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Department of Social Welfare and Development
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DEPT. OF SOCIAL WELFARE & DEVT.
IBP ROAD, CONSTITUTION HILLS, Q.C.
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LEGAL SERVICE
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MEMORANDUM CIRCULAR NO. 26
Series of 2005

**SUBJECT: Guidelines in Projecting a Corporate Look
In DSWD Printed Materials**

I. Rationale

The Department of Social Welfare and Development's Social Marketing Plan and Thrusts for 2005-2009 aims to promote the new roles and corporate image of the Department as the lead agency in social welfare and development. It also aims to nurture the Department's relationships with its stakeholders and constituencies.

To carry out this objective, the Department uses various strategies that will enable its target public to better understand, appreciate and support DSWD's policies, programs and services. One of these strategies is the development and production of printed materials that will not only inform, educate and communicate but will be useful tools in projecting the DSWD's image.

Over the years the Department has produced a number of printed materials (such as booklets, primers, and annual reports) and other information and advocacy tools. However, since these were produced by different offices in the Department, they vary in style and presentation. These guidelines are, therefore, issued to ensure that printed materials in the Department contribute to promoting a unified corporate identity for DSWD.

II. Objectives

1. To promote the DSWD's corporate image.
2. To promote and project a singular corporate look for all the printed materials produced by the Department.
3. To ensure cost-effectiveness by standardizing the production of printed IEC materials.

III. Coverage

These guidelines shall cover all printed information, education and communication (IEC) materials produced by offices as well as officials and employees at the Central and Field offices. These will include:

1. brochures

2. primers
3. annual reports
4. newsletters
5. posters, streamers and backdrops
6. signages
7. covers of books and similar publications
8. letterheads and business cards
9. Certificate of Participation, Completion or Attendance in DSWD-sponsored capability building and institutional development activities

IV. General Policies and Implementing Guidelines

1. All printed materials produced by the Central and Field offices shall carry the DSWD logo and "Tulong! Sulong!" tagline.
2. To achieve a corporate look, the SMS shall prepare prescribed designs, sizes, colors, fonts and symbols for specific printed materials which shall be adhered to by all offices. The following materials shall have a common design and lay-out:
 - a) Letterheads
 - b) Business cards
 - c) Certificate of Participation, Completion or Attendance in DSWD sponsored capability building and institutional development activities
 - d) Outdoor signages

Attached are the approved design templates for the above-mentioned materials which shall be disseminated to the DSWD offices.


3. To ensure cost-effectiveness, field offices shall have one official newsletter incorporating sections on KALAHI-CIDSS, Bright Child, etc., where applicable.
4. Cost effectiveness shall be considered in producing these materials.

V. Monitoring

The Social Marketing Service shall monitor compliance of these guidelines.

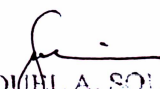
VI. Effectivity

This order shall take effect immediately and rescinds all other orders contrary to it.


LUWALHATI F. PABLO
OIC - Secretary

SBA/LRM/MRS
102005

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LOUELLA A. SOLIVA
Records Officer in, Records Unit