



Department of Social Welfare and Development

MEMORANDUM CIRCULAR**NO. 14**
Series of 2021

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

I. RATIONALE

In 2015, Memorandum Circular (MC) No. 9 or the Guidelines on the Implementation of the Department of Social Welfare and Development (DSWD) Brand Design and its Consistent Application in all Agency Collaterals, Communications, and Marketing Materials was signed by then DSWD Secretary Corazon Juliano-Soliman. The MC aimed to ensure consistent application of all visual elements in all the materials produced by the Department.

To ensure that all DSWD Offices, Bureaus, Services, and Units (OBSUs), including Field Offices (FOs), are well aware of the Branding Guidelines, a Manual on the Brand Design and its Applications was produced and disseminated to all OBSUs and FOs. The manual contained the Logo Design, Logo Application, Color Scheme, and Typography, among others. In addition, all Information Officers (IOs), Regional Information Officers (RIOs), and Social Marketing Officers (SMOs), and representatives from others programs shall undertake a seminar about the Department's branding guidelines to ensure stronger and consistent branding of the Department.

Sample materials were also included in the manual to provide the readers an idea of how to apply the DSWD logo. However, the samples indicated were few. Further, the examples were too limiting and did not give enough room for creativity.

To abreast with the changes brought by the technological advances, there is a need therefore to amend the guidelines to include such as but not limited to the following: social media quote cards and infographics, photos mounted on sintra boards used during exhibits, plaques, certificate holders, tarpaulins, and signages.

Also, the FOs were directed by Secretary Rolando Joselito D. Bautista to create/develop their own FO insignia to promote/establish their identity. The FO insignia is intended for easy identification of the DSWD FO from that of the Local

Social Welfare and Development Offices (LSWDOs). This identification separates the brand identity of the DSWD FOs from LSWDOs. In relation to the Mandanas ruling and devolution in place, the development of the FO insignias will steer a harmonized brand identity of the Department, especially to its FOs. Thus, the use and application of the FO insignias shall be presented alongside the DSWD logo to avoid the misconception in the brand identity of the Department.

The revised Branding Guidelines are among the key result areas in pursuit of strengthening the Strategic Communications of the Department being developed by the Social Marketing Service (SMS). The communication plan will also promote the DSWD Strategy and PGS Pathways and strengthen the public image of the Department as highly efficient in governance and able to contribute to poverty reduction through improved social protection. Hence, the revised guidelines will institutionalize the branding strategies that encompass the core values and mandate of the Department.

Lastly, the DSWD logo mark has a Certificate of Registration, to wit: registered on 16 May 2019 with a term of 10 years (until 16 May 2029). This registration of the DSWD logo mark with the Intellectual Property Office has the rights conferred with the said registration as enunciated under Section 147 of the Republic Act No. 8293 [the Intellectual Property Code of the Philippines].

The SMS as the communication arm of the Department is recommending significant revisions to the Branding Guidelines to make these more applicable in the current setting.

II. DEFINITION OF TERMS

The following terms are defined for the purpose of this Order:

- 1. Confusingly similar - the general impression of the ordinary individual, in determining the identity of the office under the normally prevalent conditions.*
- 2. Exclusion Zone - an area that is exclusive only to the logo. No other element or object is allowed to encroach upon that area.*
- 3. Information, Education, and Communication (IEC) materials - refers to advocacy/campaign collaterals used by the Department to convey public messaging and aim at changing or reinforcing specific behavior/s in a specified target audience/s, concerning a specific problem and within a pre-defined period of time, through communication methods and principles.*
- 4. Insignia - refers to a badge or distinguishing mark or sign of the Field Offices (FOs).*



5. Logo - refers to a visual graphic mark, emblem, symbol, or stylized name used to instantly identify an organization. It may take the form of an abstract or figurative design, or it may present as a stylized version of the company's name if it has sufficient brand recognition.

6. Mark - refers to a symbol or icon used as a visual representation of an aspect of the organization. It is often the most dominant element of the overall logo.

7. Master Artwork - refers to the final approved design or layout.

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 materials funded by the Department and/or sponsored by partners/stakeholders or initiated/personally shouldered by any individual. It should not be construed as limiting the use of the Brand Design.

IV. IMPLEMENTING GUIDELINES

A. General Guidelines

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4. The Field Offices (FOs) are directed to create or develop their FO Insignia to promote/establish the FO identity. The said FO insignia shall be used for easy identification of the DSWD FO from that of the Local Social Welfare and Development Offices (LSWDOs).

However, the DSWD logo shall remain as the primary brand of the Department and shall be used across all FOs. Hence, FO insignias will be utilized alongside the official DSWD logo to establish the Department's brand, as well as the FO's identity.

The FOs shall submit their proposed insignia to the SMS, which shall, in turn, endorse it for the approval of the Secretary. The FO insignia shall only be used upon its approval. Once approved, the insignia, together with the DSWD logo shall be used at all times in all official activities, communication letters, and materials coming from the FOs.

Units under FOs which will opt to use the official logos of the OBSUs shall have the authority to revise or add terms such as "units" on its official logo for any FO purposes on condition that the logo is approved by the Social Marketing Unit (SMU) and Regional Director (RD).



5. *The FOs shall provide a copy of the DSWD Logo Design, as well as their FO insignia to their respective LGUs and local partners. They are likewise responsible for monitoring its compliance.*

The standard DSWD Logo and FO Insignia, upon approval, shall be used at all times.

6. *The DSWD Branding Guidelines shall be final, executory, explicit and no deviations 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 when 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 of the main supporter and/or contributor to the Agency should be placed nearest to the Agency Logo.

The FO insignia shall follow the placement similar to when the DSWD logo is presented together with other project/program logos. It should not be bigger or smaller than the DSWD standard logo. The Insignia may be used in other IEC materials alongside the DSWD Logo.

For materials during events or advocacy activities, if the activity/event is headed by the Department, the DSWD logo should be on the left side. If the DSWD is not the lead, then the lead agency logo must be on the left side, followed by the DSWD logo.

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4. **Logo Application** - *The DSWD Logo placement will no longer be limited to the upper left-hand corner of any print material. Further, the logo can be placed anywhere in any material, provided the exclusion zone is still being followed. This will give the layout artist room for creativity. Refer to the attached Branding Guidelines for suggested logo placements for the following IEC materials:*

- *Calling Card*
- *Letterhead*
- *Letterhead with Program Logo*
- *Letterhead in the Field Offices*



- *Envelope*
- *Folders*
- *Compact Disc Label*
- *Compact Disc Case Cover Label*
- *USB Flash Drive*
- *Ball Pen*
- *Stickers*
- *Identification Cards*
- *Lanyards*
- *T-Shirts*
- *Polo Shirts*
- *Shirts with complete logo only*
- *Caps*
- *Cargo Vests*
- *Safety Vests*
- *Disaster Response Vest (Central Office)*
- *Disaster Response Vest (Field Office)*
- *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*
- *PowerPoint Template with Program/Project Logo*
- *PowerPoint Template without Program/ Project Logo*
- *Banner/Streamers*
- *Flyer*
- *Poster*
- *Congratulatory Poster*
- *Congratulatory Poster with More Than One Awardee*
- *Magazine/Booklet/Module/Notebook Cover*
- *Certificate without Project/Program Logo*
- *Certificate with Project/Program Logo*
- *Certificate with Project/Program Logo and Development Partner Logo*
- *Newsletters*
- *Opening Billboard (OBB)/Closing Billboard (CBB)*
- *Opening Billboard (OBB)/Closing Billboard (CBB) with Program Logo*

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- *Opening Billboard (OBB)/Closing Billboard (CBB) with Development Partner's Logo*
- *Van Service*
- *Plaques*
- *Backdrop/Event Banners*
- *Roll-up Banners*
- *Social Media Cards*
- *Infographics*
- *Photos Mounted on Sintra Boards Used for exhibits*
- *Certificate Holders*
- *Seal on Conference/Auditorium/Board Room*
- *Seal on Exterior Wall of the Building*

IEC materials that are in the form of billboards, tarpaulins, or signboards should conform to the COA Circular No. 2016-003 dated August 15, 2016 or Amendment to COA Circular No. 2013-004 dated January 30, 2013 Re: Information and Publicity on Programs/Projects/Activities of the Government Agencies.

IEC materials presented in the Guidelines and Manual are only for reference on the placement of the DSWD Logo. Artists/designers may or may not use the presented IEC materials.

All proposals and designs not included herein shall be subject for review, recommendations, and approval of the SMS pending the issuance of the specific guidelines for the styles of IEC materials.

The Branding Manual, a visual representation of the branding guidelines in PDF format is attached for better guidance. SMS shall also provide all OBSUs and FOs with an e-copy of the Branding Guidelines.

V. MONITORING AND EVALUATION

The SMS, as the authorized approving authority of all IEC materials, shall monitor the compliance of all FOs to the guidelines issued by the DSWD. No IEC materials will be produced without the written approval of the Head of SMS or his/her designated representative.

In addition, no reproduction of any IEC materials or any materials using the DSWD logo and FO insignia shall be made without the written approval or consent from the SMS-CO. Apart from SMS, clearance/s should be secured, reviewed and evaluated by/ from a/other cardinal office/s.



A. At the Central Office. No IEC materials, funded by the Department, sponsored by partners/stakeholders, or initiated/personally shouldered by any staff/employee with DSWD branding, shall be produced without the approval of the Head of SMS or his/her designated representative.

The SMS CO has the authority to decline/disapprove any proposed logo branding should it be found to be confusingly similar or identical to other logo branding of the FOs, government agencies/offices, and private establishments.

B. At the Field Offices. The Regional Information Officers (RIOs) shall monitor compliance with the guidelines. No IEC materials at the FO, funded by the Department, sponsored by partners/stakeholders, or initiated/ personally shouldered by any staff/employee with DSWD branding, shall be produced without the endorsement of the RIO and approval of the Regional Director (RD).

The Social Marketing Unit (SMU) shall also work closely with the Procurement Section that no IEC or collateral materials be distributed without SMU's recommendation. Evaluation of the relevance and effectiveness of the Guidelines will also be conducted during the annual communication review and evaluation workshop.

The DSWD FOs must ensure that the DSWD standard logo, as well as their respective FO insignias, shall not be used by any of their LSWDOs. Hence, all proposals and designs at the FO level shall be subject to the review and recommendation of the SMU and approval of the RD.

The DSWD logo shall be for the sole use of the Department, FOs, partner government offices, and licensed and/or accredited social welfare and development agencies (SWDAs). In the case of partner stakeholders, the DSWD Logo may only be used in their projects/programs provided that there is a Memorandum of Agreement (MOA)/Memorandum of Understanding (MOU) or any certification/documents citing the scope of the partnership, with explicit mention of the authorized use of the DSWD logo.

For SWDAs, the use of the DSWD Logo is optional; but it shall be used only in the promotion of social welfare as long as it is within the approved scope for which they were licensed and/or accredited.

For organizations issued with solicitation permit by DSWD, the SMS shall check the proper use of the DSWD logo in accordance with the branding guidelines of the Department.

VI. ADMINISTRATIVE ACCOUNTABILITY

For Government Officials or Employees/Institutions/Organizations:

Government officials or employees who violate the guidelines shall be liable under reasonable office rules and regulations following the procedures enunciated under the 2017 Rules on Administrative Cases in the Civil Service (RACCS). The administrative proceeding/action is without prejudice to any criminal and civil actions that may be instituted against the erring official or employee.

For Private Individuals/Institutions/Organizations:

Unauthorized or illegal use of the DSWD logo shall constitute as a violation of pertinent provisions of the Intellectual Property Code and the Revised Penal Code, among others.

Private individuals who participate in conspiracy as co-principals, accomplices or accessories, with officials or employees, in violation of the Guidelines, shall be subject to the same applicable liabilities as the officials or employees and shall be investigated/tried jointly with them.

VII. EFFECTIVITY

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

Signed this 18th of Oct. 2021 in Quezon City, Philippines.


ROLANDO JOSELITO D. BAUTISTA
Secretary

Cert. True Copy

21 OCT 2021

MYRNA H. REYES

OIC-Division Chief

Secretary of the Department of Social Welfare and Development