

MEMORANDUM CIRCULARNo. 07

Series of 2022

SUBJECT: AMENDMENT TO THE MEMORANDUM CIRCULAR (MC) NO. 14, SERIES OF 2021 FOR THE ENHANCEMENT OF THE DSWD BRAND COLOR BLUE**I. RATIONALE**

Since 2015, the Department has already been adhering to 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. This was established through the Memorandum Circular (MC) No. 9, signed by then DSWD Secretary Corazon Juliano-Soliman. The MC aimed to ensure that all DSWD Offices, Bureaus, Services, and Units (OBSUs), including Field Offices (FOs), can apply all visual elements the Department produces consistently.

This MC was amended through MC No. 14, series of 2021, signed by Secretary Rolando Joselito D. Bautista. This amendment aimed to adapt to the changes brought by technological advances, which were specified in the branding manual. It included guidelines such as but not limited to the following: social media quote cards and infographics, photos mounted on the Sintra board used during exhibits, plaques, certificate holders, tarpaulins, and signages. It also added directives from the Secretary for the FOs to create/develop their own FO insignia as a way of establishing their identity.

As a crucial part of building the Agency's face and purpose to the local and global community, the DSWD Brand Design, including the Brand Color Palette, is continuously being developed and evaluated to ensure that it creates differentiation and distinction from other Brand Designs. The visual, emotional, and rational image associated with this tangible component of the brand serves as a communicative element of the Department's core values - respect for human dignity, integrity, and service excellence.

In line with this, and as a result of the Secretary's directive, the DSWD, through its Social Marketing Service (SMS), proposed the enhancement of the DSWD Brand Color Blue. This development is a result of aiming for a triadic color harmony to the brand's color climate, enabling a high-contrast and versatile color palette for a strong and vivid color scheme.

This amendment would also specify the following brand color specifications: Pantone color number, CMYK, and RGB values of the Department's Red, Yellow, and Blue.

Lastly, this Order mandates the re-registration of the DSWD logo trademark to the Intellectual Property Office of the Philippines after its effectivity date. This is to reflect changes to the currently registered colors of the logo.

II. DEFINITION OF TERMS

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

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8. **Brand Color Palette** - refers to the actual, specified, and full range of colors that can be used in the branding application. It is specified using Pantone Color number, CMYK, and RGB values.

III. OBJECTIVE

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IV. IMPLEMENTING GUIDELINES

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B. Specific Guidelines

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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. In using the logo, the following specifications of the branding color palette must be adhered to:

- Red

PANTONE COLOR #	CMYK VALUES	RGB VALUES
485 C	0, 99, 96, 0	238, 28, 37

- Yellow

PANTONE COLOR #	CMYK VALUES	RGB VALUES
3945 c	4, 0, 93, 0	254, 242, 0

- Blue

PANTONE COLOR #	CMYK VALUES	RGB VALUES
223D8D	99, 83, 4, 1	34, 61, 141

V. MONITORING AND EVALUATION

The SMS, as the authorized approving authority of all Information, Education, and Communication (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 due consideration of OBSUs and FOs with IEC materials undergoing procurement or printing process, and therefore, can no longer make changes to branding by the time this Order was

signed, collaterals above shall be permitted to bear previous attributes of the MC 14 s. 2021 Branding Manual (i.e., DSWD logo with the previous color palette.).

Those with collaterals who have yet to undergo procurement after this Order's effectivity shall incorporate all necessary changes in compliance with the updated guidelines.

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

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VI. ADMINISTRATIVE ACCOUNTABILITY

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VII. EFFECTIVITY

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Issued in Quezon City, Philippines.


ROLANDO JOSELITO D. BAUTISTA
Secretary

Date: JUN 22 2022

Cert. True Copy:


24 JUN 2022
MYRNA H. REYES
OIC Division Chief
Records and Archives Mgt. Division

ANNEX 1

PREVIOUS AND REVISED DSWD LOGO

Before enhancement (with Blue Pantone Color 2747 C):



After enhancement (with Blue Pantone Color 223D8D):

