



MEMORANDUM CIRCULAR

NO. 01

Series of 2024

SUBJECT: AMENDMENT TO THE MEMORANDUM CIRCULAR (MC) NO. 14, SERIES OF 2021 WITH THE 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

This MC aims to ensure standardization, unification, and relevance to the current trends of all IEC materials and other collaterals of the Department of Social Welfare and Development (DSWD) Offices, Bureaus, Services, and Units (OBSUs) including Field Offices (FOs).

Pursuant to Memorandum Circular No. 24: "Launching the Bagong Pilipinas Campaigns as the Administration's Brand of Governance and Leadership" (see *Annex A*) which directs all national government agencies (NGAs), and state universities and colleges (SUCs) to adapt the campaign logo and incorporate the same in all letterheads, websites, official social media accounts and other documents and instruments pertaining to the flagship programs of the government, issued by the Office of the President last 03 July 2023 and the Memorandum issued by the Office of the Secretary (DRN No. 30327) last 16 August 2023, the **DSWD Brand and Visual Identity Guidelines** has been updated accordingly. The guidelines contain the DSWD Agency Logo, Logo Variations, Integration of the **Bagong Pilipinas** logo, Logo Usage, Icons and Hashtag, Typography, Color Specifications, Graphic Element, among others. Sample materials are also included in the Guideline to provide the users an idea of how to apply the DSWD logo.

In addition, all Information Officers (IOs), Regional Information Officers (RIOs), and Social Marketing Officers (SMOs), and representatives from other programs shall undertake a seminar about the Department's Brand and Visual Identity Guidelines to ensure stronger and more consistent brand identity to help the Agency resonate well with various stakeholders.

To level with the changes brought by new directives from the Office of the President and the DSWD Secretary Rex Gatchalian, as well as with change in the current trends, there is a need therefore to amend and include the following guidelines such as but not limited to:

- Bagong Pilipinas logo in all general forms and other collaterals of the Department;
- New Field Office (FO) logos replacing the FO insignias stated in MC 04, s. 2021 by then Secretary Rolando Joselito D. Bautista to maintain simplicity and uniformity in all logos of the Field Offices;
- Graphic Elements, Vector Graphics;
- Brand Stationery and Office Templates;
- Digital and Print Media;
- Apparel, Standard DSWD Vest Design;
- Disaster Relief Goods' Packaging;
- Updated Brand Alignment; and
- Angels in Red Vests Merchandise

The DSWD Brand and Visual Identity Guidelines are among the key result areas in pursuit of strengthening the strategic communications of the Department being developed by the Strategic Communications - Digital Media Service (DMS) under the Office of the Secretary Group.

Lastly, the DSWD logo's trademark registration has been filed with the Intellectual Property Office (IPO) Philippines on 6 November 2023 and is awaiting for certification release. This registration of the DSWD logo mark with the IPO 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 DMS, as part of Strategic Communication arm of the Department is recommending significant revisions to the brand guidelines to make these more applicable in the current setting.

II. DEFINITION OF TERMS

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

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 predefined period of time, through communication methods and principles.
4. 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.
5. Master Artwork - refers to the final approved design or layout.

6. 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 Hex code, CMYK, RGB values.

III. IMPLEMENTING GUIDELINES

A. General Guidelines

1. As the communications arm of the Department, the Strategic Communications - Digital Media Service (DMS) shall ensure that the Brand and Visual Identity Guidelines is followed. DMS shall regularly monitor the implementation of the guidelines and shall call the attention of the respective entity for any variations.
2. DMS shall provide all OBSUs and FOs a soft copy of the guidelines in Portable Document Format (PDF) file and online link to all high resolution materials and editable templates that the OBSUs and FOs may utilize.
3. All FOs are directed to use the new Field Office logo supplied by DMS at all times in all official activities, communication letters, and materials coming from their respective FOs.
4. The FOs may provide a copy of their FO logo design to their respective LGUs and local partners and are likewise responsible for monitoring its compliance.
5. The **Maagap at Mapagkalingang Serbisyo** slogan shall no longer be used in all IEC materials and other collaterals of the Department.
6. The DSWD Brand and Visual Identity Guidelines shall be final, executory, and no deviations are allowed.

B. Specific Guidelines

1. Logo Usage - A master artwork must be used and never be recreated under any circumstance. The correct artwork must be used for any application.

In situations where the inclusion of a Program/Office/Partner's logo is necessary, place the logo within the designated space between the DSWD logo and the Bagong Pilipinas logo.

If there is no requirement to incorporate a Program/Office/Partner's logo, utilize DSWD Logo and Bagong Pilipinas Logo only.

For instances when both a both a Program/ Office and Partner's logo need to be integrated, position the Partner's logo in the allocated space immediately following the Program/Office logo.

The Bagong Pilipinas should always be placed on the right most after the DSWD logo/project/program/partners' logos.

The FO logo 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.

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:

Color	Hex Code CMYK Values	RGB Values
RED	#2e3192 99, 97, 3, 1	46, 48, 146
BLUE	#ee1c25 0, 99, 96, 0	238, 28, 27
YELLOW	#fef200 4, 0, 93, 0	254, 242, 0

3. Typeface - The logo typeface is Arial Bold. The primary typeface is Arial Regular and is mandatory for all form headings. The use of Arial bold is allowed. The secondary typeface is Times New Roman and is to be used for content of official communication materials such as letters, administrative orders, memoranda and circulars. Tertiary typeface is Monserrat, to be used only if Arial is not available.

4. Logo Application - The DSWD Logo placement will no longer be limited to the upper left-hand corner of any digital and print material. Further, the logo can be placed anywhere in any material, provided the exclusion zone is still being followed. This will give the graphic/layout artist room for creativity. Refer to the attached DSWD Brand and Visual Identity Guidelines for suggested logo placements for the following IEC materials and other collaterals including but not limited to:

- a. Brand Stationery and Office Templates
 - i. Standard Letterhead
 - ii. Field Office Letterhead
 - iii. General Forms
 - iv. Business Card
 - v. Envelope
 - vi. Executive Notepad
 - vii. Folder

- viii. Certificates
- ix. Virtual Backgrounds
- x. Desktop Wallpaper
- xi. Powerpoint Template
- xii. Department Identification Card
- xiii. Press ID

b. Digital and Print Media

- i. Press Release Art Card
- ii. Quotation Art Card
- iii. Vector Characters
- iv. Logo Placement on Video and Photos
- v. Logo Placement on Title and End Cards
- vi. Flyer
- vii. Poster
- viii. Standard Payout Banner
- ix. Standard Workshop/Seminar Banner
- x. Standard Welcome Banner
- xi. Standard Congratulations Banner
- xii. Memorandum of Agreement Signing Banner

c. Apparels

- i. Standard DSWD Vest
- ii. Standard Shirt
- iii. Polo Shirt
- iv. Cap and Bag

d. Other Collaterals

- i. CD, CD Case, USB, and Ballpen
- ii. Enamel Pin and Lanyard
- iii. Button Pin, Key Chain and Foldable Fan
- iv. Umbrella and Tote Bag

- v. Notebook and Mug

- e. Disaster Relief Goods' Packaging
 - i. Family Food Pack Slotted Box
 - ii. Hygiene Kit
 - iii. Family Kit
 - iv. Kitchen Kit
 - v. Sleeping Kit
 - vi. 2-Way Bed and Jerry Can
 - vii. Modular Tent
 - viii. Family Tent

IEC materials that are in the form of billboards, tarpaulins, or sign boards should conform to the Commissions on Audit (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 are only for reference on the placement of the DSWD logo. Graphic/layout artists 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 DMS pending the issuance of specific guidelines for the styles of IEC materials.

The DSWD Brand and Visual Identity Guidelines, a visual representation of the brand guidelines in PDF format is attached for better guidance. DMS shall also provide all OBSUs and FOs with an e-copy of the DSWD Brand and Visual Identity Guidelines.

IV. MONITORING AND EVALUATION

The DMS, as the authorized approving authority of all IEC materials and other collaterals of the Department, 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 DMS 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 MC 14 s. 2021 Branding Manual.

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 collaterals using the DSWD logo and FO logo shall be made without the written approval or consent from the DMS. Apart from DMS, 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 DMS or his/her designated representative.

The DMS 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 government agencies/offices, and private establishments.

- B. **At the Field Offices.** The 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 RD.

The Field Offices' Social Marketing Unit (SMU) shall also work closely with the Procurement Section that no IEC or collateral materials be distributed without SMU's recommendation.

The DSWD FOs must ensure that their respective FO logos shall not be used by any of their Local Social Welfare and Development Offices (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, attached and supervised agencies, 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 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 only be used 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 permits by DSWD, the DMS shall check the proper usage of the DSWD logo in accordance with the brand and visual identity guidelines of the Department.

V. 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 of 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.

VI. EFFECTIVITY

This Memorandum Circular shall take effect immediately. Any other issuance inconsistent to this is hereby amended or repealed.

Signed this 8th of January 2024 in Quezon City, Philippines


REX GATCHALIAN
Secretary

Certified True Copy

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