

Republika ng Pilipinas
Lalawigan ng Bulacan
Bayan ng Marilao

OFFICE OF THE SECRETARY TO THE SANGGUNIANG BAYAN

MUNICIPAL ORDINANCE NO 1090 C.Y. of 2026

March 30, 2026

AN ORDINANCE ADOPTING PINK AS ONE OF THE OFFICIAL MUNICIPAL COLOR OF THE MUNICIPALITY OF MARILAO, BULACAN, AND PROVIDING GUIDELINES FOR ITS INSTITUTIONAL USE.

	Receiving Office	Received By: (Print Name & Signature)	Date Received
1	Mayor's Ofc		4/21/26
2	MPDO		4/21/26
3	EA Ofc.		4/21/26
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Republic of the Philippines
Province of Bulacan
Municipality of Marilao



Office of the Secretary to the Sangguniang Bayan

**EXCERPTS FROM THE MINUTES OF THE REGULAR SESSION OF THE
SANGGUNIANG BAYAN OF MARILAO, PROVINCE OF BULACAN, HELD AT THE
SESSION HALL OF THE MUNICIPAL BUILDING ON
MARCH 30, 2026**

PRESENT:

Hon. Ariel P. Amador

Municipal Vice Mayor
Presiding Officer

COUNCILORS:

Hon. Maria Luisa I. Silvestre
Hon. Vanessa Valdez-Seminiano
Hon. Divina E. Reyes
Hon. Jessalyn Mahilac-Dela Cruz

Hon. Juanito H. Santiago
Hon. Wilfredo D. Diaz
Hon. Harvey C. Mediante

EX-OFFICIO:

Hon. Guillermo T. Paraoan Jr. (ABC President)
Hon. Carlo Gabriel G. Solis (SK President)

ABSENT:

Hon. Mary Del Jasa-Aquino (Maternity Leave)

MUNICIPAL ORDINANCE NO. 1090 C.Y. 2026

Sponsored by:

Councilor Vanessa Valdez-Seminiano

**AN ORDINANCE ADOPTING PINK AS ONE OF THE OFFICIAL MUNICIPAL COLOR
OF THE MUNICIPALITY OF MARILAO, BULACAN, AND PROVIDING GUIDELINES
FOR ITS INSTITUTIONAL USE**

WHEREAS, the Municipality of Marilao recognizes the importance of establishing a coherent and inclusive municipal identity that promotes community pride, social cohesion, and a welcoming environment for residents, visitors, and investors;

WHEREAS, the adoption of an official municipal color forms part of place-making, urban design, and branding efforts of local governments, and is a recognized tool to support tourism, public communication, and civic identity, with such colors serving as symbolic expressions of unity, inclusivity, compassion, and civic pride;

WHEREAS, the adoption of a standardized municipal color is also intended to institutionalize government branding and minimize the practice commonly referred to as "epal," or the undue attribution of public programs, projects, and properties to individual public officials;

WHEREAS, adopting pink as one of the official municipal color will strengthen Marilao's identity and promote a unified and consistent visual representation in government programs, facilities, and public initiatives;

NOW, THEREFORE, on motion of Hon. Vanessa Valdez-Seminiano, duly seconded by Hon. Maria Luisa I. Silvestre, Hon. Juanito H. Santaigo, Hon. Wilfredo D. Diaz and Hon. Harvey C. Mediante.

**REGULAR SESSION
MUNICIPAL ORDINANCE NO. 1090 C.Y. 2026**

BE IT ORDAINED by the Sangguniang Bayan of Marilao, Bulacan, in session duly assembled:

SECTION 1. TITLE. This Ordinance shall be known as the **“Pink Municipal Identity Ordinance of Marilao.”**

SECTION 2. DECLARATION OF POLICY. It is hereby declared the policy of the Municipality of Marilao to promote unity, inclusivity, and civic pride through the adoption and institutional use of symbolic representations, including official colors, consistent with the General Welfare Clause under Section 16 of Republic Act No. 7160 and the ethical standards under Republic Act No. 6713.

SECTION 3. ADOPTION OF PINK AS ONE OF THE OFFICIAL COLOR. The color pink is hereby adopted as one of the official municipal colors of Marilao, Bulacan, without prejudice to existing officially recognized municipal colors and symbols.

SECTION 4. PURPOSE. The official municipal color is intended solely for institutional, cultural, aesthetic, and place-making purposes, including but not limited to:

- a. Strengthening municipal identity and community pride;
- b. Supporting tourism, cultural, and social development initiatives;
- c. Promoting a warm, inclusive, and people-centered image of the Municipality; and
- d. Enhancing visual coherence in selected public communications and spaces.

SECTION 5. SCOPE OF USE. The official municipal color pink may be used, in combination with existing official colors and symbols, in the following contexts, subject to applicable laws and regulations:

- a. Municipal facilities, public spaces, and urban design elements;
- b. Official publications, information materials, and communication platforms of the Municipality;
- c. Cultural, tourism, health, social welfare, and community development programs;
- d. Other institutional uses as may be determined by the Municipal Government.

All uses shall prominently reflect the institutional identity of the Municipality of Marilao, including the official municipal seal or name, as appropriate.

SECTION 6. GUIDELINES FOR INSTITUTIONAL USE.

- a. The use of pink shall complement, and not replace, existing official symbols of the Municipality;
- b. Proper shades and tones shall be standardized by the Municipal Public Information Office (PIO) to ensure consistency;
- c. All municipal departments shall comply with branding guidelines to be issued within sixty (60) days from the effectivity of this Ordinance.

SECTION 7. IMPLEMENTING OFFICE. The Municipal Public Information Office (PIO), in coordination with the Office of the Mayor, shall formulate and disseminate detailed guidelines for the proper implementation of this Ordinance within sixty (60) days from its effectivity.

SECTION 8. SEPARABILITY CLAUSE. If any provision of this Ordinance is declared invalid or unconstitutional, the remaining provisions shall continue in full force and effect.

REGULAR SESSION
MUNICIPAL ORDINANCE NO. 1090 C.Y. 2026

SECTION 9. REPEALING CLAUSE. All ordinances, resolutions, or parts thereof inconsistent with this Ordinance are hereby repealed or modified accordingly.


SECTION 10. EFFECTIVITY. This Ordinance shall take effect fifteen (15) days after its publication in a newspaper of local circulation or after posting in conspicuous places within the Municipality, as required by law.

APPROVED by the 12th Sangguniang Bayan of the Municipality of Marilao, Province of Bulacan this 30th day of March, 2026.

I hereby certify that this Ordinance has been duly approved by the Sangguniang Bayan.


EDEN F. SEGUBIENSE
Acting Secretary to the Sangguniang Bayan

ATTESTED:


ARIEL P. AMADOR
Presiding Officer
Municipal Vice Mayor

APPROVED: 4-16-26


ATTY. JEMINA M. SY
Municipal Mayor  