

Republic of the Philippines
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS
OFFICE OF THE SECRETARY
Manila

097.13 DPWH
06-20-2016

28 JUN 2016

DEPARTMENT ORDER)

SUBJECT: Guidelines and Standards for Agency Identity

NO. **143**)
Series of 2016)
06.20.16

To establish a unified identity across all areas of communication, promote open communication and collaboration among employees and to engage more effectively with the public, the attached Guidelines and Standards for Agency Identity is hereby adopted to include the following:

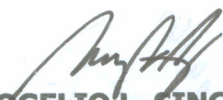
- Letterhead
- Business Card
- Letter Envelope
- Notepad/Stationery
- Email Signature and Footer (Disclaimer)

The following offices shall manage the printing and/or reproduction of all materials with Agency Identity elements:

- For Central Office – Supply and Property Management Division (SPMD)
- For Region/District Engineering Office – Administrative Division/Section

Email signature and footer (disclaimer) shall be configured by the Information Management Service (IMS).

This Order shall supersede Department Order No. 115, series of 2016 and shall take effect immediately.


ROGELIO L. SINGSON
Secretary

Department of Public Works and Highways
Office of the Secretary



WIN6P01421

Encl: Guidelines and Standards for Agency Identity

11.1.1 JPP/MNP/RBC

GUIDELINES AND STANDARDS FOR AGENCY IDENTITY

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1.0 Purpose

The purpose of the Guidelines and Standards for Agency Identity is to manage the usage and protection of the Department's identity as an important strategic asset directly related to the reputation of the Department. It is intended to evoke positive feelings around shared values, trust, quality and access for internal and external stakeholders and the public in general. This is to ensure that the use of official Agency Identity materials are limited to individuals and offices affiliated to the Department. DPWH Agency Identity materials shall not be used for personal correspondences.

2.0 Scope

This document provides the prescribed format of Agency Identity elements and materials for official use of the Department:

- 2.1 **Letterhead**
- 2.2 **Business Card**
- 2.3 **Letter Envelope**
- 2.4 **Notepad/Stationery**
- 2.5 **Email Signature and Footer (Disclaimer)**

3.0 General Guidelines

3.1 Usage

All materials with Agency Identity elements shall be used for official business transactions only and shall not be used for personal purposes.

3.2 Printing/Reproduction

The following offices shall manage the printing and/or reproduction of all materials with Agency Identity elements:

3.2.1 For Central Office – Supply and Property Management Division (SPMD)

3.2.2 For Region/District Engineering Office – Administrative Division/Section

Email signature and footer (disclaimer) shall be configured by the Information Management Service (IMS).

3.3 Distribution

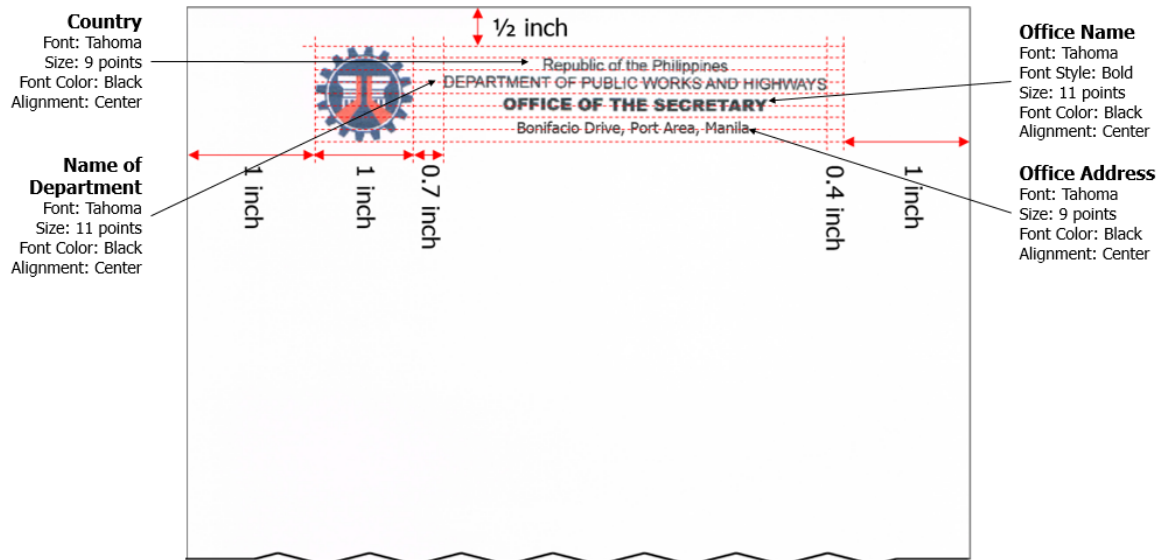
The materials with Agency Identity elements shall only be distributed to individuals and offices affiliated with the Department.

4.0 Specific Guidelines

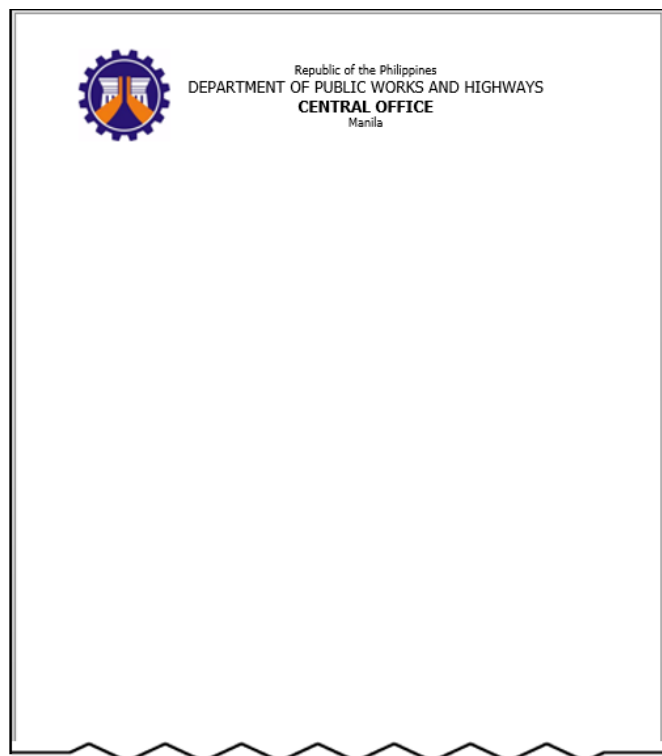
4.1 Letterhead

Illustrated below is the Department's letterhead formatting. All the elements and typography should be used and positioned as shown below. No additional information or images should be added to the letterhead.

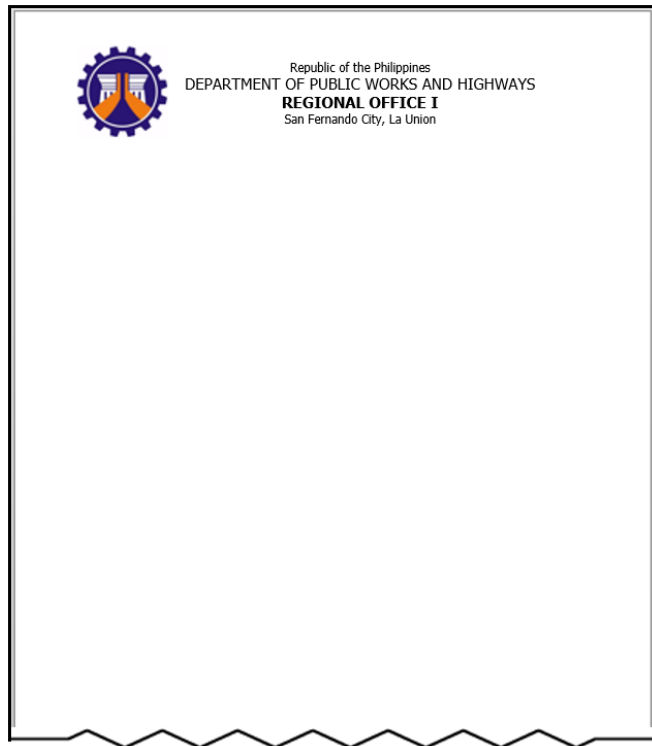
4.1.1 Office of the Secretary



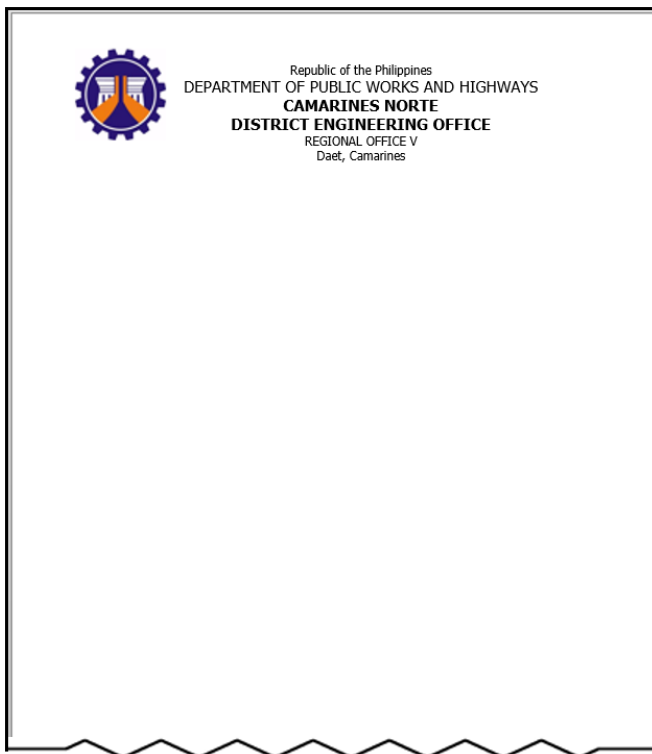
4.1.2 Central Office (includes Bureaus, Services, UPMOs)



4.1.3 **Regional Office**



4.1.4 **District Engineering Office**



4.2 Business Card

The back of the business card should be left blank. There shall be no deviation from the positioning of the various elements in the business card. The eligible employees authorized to use business card are the following:

- Secretary
- Undersecretaries
- Assistant Secretaries
- Directors/Assistant Directors
- District Engineers/Assistant District Engineers
- Division Chiefs
- Section Chiefs
- Project Managers
- Engineers II – V
- Regional/District Information Technology Support Officers
- Analysts
- Administrative Officers

The format of the business card is shown below:

Country
Font: Tahoma
Size: 6 points
Font Color: White

Name
Font: Arial
Size: 14 points
Font Color: Black

Designation
Font: Arial Narrow
Size: 8 points
Font Color: Black

Department Name
Font: Tahoma
Font Style: Bold
Size: 8 points
Font Color: White
Alignment: Left

Management Philosophy
Font: Candara
Font Style: Italic
Size: 5 points
Font Color: White
Alignment: Left

Email
Font: Cambria Math
Size: 6 points
Font Color: Blue

Email Address
Font: Cambria Math
Size: 6 points
Font Color: Black

Business Card Content:
 Republic of the Philippines
 Department of Public Works and Highways
 Right Project, Right Cost, Right Quality, Right on Time, Right People
 Rogelio L. Singson
 Department Secretary
 DPWH Head Office: Bonifacio Drive, Port Area, Manila 1018
 Tel # (02) 123-4567
 Mobile (+63) 917-1234567
 Fax (02) 123-4567
 Email singson.rogelio@dpwh.gov.ph
 website www.dpwh.gov.ph

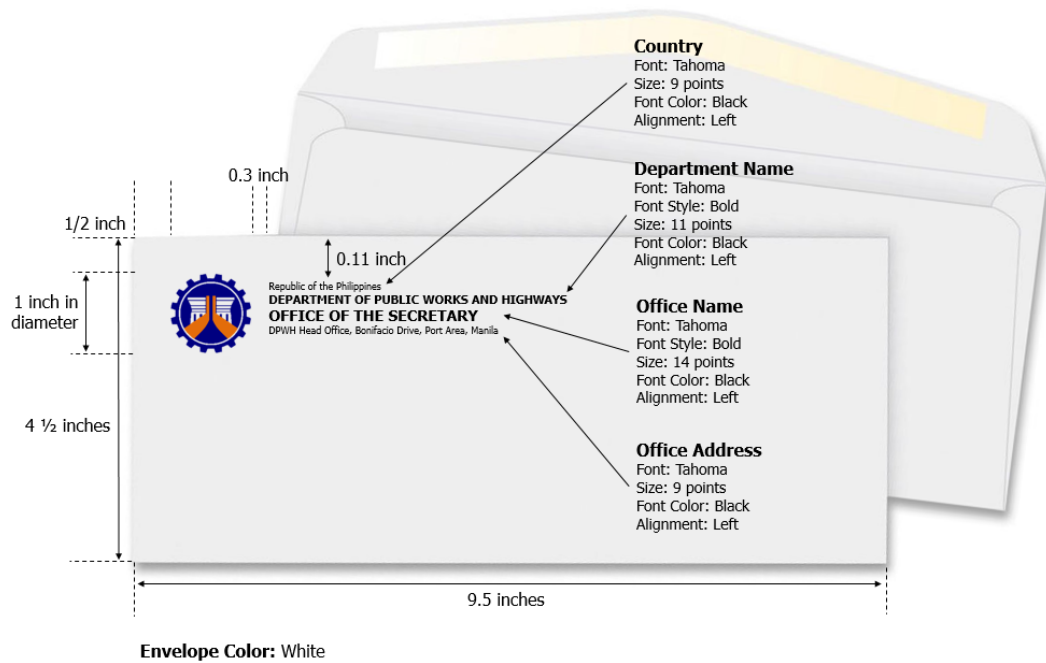
Dimensions:
 Total Width: 3.5 inches
 Total Height: 2 inches
 Header Height: 0.4 inch
 Footer Height: 0.3 inch
 Name Line Height: 0.1 inch
 Designation Line Height: 0.1 inch
 Contact Info Line Height: 0.1 inch
 Address Line Height: 0.1 inch
 Email Line Height: 0.1 inch
 Website Line Height: 0.1 inch
 Social Media Line Height: 0.1 inch
 Back of Card: 0.1 inch

Business Card Content:
 Republic of the Philippines
 Department of Public Works and Highways
 Right Project, Right Cost, Right Quality, Right on Time, Right People
 Rogelio L. Singson
 Department Secretary
 DPWH Head Office: Bonifacio Drive, Port Area, Manila 1018
 Tel # (02) 123-4567
 Mobile (+63) 917-1234567
 Fax (02) 123-4567
 Email singson.rogelio@dpwh.gov.ph
 website www.dpwh.gov.ph

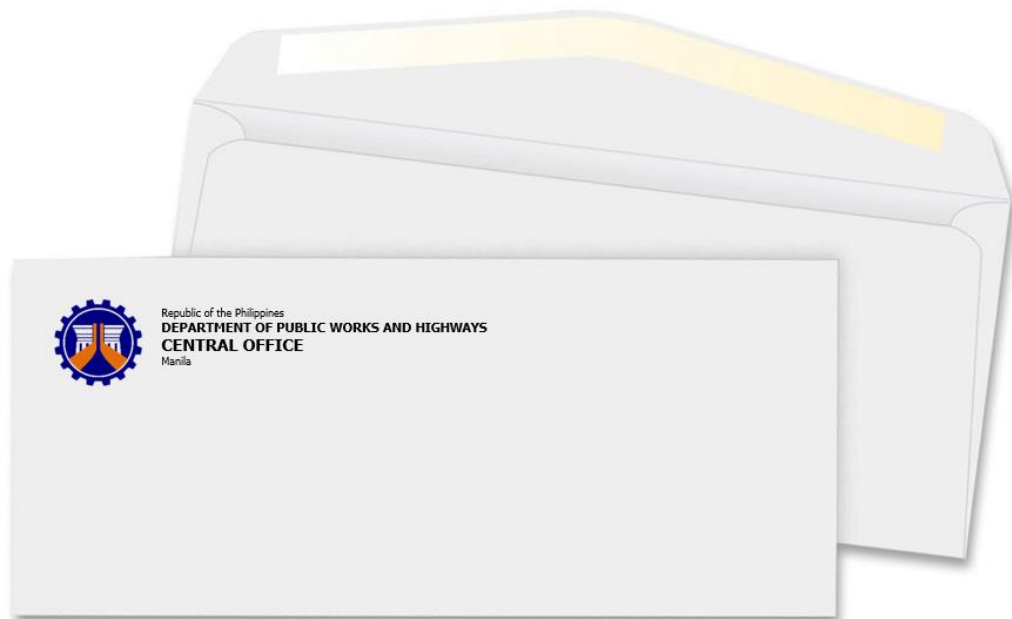
4.3 Letter Envelope

The letter envelope shall be used to endorse Department's written communications. The formatting for official letter envelope is shown below:

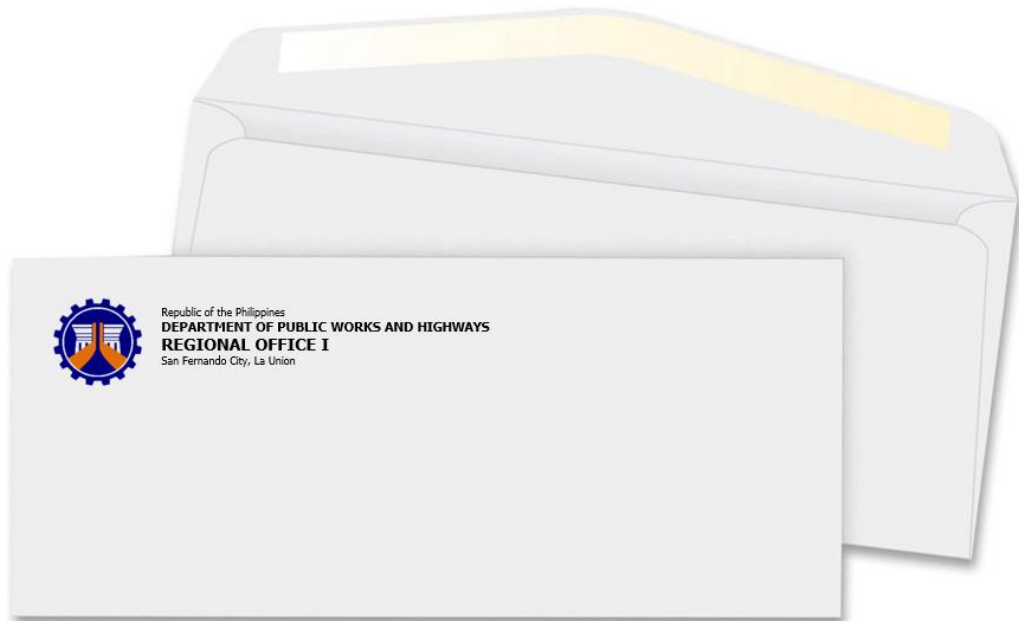
4.3.1 Office of the Secretary



4.3.2 Central Office



4.3.3 **Regional Office**



4.3.4 **District Engineering Office**

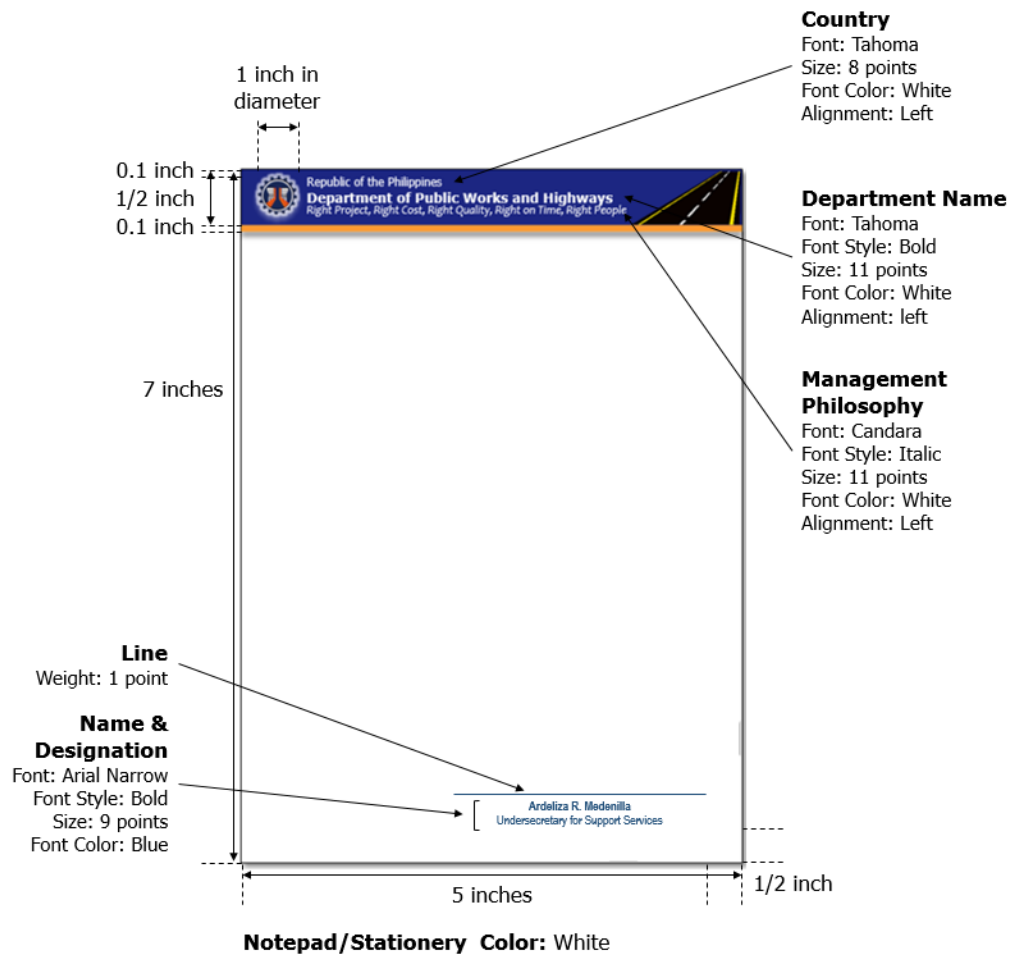


4.4 **Notepad/Stationery**

The notepad/stationery shall incorporate the executive's name. Below are the eligible employees who are authorized to use notepad/stationery:

- Secretary
- Undersecretaries
- Assistant Secretaries

The format of the notepad/stationery is shown below:



4.5 Email Signature and Footer (Disclaimer)

Consistent email signatures present a coherent look across offices. All employees should use the standard email signature for communication. For existing/new email accounts, all authorized employees shall fill out and submit the approved Software Installation Request Form to the IT Helpdesk. The Information Management Service (IMS) shall configure the end user's account and a notification/instructions will be sent through email as soon as the configuration is successful. The standard background color of an email is white.

4.5.1 Formatting

The diagram shows an email template with the following components and formatting instructions:

- Name:** Font: Arial Narrow, Font Style: Bold, Size: 12 points, Font Color: Black, Alignment: Left.
- Designation & Office:** Font: Arial Narrow, Size: 10 points, Font Color: Black, Alignment: Left.
- Department name:** Font: Arial Narrow, Size: 10 points, Font Color: Dark Blue, Alignment: Left.
- Telephone number:** Font: Arial Narrow, Font Style: Bold, Size: 10 points, Font Color: Black, Alignment: Left.
- Closing Greetings:** Font: Arial Narrow, Size: 12 points, Font Color: Black, Alignment: Left.
- Web Address:** Font: Arial Narrow, Font Style: Bold, Size: 10 points.
- Footer (Disclaimer):** Font: Courier New, Size: 10 points, Font Color: Gray, Alignment: Left.

The email body content is as follows:

Regards,

<First Name> < M.I.> <Last Name>

<Designation>, <Section>, <Division>, <District/Service/Bureau>, <Region/Central Office>

Department of Public Works and Highways

Tel. # <tel. no.> | www.dpw.gov.ph

DISCLAIMER: This message is intended for the named recipients only. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited. Employees of the Department of Public Works and Highways are expressly required not to make defamatory statements and not to infringe or authorize any infringement of copyright or any other legal right by email communications. Any such communication is contrary to Department's policy and outside the scope of the employment of the individual concerned. The company will not accept any liability in respect of such communication, and the employee responsible will be personally liable for any damages or other liability arising. Employees who receive such an email must notify their supervisor immediately.

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The standard format for official email message is HyperText Markup language (HTML). The HTML is a markup language used for creating web documents (web pages). For emails, applying the HTML format will allow the email messages to contain formatting and compatibility with most email readers. The standard text format for official email signature and footer (disclaimer) starts after five (5) line spacing from the top of the message box. All other logos or illustrations shall not be incorporated on the email.

The employees with positions below Section Chief shall use the equivalent designation specified in the Plantilla. Below are the standard Designation and Name of Office:

Office	Designation	Name of Office (District/Service/Bureau, Region/Central Office)
OSEC	Department Secretary	Office of the Secretary
BUREAU	Director	Bureau of Construction
	Assistant Director	
	Division Chief	
	Section Chief	
SERVICE	Director	Financial and Management Service
	Division Chief	
	Section Chief	
UPMO	Director	Unified Project Management Office
REGION	Director	District Engineering Office, Regional Office, Region <No.> Example:
	Assistant Director	
	Division Chief	
	Section Chief	

	District Engineer	La Union 1 st DEO, Regional Office, Region 1
	Assistant District Engineer	
	Division Chief	
	Section Chief	