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Department of Social Welfare and Development**

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Memorandum Circular No. 09
Series of 2015

SUBJECT: GUIDELINES ON THE IMPLEMENTATION OF THE DSWD BRAND DESIGN AND ITS CONSISTENT APPLICATION IN ALL AGENCY COLLATERALS, COMMUNICATIONS AND MARKETING MATERIALS

I. RATIONALE

The Department of Social Welfare and Development (DSWD) has formulated four (4) reform areas to strengthen its effectiveness in meeting the challenges of social protection in the Philippines. Hence, the pursuit of better public service will be continued. Part of this reform agenda is to strengthen the Department's social marketing activities.

The Social Marketing Service, being the communication arm of the Department, has been strategically supporting the realization of the vision of the DSWD to be the world's standard for the delivery of coordinated social services and social protection for poverty reduction by 2030. It supports the achievement of the Department's Reform Agenda in its leadership role in social protection and social welfare and development through various advocacy, social marketing, and networking activities. These ensure the full transparency in the implementation of the projects and programs of the Department.

In 2014, the Social Marketing Service, in collaboration with an internal communication advisor, undertook a review of all information, education and communication materials produced and developed by the Department at the national and local level.

Results of the review revealed that the use of the DSWD logo differs in format and style and that different DSWD offices (to include the field offices) produced similar IEC materials in different sizes and styles. The consultant noted that the variation in the DSWD logo is a violation of the very concept of a "logo" and is inconsistent with the agency's thrust of projecting a corporate image. Moreover, there is no standard format/style for the production of IEC materials.

Given these, a DSWD Brand Design has been formulated. It consists of the logo and its name, which is the agency's face and personality that is presented to the local and global community. It creates differentiation and distinction from other Brand Designs, thus, defining the personality of DSWD. The visual, emotional and rational image that is

associated with the design is the outward expression of DSWD's core values – respect for human dignity, integrity and service excellence.

The importance of the Brand Design should not be compromised since it represents the agency. It is in this context that these Guidelines have been prepared. This is a product of rational and creative thought, a review and corresponding comments and recommendations from the Central Office and Regional Offices, duly represented by their respective Information Officers. This shall be known as the “Branding Guidelines for DSWD Collaterals.” The Social Marketing Service shall ensure adherence to the style sheet both at the national and regional level.

II. LEGAL BASES

Under the Rationalization Streamlining Plan (RSP) of the Department, the functions and responsibilities of all bureaus and services were aligned with the vision to strengthen the steering function DSWD. From the RSP emerged the Social Marketing Service (SMS), previously known as the Public Affairs and Liaison Service (PALS), which highly focused on publicity and media relations.

Through the RSP, the functions and responsibility of the SMS broadened to undertake advocacy marketing and networking activities to promote social change and to nurture the Department's relationship with the different publics. These publics include the Government colleagues/counterparts (to include the legislative, executive and judiciary); Civil Society Organizations (CSOs); Non-Government Organizations (NGOs); Foreign and Multilateral agencies; Colleagues within the Department (internal audience) and the Quad Media (radio, television, print and internet).

Memorandum Circular No. 33, series of 2004 “DSWD Social Marketing Plan and Agenda for 2004” underlined a significant role of SMS which is to “focus on building the image identity of DSWD as the leader in social welfare and development; and in building long term-relationship with its target publics.” One of the strategies identified in pursuing this is to develop creative and information tools to internalize the DSWD image.

Memorandum Circular No. 01, series of 2012 “Re-clustering of Offices, Bureaus, Services, and Units (OBSUs) at the DSWD Central Office” which describes and defines the clustering at the Central Office, including the Social Marketing Service under the Office of the Secretary Group.

In order to achieve this, all products of the Department must be in accordance to a set of standards which are aimed at projecting and internalizing one image of excellent and professional public service.

III. OBJECTIVE

The objective of the Branding Guidelines is to provide the pertinent specifications needed to maintain the Brand's identity in the production of information, education and communication tools and other advocacy collaterals. It should not be construed as limiting the use of the Brand Design. Its consistent, appropriate and standard application in various collaterals, communications and marketing materials is very important to preserve its image. Any variations, even minor ones, will undermine the image of the Brand.

IV. IMPLEMENTING GUIDELINES

This Memorandum Circular shall provide the direction for all Program Implementers and Partners to ensure that the Branding Guidelines is effectively implemented.

A. General Guidelines

1. As the chief Communications Unit of DSWD, the Social Marketing Service (SMS) shall ensure that the Branding Guidelines is followed. SMS shall regularly monitor the implementation of the Guidelines and shall call the attention of the respective entity for any variations.
2. SMS shall provide all Divisions/Departments at the Central Office and all Regional Offices with a copy of the Guidelines in Portable Document Format (pdf) file format. This serves as the source of the master artwork.
3. SMS shall also provide a copy of the DSWD Logo Design to Program Partners at the national level.
4. The Regional Offices shall provide a copy of the DSWD Logo Design to their respective LGUs and local partners. They are likewise responsible for monitoring its compliance.
5. The Guidelines is explicit and no variations are allowed.

B. Specific Guidelines

1. *Logo Usage* - A master artwork must be used and never recreated under any circumstance. The correct artwork must be used for any application. In the event where the DSWD logo is presented together with a Program/Project logo, the DSWD logo appears first, on the left and the other logo next to it, on the right. If more than one Program/Project Logo is presented, this should be placed right after the Agency Logo and aligned with the other logos. The Program/Project Logo nearest to the Agency Logo is the main supporter and contributor to the agency.

2. *Color Scheme* - Accurate reproduction of the color scheme for the logo and communication materials is essential in communicating a clear and consistent representation of the brand image. The details are in the Brand Design Guidelines.
3. *Typeface* - The logo typeface is Arial Bold. The Primary Typeface is Times Roman, for all headlines and/or headers. Times New Roman Bold is also allowed. The Secondary Typeface is Arial and this should be used in all communication materials, such as letters, memoranda and circulars. Tertiary type face is Helvetica, to be used only if Arial is not available.
4. *Logo Application* - There are 35 different logo applications indicated in the Guidelines. Refer to the attached Branding Guidelines for more detailed specifications. These are to be followed.
 - Business Cards
 - The business card size is 2"x3.5". The Final Logo + Mark is to be placed on the left with minimum reproduction size of 1" for the width and 0.276" height.
 - Letterhead
 - This may be A4 (8.27x11.69) or Legal sizes paper. The Final Logo + Mark is to be placed on the left to provide space on the right for third party logos. The secondary typeface is Arial font, size 12 pts. For footer, primary typeface is Times New Roman font, size 8 pts.
 - Letterhead with Program Logo
 - The Final Logo + Mark is on the left, while program/project logo is on the right (though optional). The secondary typeface is Arial font, size 12 pts. For footer, primary typeface is Times New Roman font, size 8 pts.
 - Letter head Envelope
 - The Final Logo + Mark is placed on the back left side of the envelope. For branding aesthetics, the seal flap is color blue.
 - Folders
 - The size is 9"x14". Place the Final Logo + Mark on the center of front side, while the Mark only on the center of back side with color blue seal flap.
 - Compact Disc Label
 - Compact Disc Case Cover Label

- USB Flash Drive
- Ball Pens
- Stickers
- Identification Cards
- Lanyards
- T-Shirts
- Caps
- Cargo Vests
- Safety Vests
- Buttons/Pins
- Messenger Bag
- Plastic Bag
- Eco Bag
- Brown Paper Bag
- Key Chain
- Foldable Fan
- Mug
- White and Multi-Colored Umbrella
- Yearly Planner

- Desktop Calendar
 - Calendar sizes may vary from year to year depending on the design, therefore, there is no specific size for calendars.
- Powerpoint Template with Program/Project Logo
 - A corporate powerpoint presentation template shall also be used by the Department in formal occasions and activities. The template shall be simple and shall utilize a single color for its background.
- Powerpoint Template without Program/Project Logo
- Banner/Streamer
- Flyer
- Posters
 - Posters are to be at A4, A3 and A1 size for small, medium, and large posters respectively. A white space of 1/8 of the paper, should be placed at the top of the poster. The logo, the size of ¾ of the height of the white space should be placed at the upper left portion of the white space.
 - If other logos shall be used with the DSWD logo, the prescribed logo placement/order shall be applicable.
- Magazine Cover
- Newsletters
 - Newsletters should use A4 size paper. Similar to other print IEC materials, a white space is to be placed at the top of the pages including the cover. The final logo + mark is to be placed at the left portion of the white space, with the distance of the logo from the top and bottom portion to be equal in proportion.
- Van Service

The Social Marketing Service shall continue to review other forms of IEC materials that can be used by the Department. Further, appropriate guidelines on size, shape, and logo use shall be developed. Pending the issuance of specific style guidelines for other IEC materials not included in this document, all proposals and design shall be subject to the review and recommendation of the SMS. A visual representation of the branding guide in PDF format

is attached for better guidance. SMS shall also provide all OBSUs and Field Offices with e-copy of the Branding Guidelines.

IV. MONITORING AND EVALUATION

The Social Marketing Service, as the clearing house of all information, education and communication (IEC) materials, shall monitor compliance to the guidelines. No IEC material shall be produced without the approval of the Head of SMS or his/her designate. Evaluation of the relevance and effectiveness of the Guidelines will also be conducted during the annual communication review and evaluation workshop.

This Memorandum Circular shall take effect immediately, unless revoked or amended.

Signed this 26th of May, 2015.


CORAZON JULIANO-SOLIMAN
Secretary

Certified Copy.


EMYLOU P. MIRAVALLES
OIC-Chief, General Services Division