



Republic of the Philippines

Department of the Interior and Local Government

BRAND IDENTITY MANUAL



FOREWORD

I am pleased to share with the hard-working men and women of the Department of the Interior and Local Government (DILG) this DILG Strategic Communications Brand Manual of Style. I thank the Australian Government through the Philippines Australia Human Resource Organisational and Development Facility (PAHRODF) for making this Communications Brand Manual of Style a reality for the Department.

Matino, Mahusay, at Maaasahan. This, indeed is what the DILG is and what we all in the Department are. With these traits, we will be triumphant in developing communities across the country and contributing to the national government's drive for good governance and efficient and better public service. With all the accomplishments we have registered in the areas of good local governance and community development, it is also about time that we communicated the same to the people in such a way where everyone speaks with one voice and one common message. This is where this Manual will be of immense help to all of us in the Department in inspiring everyone to join us in our unending desire to make LGUs similarly ***Matino, Mahusay, at Maaasahan.***

This aptly contains and trumpets the qualities that helped us speed up our journey towards good local governance and push to greater heights our efforts in addressing the needs of our local government units (LGUs) and people.




A handwritten signature in black ink, which appears to be 'Mel Senen S. Sarmiento'.

Mel Senen S. Sarmiento
DILG Secretary

FOREWORD




Austere A. Panadero
Undersecretary

Every day is an opportunity to communicate DILG to the public, and everyone in the Department has the chance of doing it.

With this Brand Manual, each of us will be guided on how to effectively communicate our good governance reforms to our stakeholders, the LGUs, CSOs, and the general public, among others. This Brand Manual also aims to achieve a unified look for all our communication collaterals so we can have a single, unified DILG brand which will echo from the different provinces, cities, and municipalities throughout the country.

Guided by this Manual, let us be examples of discipline and unity thru our projects and services.

Let us be the role models in leading a way of life as **Matino, Mahusay, at Maaasahang Kagawaran** to all LGUs and other partners.





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1.0 DILG BRAND STYLE

1.1 BRAND STYLE

Brand style serves to set apart DILG's identity from those of other organizations.

This brand style is based upon these qualities: simple, accessible and visible, solid and stable. The brand style describes the tone and manner that we want to communicate to the public. At the same time, by applying the guidelines of this brand manual for the development of its content and presentation, this will ensure the recognition of DILG to the public.

SIMPLE

The simplicity of the brand identity evokes the ease and clarity of communicating our services to the public. It is upright and straight to the point.

SOLID AND STABLE

Signifies our concrete history and sense of tradition; our good faith and security; and our nationwide reputation for honoring our word. Shows our firm commitment on how to get things done by focusing on finding solutions to problems.

ACCESSIBLE AND VISIBLE

Indicates the agency's prompt response to the specific needs of local government units by coming up with innovative solutions to problems. Refers to our willingness to go the extra mile and reach out so as to make our services known to the general public.

1.2 BRAND PERSONALITY

A key factor in building the image and brand of DILG is its corporate brand personality, as David Ogilvy stated: "You now have to decide what 'image' you want for your brand. Image means personality."

"Corporate brand personality is much more about perceptions of employees – both senior management and customer-facing – that make up the company as well as the organisation as a whole. Corporate brand personality reflects the values, actions, and words of all employees of the corporation." (Keller and Richey 2006)

Having brand personality traits adds dimension to DILG that local government units (LGUs) and its constituents can relate to. Characteristics such as trustworthy and dependable can help build the public's confidence in the institution. Therefore, each member is encouraged to practice and apply these traits in representing the organization.

Kevin Lane Keller (He wrote the textbook Strategic Brand Management: Building, Measuring and Managing Brand Equity and co-authored with Philip Kotler the textbook Marketing Management.) and Keith Richey. The importance of corporate brand personality traits to a successful 21st century business. Journal of Brand Management (2006) 14, 74–81.

1.2 BRAND PERSONALITY

In building the DILG brand, communicating the DILG brand personality should be characterized by the following key personality traits, which has been developed in consultation with DILG officials and directors;



“Matino, Mahusay at Maaasahang kagawaran para sa Mapagkalinga at Maunlad na Pamahalaang Lokal.”

Matino	Sensible, accountable, committed, and works with integrity.
Mahusay	Skillful, capable, methodical, aims for excellence, mastery of knowledge and skills.
Maaasahan	Reliable, dependable and accessible.
Kagawaran para sa Mapagkalinga at Maunlad na Pamahalaang Lokal.	A department empowering supportive and progressive local government units (LGUs).

By applying these key personality traits, DILG enables local government units (LGUs) to be strong, competent, and reliable organizations to its governed body. In order for the LGUs to become “Mapagkalinga at Maunlad” they, like the DILG, must also be “Matino, Mahusay at Maasahan”.

2.0 DILG LOGO

2.1 Logo Overview



Our logo unifies and embodies our organization. The logo type is a combination mark wherein an emblem is used to represent the whole logo.

At the heart of the logo is the acronym of the Department, DILG, written in black for easy recognition and as a strong manifestation of its steadfast commitment to promote peace and order, ensure public safety, and strengthen the capability of local governments.

The said acronym is prominently placed over the Map of the Philippines at the center, representing the country's national territory and comprising all local government units which are under the general supervision of the Department.

The People corresponds to the (17) regions of the country, including the Autonomous Region of Muslim Mindanao (ARMM). While the shield completing the circle represents the interior sector or the peace and order and public safety sectors. The two symbols are placed alternately to underscore the need for both sectors to work together and bring peaceful and progressive communities to the country.

2.2 DILG History

The Department of Interior was first established during the Philippine Revolution of 1897 on March 22 by the Katipunan at the Tejeros Convention under the revolutionary government of General Emilio Aguinaldo. Although Andres Bonifacio did not assume the position, he was the first appointed Director of Interior. General Pascual Alvarez was later appointed as Secretary of the Interior appointed by President Aguinaldo on April 17 of the same year.

The Department of Interior was enshrined in the Biak-na-Bato Constitution signed on November 1, 1897. Article XV of the said Constitution defined the powers and functions of the Department that included statistics, roads and bridges, agriculture, public information and posts, and public order.

In 1950, the Department was abolished and its functions were transferred to the Office of Local Government (later renamed Local Government and Civil Affairs Office) under the Office of the President. On January 6, 1956, President Ramon Magsaysay created the Presidential Assistant on Community Development (PACD) to implement the Philippine Community Development Program that will coordinate and integrate the efforts of various governmental and civic agencies, on a national scale, to improve the living conditions in the barrio residents and make them self-reliant.

The Presidential Decree No. 1 created the Department of Local Government and Community Development (DLGCD) through Letter of Implementation No. 7 on November 1, 1972. Ten years later 1982, the DLGCD was reorganized and renamed Ministry of Local Government (MLG) by virtue of Executive Order No. 777; in 1987, it was further reorganized and renamed to Department of Local Government (DLG) by virtue of Executive Order No. 262.

Eventually on December 13, 1990, the DLG underwent its final reorganization into what is now known as the Department of the Interior and Local Government (DILG) by virtue of Republic Act No. 6975. The law paved the way for the reunion of the local governments and the police force thru the establishment of the Philippine National Police (PNP), out of the Philippine Constabulary-Integrated National Police (PC-INP), together with the National Police Commission, The Bureau of Fire Protection, Bureau of Jail Management and Penology, and the Philippine Public Safety College; including the National Action Committee on Anti-Hijacking from the Department of National Defense (DND). Today, the Department continues to guide and foster local autonomy, peace and order, and public safety.

2.3 Clear Space and Minimum Size



This should be applied to all brandings of DILG. To preserve the integrity of the logo, a clear space area should be maintained so that it will be free from overlapping with other visual elements.

The clear space around the logo should be exactly the same height of the “DILG” letters located at the heart of the logo; always allow at least this amount of clear space around the logo.

The minimum size of the logo should be no less than 10mm in width and shall be used only for special purposes such as branding in smaller items or elements. If the recommended minimum size of the logo would not fit, it is then advised to just spell out the “Department of the Interior and Local Government” or use the acronym “DILG”.

This should be applied to all brandings of DILG.

PANTONE 1797C	RGB 201, 40, 45
CMYK 15, 98, 93, 4	HEX #C9282D

PANTONE 107C	RGB 255, 222, 21
CMYK 2, 9, 97, 0	HEX #FFDE15

PANTONE 288C	RGB 0, 44, 118
CMYK 100, 86, 26, 20	HEX #002C76

2.4 Color Story

The color theme plays on the general colors of the Philippine flag: Red, Yellow and Blue (for the extended color theme).

The color Red signifies our passion to serve; the color Yellow indicates our willingness to find new ways in getting things done; and the color Blue represents our honesty and loyalty to the general public.

2.5 Primary Color Theme

The primary colors used in the DILG logo are red and yellow. These colors should be used to maintain the identity of the organization through visuals.

2.6 Extended Color Theme

The extended color theme will be blue. In the previous DILG logo, blue was part of its primary colors. Thus, it may still be used as a theme color in publications.

2.7 Color Tone

Below would show how the DILG logo should look.



This logo must be used in all DILG materials following the correct brand application guidelines for color and spacing at all times.

Correct red color

PANTONE	RGB
1797C	201, 40, 45
CMYK	HEX
15, 98, 93, 4	#C9282D

Incorrect red color



Correct yellow color

PANTONE	RGB
107C	255, 222, 21
CMYK	HEX
2, 9, 97, 0	#FFDE15

Incorrect yellow color



Any shade darker or lighter than the recommended Pantone Matching System (PMS) would be considered incorrect

2.8 Correct Color Application

Below shows the illustrations of the appropriate use of the logo in different DILG items.

Black



Black

When print can only be done in black and white (for example, newspaper advertising), you may use black.

Reversed



For use on a dark background

Whenever the logotype must appear on a dark background, we can add white stroke on the logo or it can be reversed out white.

Grayscale



Grayscale

This grayscale version of the logo may be used both on dark or light colored backgrounds.

Shadow



Shadow

This version of the logo may be used when you wish to emphasize the DILG logo.

PANTONE MATCHING SYSTEM (PMS)



PMS: **107C** Yellow Gold

PMS: **1797C** Red

PMS: **Process Black**

PMS: **11-0601** White

FOR SMALL CANVAS

Department of the Interior and Local Government

Typeface: **Times New Roman**

Minimum size: 12pt

Black or any dark color may be used.

2.9 Incorrect Logo Reproduction

The following are unacceptable ways of reproducing the DILG Logo.



Do not reproduce in a tint or screen.



Do not alter the signature in any way, including changing the typeface or colors.



Do not reproduce in color on a dark background without white stroke.



Do not distort in any way and always keep the logo in proportion.



FOR SMALL CANVAS

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

Do not reproduce in Italic Typeface

3.0 TYPOGRAPHY

3.1 Primary Typeface

The primary **TYPEFACE** that we use is Verdana. A Sans Serif typeface that is simple, clear and precise. When making the body text, alignment is at the left and may be justified.

Use this typeface in all publications, both web-based and print. This includes the body text, headers and captions. This typeface was selected for its legibility.

Aa

VERDANA 14 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"&/*

VERDANA 14 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;:!"&/**

VERDANA 14 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"&/*

VERDANA 14 BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"&/*

3.2 Alternate Typeface 1

ARIAL 14 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"?"/&*

ARIAL 14 ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;:!"?"/&**

ARIAL 14 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"?"/&*

ARIAL 14 BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"?"/&*

The alternate **TYPEFACE** is Arial. Arial family is packaged with all versions of Microsoft Windows, Apple Mac OS X and almost all computer printers.

Its accessibility will aid in making publication materials and other print materials. It is suggested that this would be used for formal outputs as it shows confidence which would fit a formal setting.

Aa

3.3 Alternate Typeface 2

The alternate **TYPEFACE** is Times New Roman. Times New Roman family is packaged with all versions of Microsoft Windows, Apple Mac OS X and almost all computer printers.

Its accessibility will aid in making publication materials and other print materials. It is suggested that this would be used as your font for presentations as it is clear and legible.

Aa

TIMES NEW ROMAN 14 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!?”&/*

TIMES NEW ROMAN 14 ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;:!?”&/**

TIMES NEW ROMAN 14 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!?”&/*

***TIMES NEW ROMAN 14 BOLD
ITALIC***
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!?”&/*

3.4 Alternate Typeface 3

CAMBRIA 14 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"&/*

CAMBRIA 14 ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789,;:!"&/**

CAMBRIA 14 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"&/*

CAMBRIA 14 BOLD ITALICS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!"&/*

The alternate **TYPEFACE** is Cambria. Cambria family is packaged with all versions of Microsoft Windows, Apple Mac OS X and almost all computer printers.

The Cambria Font Family was designed for on-screen reading and to look good when printed at small sizes. Cambria is part of the new Windows ClearType font collection. The Cambria fonts have excellent legibility and readability characteristics.

Aa

4.0 BRAND ARCHITECTURE

4.1 Sub-brandmarks



CENTRAL OFFICE

Sub-brands are places or regions, as well as bureaus and services in the country that will be added to the brand mark to determine the announcing office.

This should be used in all collaterals including web-based applications and promotional items like the DILG websites of the different regions in the Philippines.

- The font size of the sub-brand should always be half the font size of the acronym of the Department, DILG, which is located at the heart of the logo.
- The sub-brandmark should be centered and must be located below the DILG logo.
- The sub-brandmark should strictly be in black Verdana font and must not be italicized.
- The sub-brandmark should be in all caps.
- Proper spacing should still be followed.

4.2 Incorrect Sub-brandmarks



Proper spacing between the DILG logo and sub-brandmark was not followed.

CENTRAL OFFICE



The sub-brandmark is more than half the size of the acronym DILG located at the heart of the logo.

CENTRAL OFFICE



The sub-brandmark is not aligned at the center of the DILG logo.

CENTRAL OFFICE



Proper spacing between the DILG logo and sub-brandmark was not followed and the sub-brandmark is not in all caps.

Central Office



The sub-brandmark should strictly be in black Verdana font and must not be italicized.

CENTRAL OFFICE



The sub-brandmark is not located at the bottom part of the DILG logo.

CENTRAL OFFICE

4.3 Sub-brandmark: Programs and Projects

All programs/projects of the Department should include the official logo of DILG.

- Program titles should be placed beside the logo to its right.
- The DILG logo should at least be the same size of the program title
- Partnering logos must not be bigger than the DILG logo.
- Program titles and sub-brandmarks must be legible.
- This should be applied to all strategic programs of DILG.
- The DILG logo must always be located at the upper half of the photo.
- Proper spacing should still be followed.



4.4 Correct Logo Application

For programs of bureaus and affiliates, the following guidelines must be observed. The DILG logo must always come first and must be larger than the other logos, while the attached agency logos must all be equal in size.

The sequence of the logos should strictly be in this order: DILG, NAPOLCOM, PNP, BFP, BJMP, PPSC ,LGA



4.5 Incorrect Logo Application

Shown below is an example of incorrect logo applications for posters and programs and in bulleted form are the reasons why they would be considered incorrect.

- The DILG logo is smaller than the program title.
- Bureaus and affiliates of DILG must not stand alone, the DILG logo must always be present on the same material.
- The DILG logo is located at the bottom part of the picture.
- Proper spacing between logos should still be followed.

The following page would also show you more examples of how using the logo would be considered incorrect.



Incorrect logo spacing, the DILG logo is smaller than the program title, and the DILG logo should not be at the bottom part of the material.



The DILG logo should always be present and logo must not be placed at the bottom part of the material.

4.6 Incorrect Logo Reproduction



DILG logo and other logos should not overlap.



The DILG logo must always come first.



DILG logo should always be larger than other logos.



Bureaus and affiliates of DILG must not stand alone, the DILG logo must always be present on the same material.



DILG logo is too close to the partner logo, proper spacing should be followed.



PROGRAM TITLE

DILG logo is smaller than the program title.

4.7 Guideline use of photos

Following these guidelines will ensure that our communications will have a recognizable look.

- Request that digital photos are shot with at least a 3-megapixel resolution.
- Original files at least 2000 pixels by 1500 pixels.
- High quality JPEG or PNG format.
- RGB color mode for printing while CMYK color mode for on screen viewing.
- Offset printed images should be at least 300 pixels per inch.
- Include “who, what, when, where, and why” of photos in caption and give credits to the image source.
- Show people looking at the camera, whenever possible, to connect emotionally with readers.
- Images must be related to the audience it is presented to.
- The pictures should communicate the outcome of the DILG programs. If project is still in progress, it is recommended to use the project’s expected outcome.



4.8 Incorrect use of photos

Here are a few examples of what photos would be considered incorrect and in bullet form are the reasons why they would be considered incorrect.

- Pictures should not be pixelated when used.
- Pictures must not be distorted.
- It must show the results of the project, not just the process.
- The pictures must be related to the message of the article or headline it would show up on.
- Pictures must tell a story on its own.



Photo must not be distorted



Photo must not be pixelated



Photo must tell a story on its own

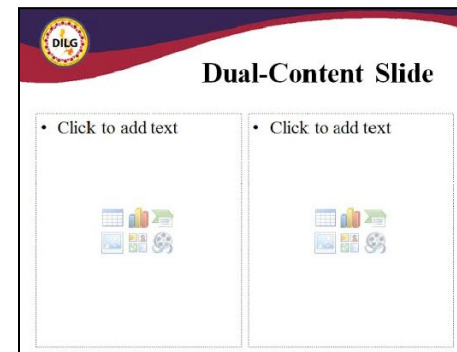
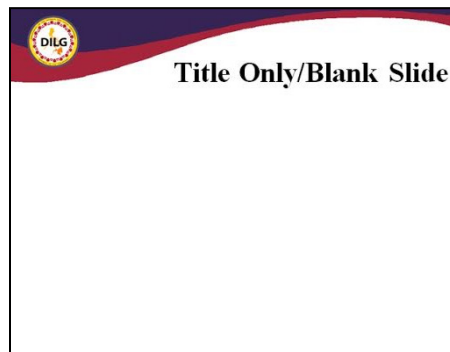
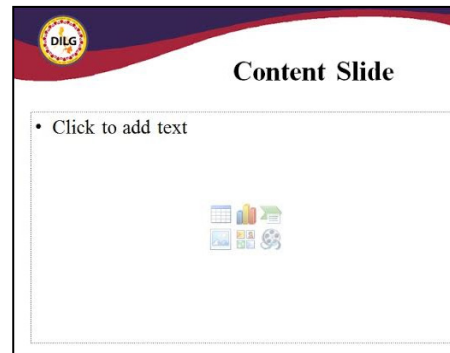
5.0 BRAND APPLICATIONS

5.1 Presentation Templates

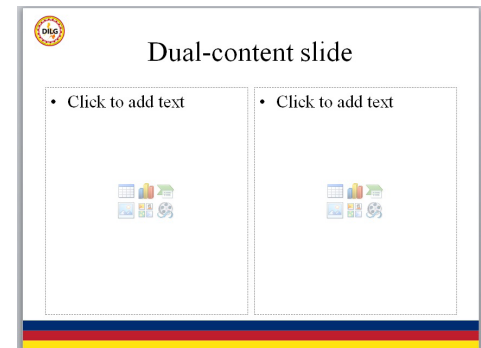
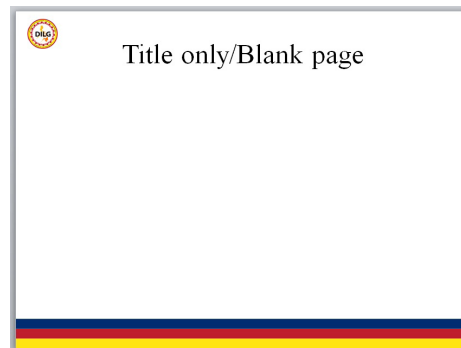
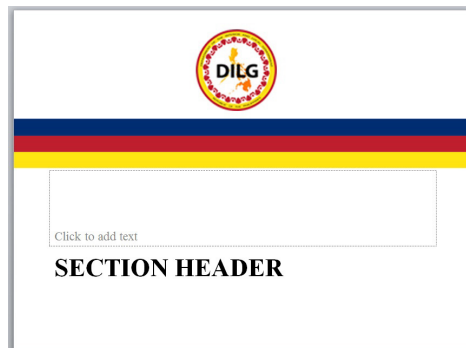
Shown below are sample presentation themes and its formats.

It is recommended to place the DILG logo on the upper left hand corner of each slide for visibility and consistency.

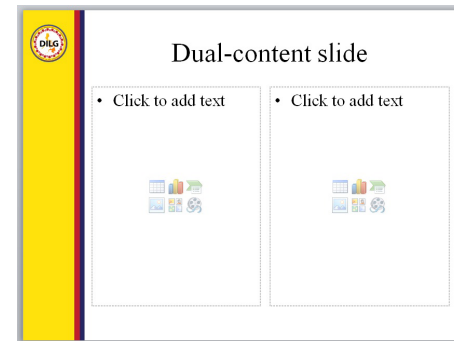
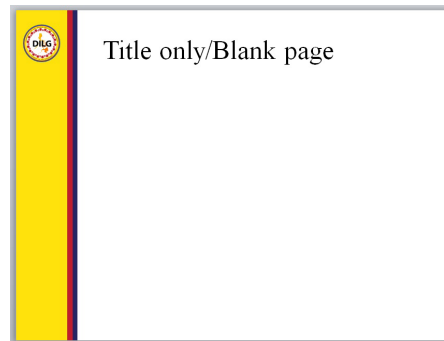
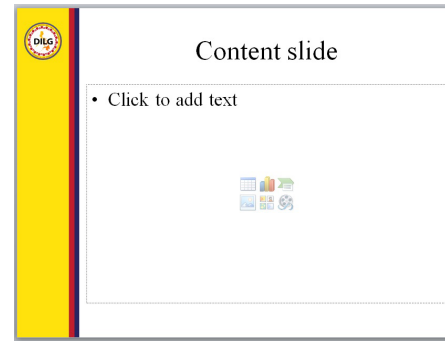
5.1A Theme 1



5.1B Theme 2



5.1C Theme 3



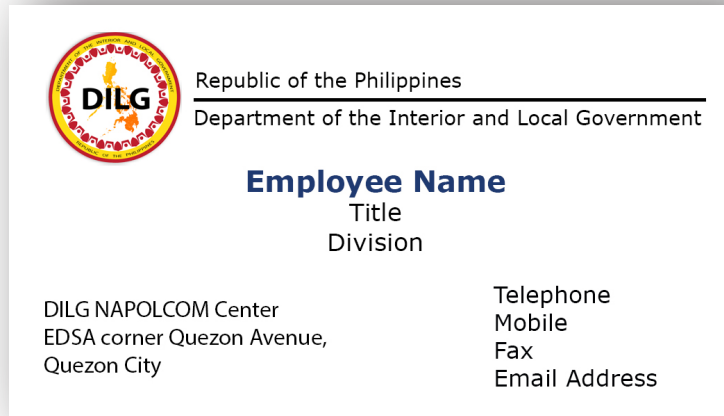
5.2 Business Cards

Card Size: 88.9mm x 50.8

Typography: All contact information should be in Verdana (use alternate typeface if not available), 8.5 pt.

The **Employee Name** should be bigger than the rest. Verdana, 10pt., Bold.

Offset printing is recommended for a high-quality print. Raised ink should not be used as it may cause poor legibility.



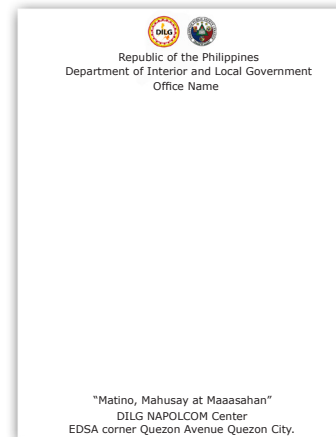
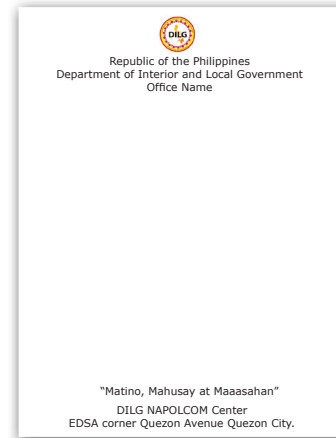
5.3 Letterhead and Memorandum

For consistency purposes of official documents, correspondences and written notices, this template sample should be followed.

Contact details in order as shown below:

- Agency Name/Region
- Address
- Telephone

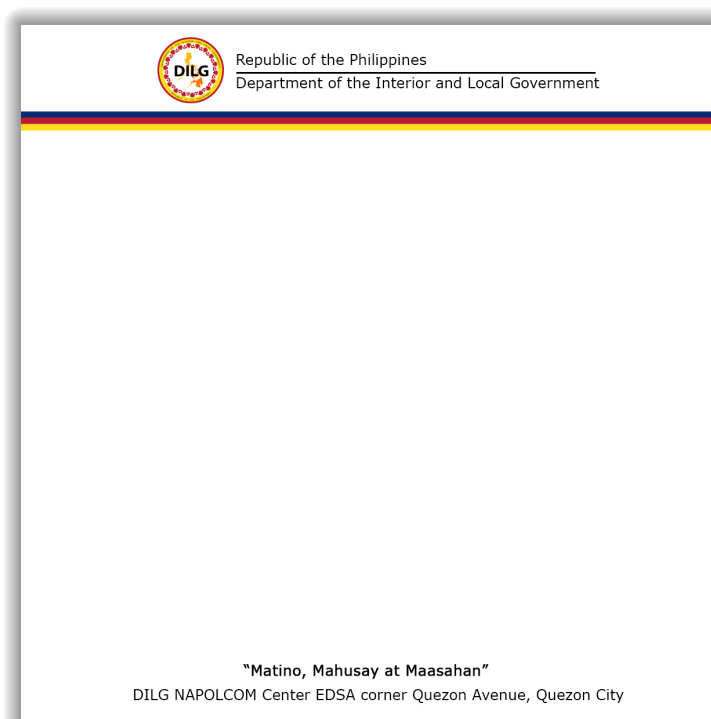
Paper size: A4



5.4 Memo Pad

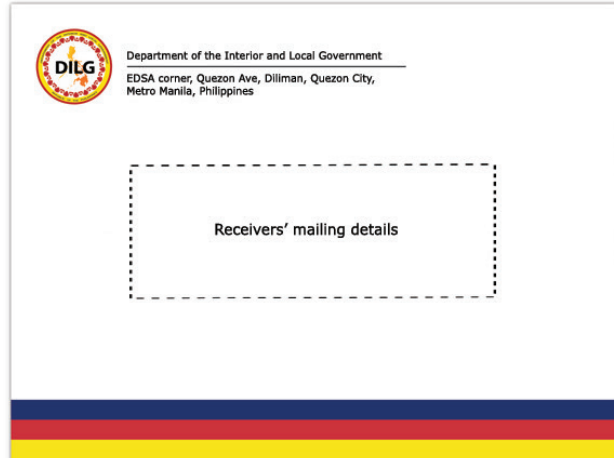
For informal written communications, this template sample should be followed.

Paper size: 4 inch x 4 inch

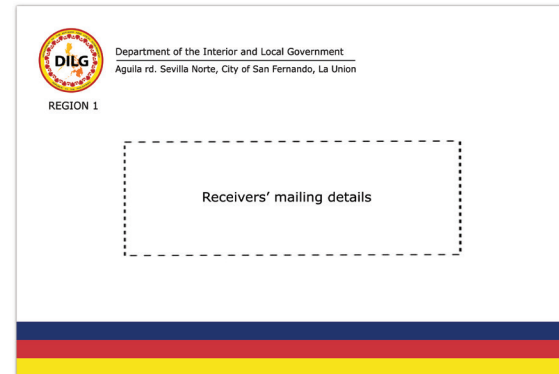


5.5 Envelopes

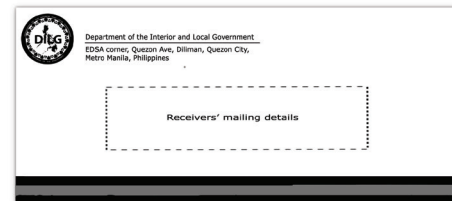
For consistency purposes of packaging external communications, this template sample should be followed.



15in x 10in



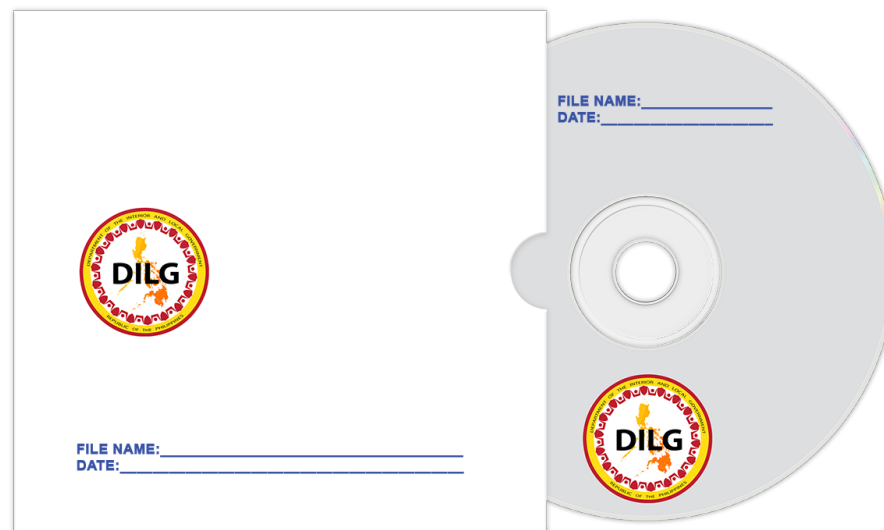
12in x 9in



9.45in x 4.13in

5.6 CD and DVD Covers

CD and DVD covers should be in this format for consistent visual output.



5.7 Folders

Plain folder with the logo in front and the address at the back.



5.8 Poster

For posters, make sure to position the DILG logo on the upper left hand corner of the poster.

Follow guidelines under Section 4.4 for the correct logo application, if other logos will be used along with the DILG logo.



6.0 CLOTHING & GIVEAWAYS

6.1 Shirts

It is suggested that the color of the shirts would be the extended color theme of DILG, which is blue; while the main color theme of the DILG Logo must be applied. The logo will be the main element and should be placed at the upper left part of the chest. This is to make sure that the DILG logo would be clearly visible.

For project or event shirts, it is recommended to include the project title on the upper right of the chest; when using affiliates and partner logos heading the event, this may be placed on the center of the right sleeve.



6.2 Jackets and Vest

The DILG Logo should be placed at the upper left portion of the chest. Application of colors of the DILG logo would be the same as instructed with the shirts.



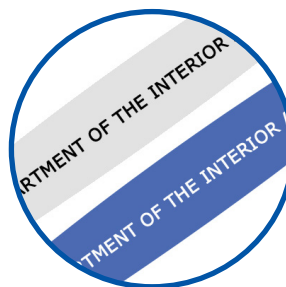
6.3 Caps and Bags

Colors to be used should be the main color theme of DILG. The DILG logo should be located at the center of the item.



6.4 Pencil/Pen

“Department of the Interior and Local Government” should be written across the pen. A light-colored pen should be used for visibility of the text.





6.5 Mug

This may be a customized mug, but always put the proper increments of the logo visible enough on the mug.



6.6 Umbrella

The DILG logo should be placed at least on one of the canopy of the umbrella while the primary color theme of the DILG logo should be used.

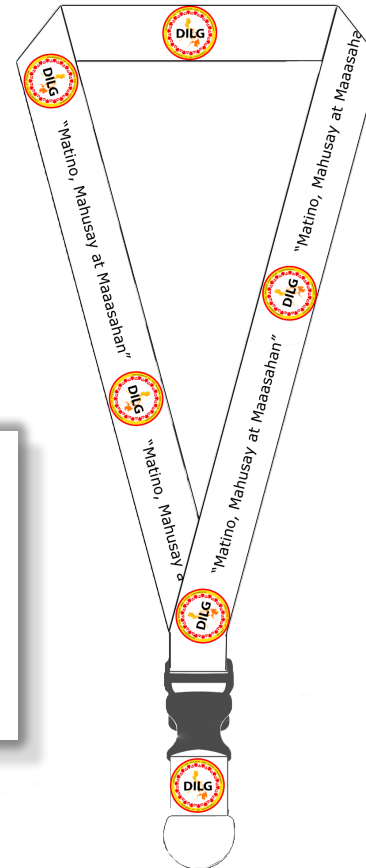
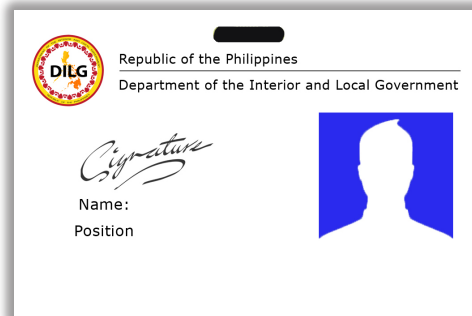
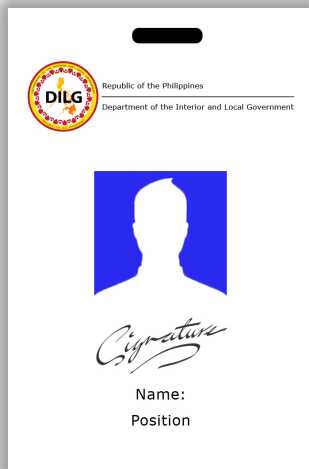


6.7 Notebook

The primary color themes of the DILG logo should be used. The logo may vary in size depending on the size of the notebook, but always remember to include the proper increments of the logo and it must be located at the center of the notebook's cover.

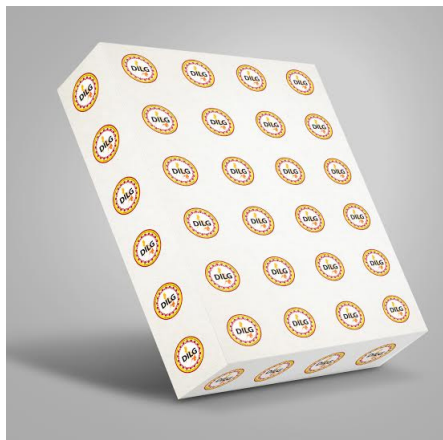
6.8 I.D. and Lanyard

Shown below is a sample design of a lanyard and I.D. with the DILG branding.



6.9 Corporate Giveaways

Below are suggested corporate giveaways; repetitive logo wrapping paper is recommended for packaging. Gifts may vary depending on the recipient. It is recommended to give handicrafts uniquely made in the province or region the local office is located to help promote local businesses. However, giving gifts made of wood is highly restricted with respect to international customs and importation regulations.



7.0 SIGNAGES STYLE

7.1 Podium Sign

A circular graphic of the official DILG logo should be used on podiums. The colored version of the logo must be used at all times.



7.2 Vertical Banner

Standard Size

width: 33inch

height: 81 inch

Vertical banners must always be located at the entrance to greet and inform guests about the ongoing event. The vertical banner may also be placed beside the registration counter if provided. The DILG logo must not be located at the bottom half of the banner.



7.3 Horizontal Banner



For all programs headed by DILG, ensure that the DILG logo is prominently displayed. The DILG logo must be placed on the top most portion of the banner, ideally on the top left portion of the banner.



If the banner would be placed on a high stage the DILG logo may be placed on the center of the banner or must at least be eye level of the audience. This is to make sure that the DILG logo would be visible.

Note to follow guidelines under Section 4.4 for the correct logo application, if other logos will be used along with the DILG logo.

7.4 Incorrect Horizontal Banner

The horizontal banner shown below would be considered incorrect because the DILG logo is located at the bottom half of the banner wherein it would be easily blocked from view. Remember that the DILG logo must not be placed below the center of the banner.



The DILG logo must not be located at the bottom part of the banner. Logos of other bureaus/affiliates must not be bigger than the DILG logo and must be in proper order.

7.5 Backdrop

Shown below is the backdrop design wherein the placement of the DILG logo should be located at the center of the backdrop so that it would be within eye level of the audience.



7.6 Repeating Backdrops

When you are having a televised or heavily photographed event (e.g. presscon), a repeating backdrop may be used; also this will complement with the podium sign having the DILG logo. Do not put any banners at the back, the repeating backdrop will suffice. Hang the other banners at the entrance or other locations to greet and inform guests.




7.7 Project Signage


Shown here are examples of signages such as tarpaulines, stone and brass plaques to be used on project sites, with the following information about the project and the proper logo applications must be followed.

Note to follow guidelines under Section 4.4 for the correct logo application, if other logos will be used along with the DILG logo.

For more information regarding the guidelines for project signages please refer to COA Circular No. 2013-004: dated JAN 30 2013



Project Name:
Project Location:
Project Cost:
Source of Fund:
Contractor/Supplier:
Date Project Started:
Target Date of Completion:



Project Name:
Project Description:

Project Completed On:

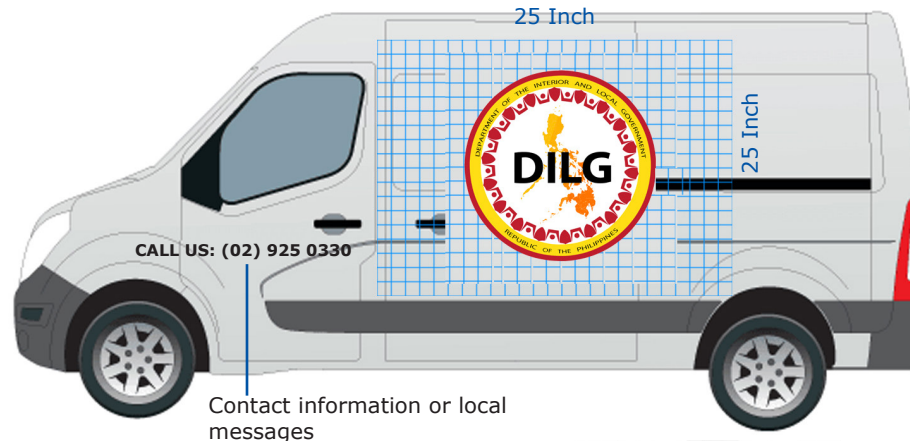


Project Name:
Project Description:

Project Completed On:

7.8 Vehicles

All visual logo identity should be followed. (size, color).



7.9 Decals

Decals of the logotype are available through Network Supplies in the following sizes.

- 25 inch x 25 inch
- 15 inch x 15 inch
- 10 inch x 10 inch



Put contact information or local messages at the back of the vehicle.

8.0 DIGITAL MEDIA

8.1 Website

Shown here is the current webpage of DILG. The DILG website should follow the DOST-ICT guidelines on what their websites should look like, its content, and user interface as well.

The Department of Science and Technology - Information and Communications Technology Office (DOST-ITC Office) created the Government Website Template Design (GWTD) Guidelines which mainly contains topics about:

Content, Structure and Design of Government Websites

- Basic Interface Requirements
- Other Possible Features to Include
- Open Access: Transparency and Accessibility of Government Content
- Specific Content Guidelines
- Display of User Policies

The Government Website Template Design (GWTD) is an initiative of the Philippine Government to institutionalize a corporate online identity for all government websites through a standard design, navigation, and content. Included in the GWTD Guidelines are the details on the content, structure, and design of government websites.



