OF JAIL MANAGEMENT AND PENOLOGY	
From : NAME:		
DESIGNATION:		
ADDRESS:		
To: NAME:		
DESIGNATION:		
ADDRESS:		
<i>"Changing Lives, Building a Safer Nation"</i>		

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Card Size: 5.85' x4.15' (half A4 bond paper)

Typeface: Tahoma or other alternative
typefaces as provided in item 3.0
(Typography) of this manual.**8.5 Thank You Card Envelope**

Envelope Size: 6' x5'

Font size and font style: Tahoma 10

Mantra: Lucida Calligraphy - 11

Opening Statement and Message

Tahoma Regular

Font size : 12

"Changing Lives, Building a Safer Nation"

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118 of 121**8.6 Birthday Card (Flat Style)**

Card Size: 5.85' x4.15' (half A4 bond paper)

Typeface: Tahoma or other alternative
typefaces as provided in item 3.0

(Typography) of this manual.

Happy Birthday : Monotype Corsiva- 20

To: Myriad Pro Regular- 14

Name: Tahoma Regular- 20

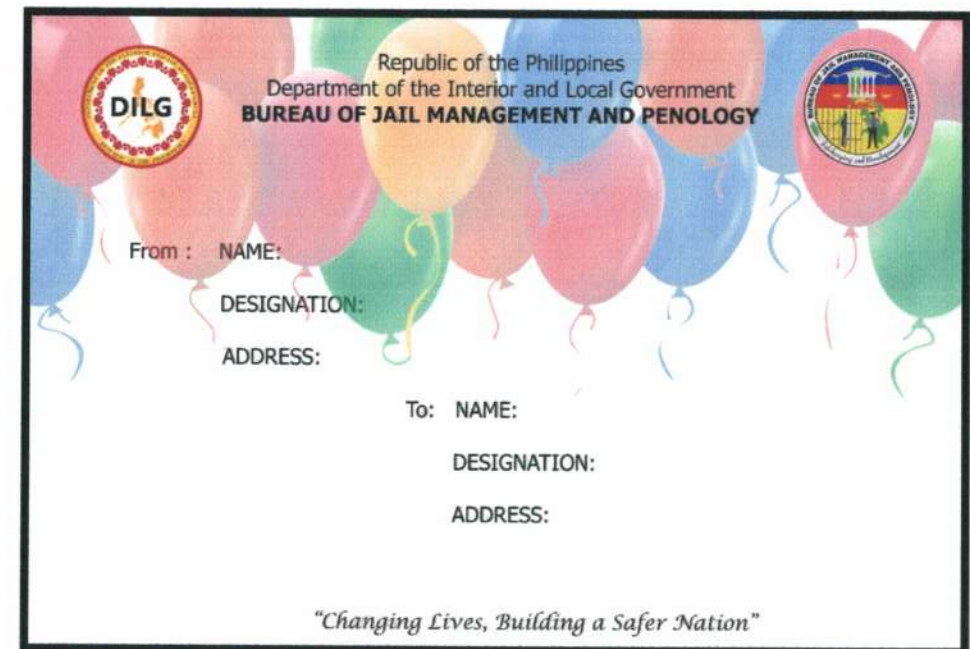
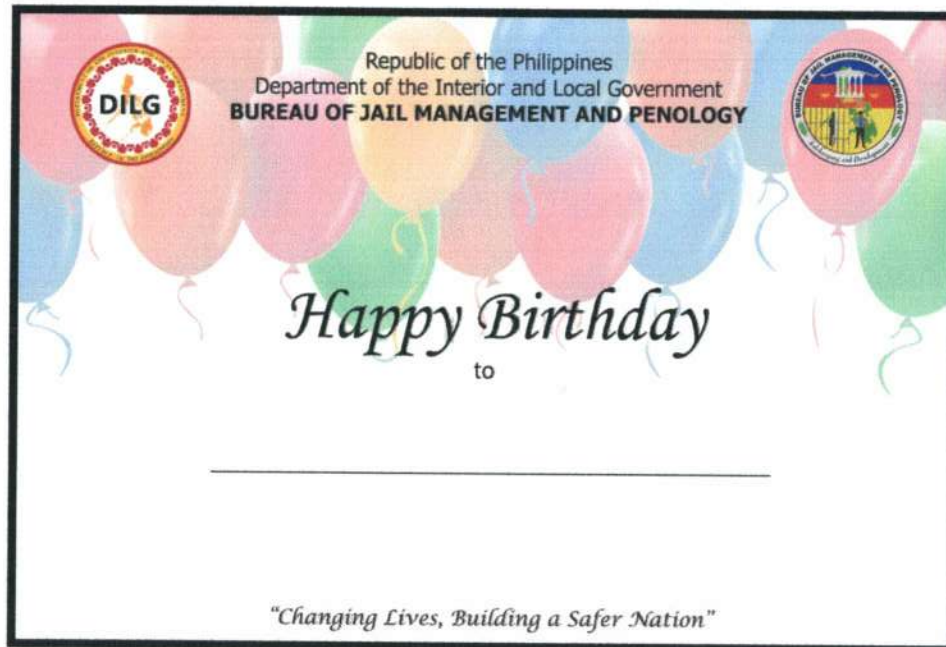
Mantra: Lucida Calligraphy- 11

8.6.1 Birthday Card Envelope

Envelope Size: 6' x5'

Font size and font style: Tahoma 10

Mantra: Lucida Calligraphy - 11

*"Changing Lives, Building a Safer Nation"*



MEMORANDUM CIRCULAR

SUBJECT

BRAND IDENTITY MANUAL

SUB-TOPIC

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8.6.2 Birthday Card (Folding Style)

Card Size: 5'x7'

Typeface: Tahoma or other alternative typefaces as provided in item 3.0 (Typography) of this manual.

Happy Birthday : Monotype Corsiva – 20

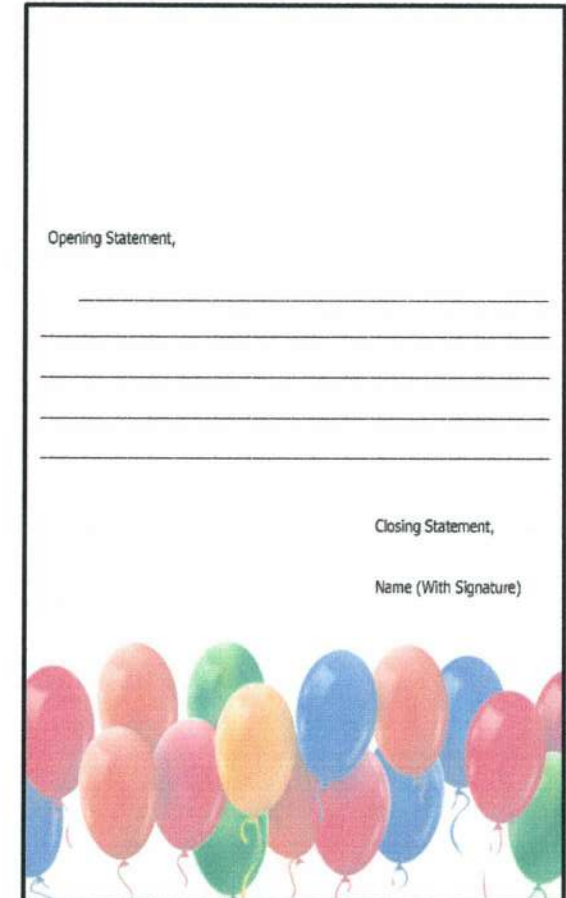
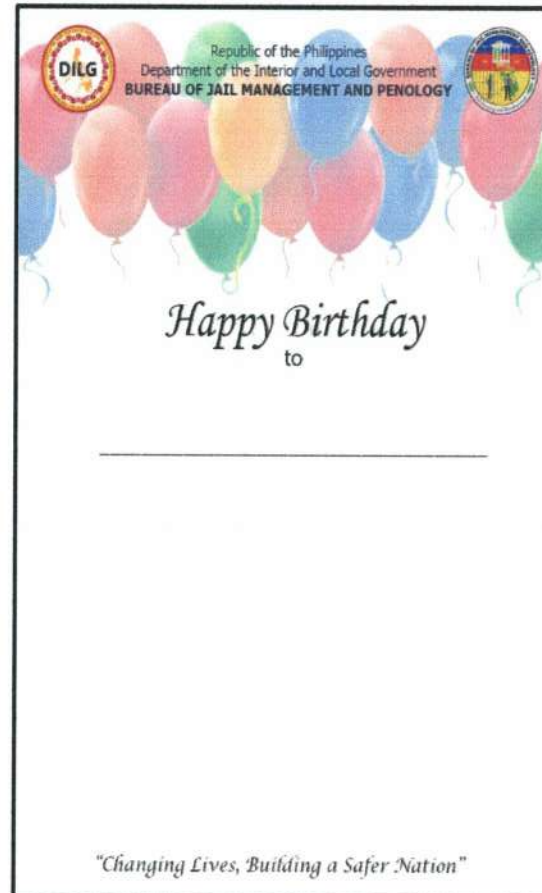
To : Myriad Pro Regular – 14

Name : Tahoma Regular – 20

Mantra : Lucida Calligraphy – 11

Opening Statement and Message

- Tahoma Regular
- Font size : 12





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GLOSSARY

BJMP Guest Book- this pertains to a log of individuals who have been received by the Bureau as a visitor or resource person following an activity.

BTV- this refers to the BJMP Transport Vehicle used primarily in conveying prisoners and other official BJMP travels.

Digital Media- means any communication media that operate with the use of any of various encoded machine-readable data formats. (wikipedia.org)

Jail Blotter Book- a written record of all occurrences maintained in the provincial and jail units.

Letterhead- stationery printed or engraved usually with the name and address of an organization.

(<https://www.merriam-webster.com>)

Logo- is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition.

(Wikipedia.org)

Manual- a handbook of comprehensive step-by-step guide/practical instructions on how to do/use something.

Typeface- A typeface is the design of lettering that can include variations in size, weight (e.g. bold), slope (e.g. italic), width (e.g. condensed), and so on. (Wikipedia.org)

Typography- as used in this manual, it shall refer to the appearance of texts in all communications of the BJMP.



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REFERENCES

BJMP-CDS-MC-133 re Communications Policy effective February 21, 2022.

BJMP-DO-MC-0061 Standard Protocol in the Utilization and Maintenance of BJMP Transport Vehicle (BTV) and other BJMP vehicles.

DILG Brand Identity Manual.

Memorandum Circular No. 2015-001 dated April 27, 2015. Rules and Regulations on Migrating to the Government Web Hosting Service (Gwhs) of the Department of Science and Technology's Information and Communications Technology Office (Dost-Ict Office).

Prepared By: PAULINO H MORENO JR Jail Chief Superintendent Officer-in-Charge, Office of the Chief of Directorial Staff of the Jail Bureau	Reviewed By: DENNIS U ROCAMORA, CESE Jail Chief Superintendent Deputy Chief for Operations of the Jail Bureau/QMR	Approved By: ALLAN S IRAL, CESE Jail Director Chief, BJMP
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