



Republic of the Philippines  
DEPARTMENT OF PUBLIC WORKS & HIGHWAYS  
**OFFICE OF THE SECRETARY**  
Bonifacio Drive, Port Area, Manila

097.13 DPWH

08.08.2023

AUG 07 2023

DEPARTMENT ORDER )

SUBJECT: **Guidelines and Standards for Agency Identity**

NO. **95** )  
Series of 2023 )

At 8/8/23

In line with the Department's effort to promote professionalism and in order 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 revised Guidelines and Standards for Agency Identity is hereby issued covering the following:

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

Revisions on the hereto guidelines comprises the incorporation of the *Bagong Pilipinas* logo in various communication collaterals of the Department in view of the current administration's brand of governance and leadership launched through Memorandum Circular No. 24 dated July 3, 2023 signed by Executive Secretary Lucas P. Bersamin.

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

For Central Office - Supply and Property Management Division,  
Human Resource and Administrative Service

For Region/District Engineering Office - Administrative Division/Section

A copy of the logo and the templates can be accessed using DPWH Intranet at <http://dpwhweb/downloads/index.htm>.

This Order shall supersede Department Order No. 143, series of 2016 and shall take effect immediately.

  
**MANUEL M. BONOAN**  
Secretary

10.1.4 VGV/MSV

Department of Public Works and Highways  
Office of the Secretary  
  
WIN3L12873

**GUIDELINES AND STANDARDS FOR  
AGENCY IDENTITY**

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## **1.0 Purpose**

The Guidelines and Standards for Agency Identity aims 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 also aims to achieve a unified brand across all offices of the Department and ensuring that the Department can effectively communicate its programs and projects to our stakeholders and the general public.

This is also to ensure that the use of official Agency Identity materials are only limited to individuals and offices affiliated to the Department and 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)**
- 2.6 **Virtual Background**

## **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.

Unauthorized and illegal use of the Agency Identity shall constitute as a violation of pertinent provisions of the Intellectual Property Code and the Revised Penal Code, among others. Further, government officials and employees who violates the guidelines stipulated herein shall be liable under reasonable office rules and regulations following the procedures under the Revised Rules on Administrative Cases in the Civil Service (RRACCS).

### **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 – Human Resource and Administrative Service (SPMD-HRAS)

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

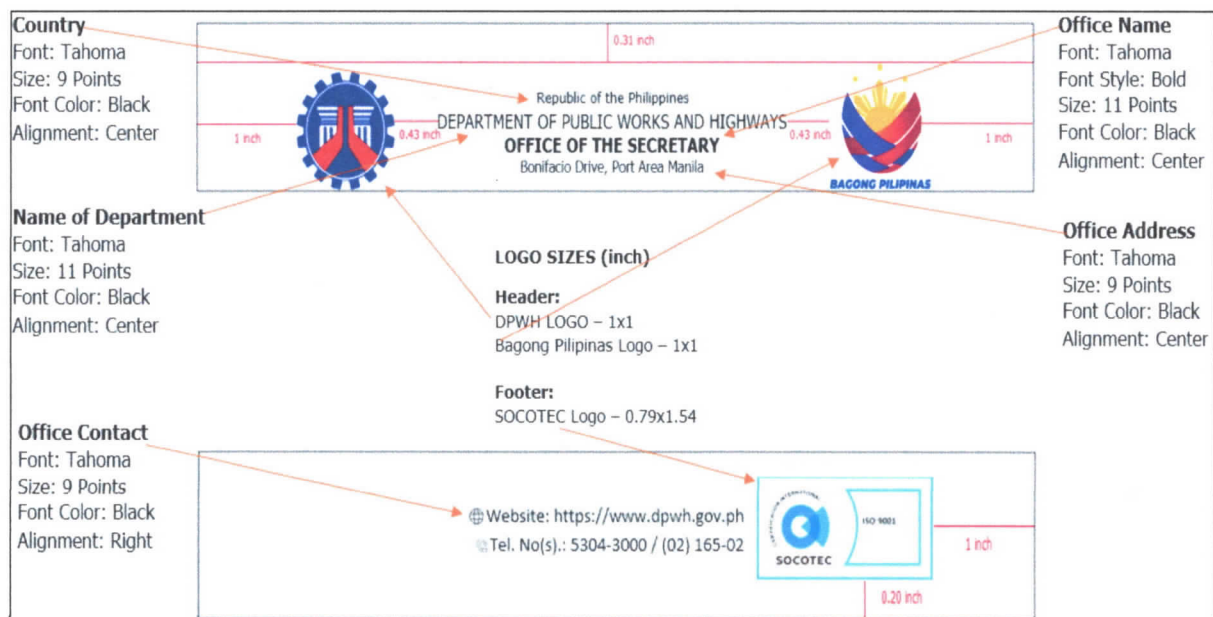
### 4.1 Page Layout

Following the guidelines stipulated in The Policy Issuance and Correspondence Manual (DO 94, s2021),

- 4.1.1 The paper size will be 8.27 x 11.69 inches or A4 size.
- 4.1.2 The margins shall be 1-inch on top, bottom, right and left sides.
- 4.1.3 Use 0.5 inch margin for the header and footer.

### 4.2 Letterhead

- 4.2.1 For the Department's letterhead formatting, the following elements and typography should be strictly followed and no additional information or images should be added. However, Regional Offices and District Engineering Offices should edit their respective contact information at the footer of the document.
- 4.2.2 In compliance with Memorandum Circular Number 24, dated July 3, 2023, adoption of the Bagong Pilipinas Logo is hereby implemented. DPWH Logo and Bagong Pilipinas Logo is situated at the Header with the height and width dimension of 1x1 inch. The DPWH Logo is placed 1 inch from the left margin and the Bagong Pilipinas Logo is placed 1 inch from the right margin.
- 4.2.3 In appreciation of the continuous efforts of the Department to standardized its processes and being able to adopt on the international standards, the use of SOCOTEC logo will also be implemented. It is situated at the footer and placed 1 inch from the right margin. The size of the logo should be 0.79x1.54 inch.



**Sample Letterhead: Office of the Secretary**

(For communications signed/approved by the Secretary)



Republic of the Philippines  
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS  
**OFFICE OF THE SECRETARY**  
Bonifacio Drive, Port Area Manila





**Sample Letterhead: Central Office**

(For Office of Undersecretaries, Assistant Secretaries, Bureaus, Services, UPMOs)



Republic of the Philippines  
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS  
**CENTRAL OFFICE**  
Manila



Website: [www.dpwh.gov.ph](http://www.dpwh.gov.ph)  
Tel. Nos.: 5304-3000 / (02) 165-02



## Sample Letterhead: Regional Office



Republic of the Philippines  
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS  
**REGIONAL OFFICE I**  
Aguila Road, Sevilla, San Fernando City, La Union



Website: [www.dpwh.gov.ph](http://www.dpwh.gov.ph)  
Tel. No(s): (072) 242-93-00 / (072) 242-93-33





## Sample Letterhead: District Engineering Office



Republic of the Philippines  
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS  
**CEBU 1<sup>ST</sup> DISTRICT ENGINEERING OFFICE**  
Medellin, Cebu, Region VII



Website: [www.dpwh.gov.ph](http://www.dpwh.gov.ph)  
Tel. No(s).: (032) 436 2069

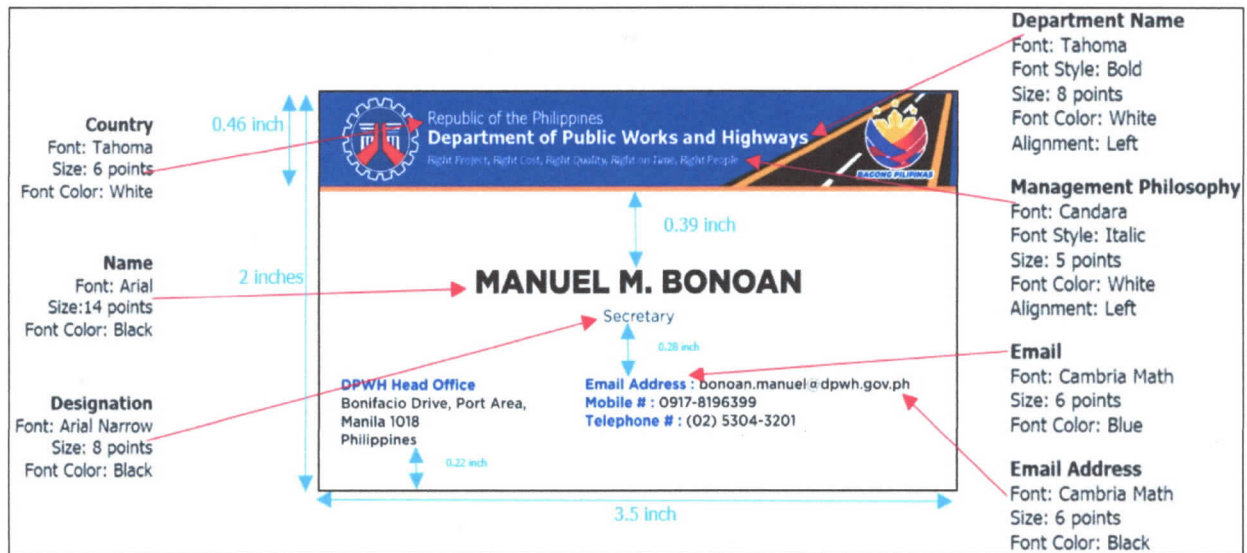


#### 4.3 Business Card

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

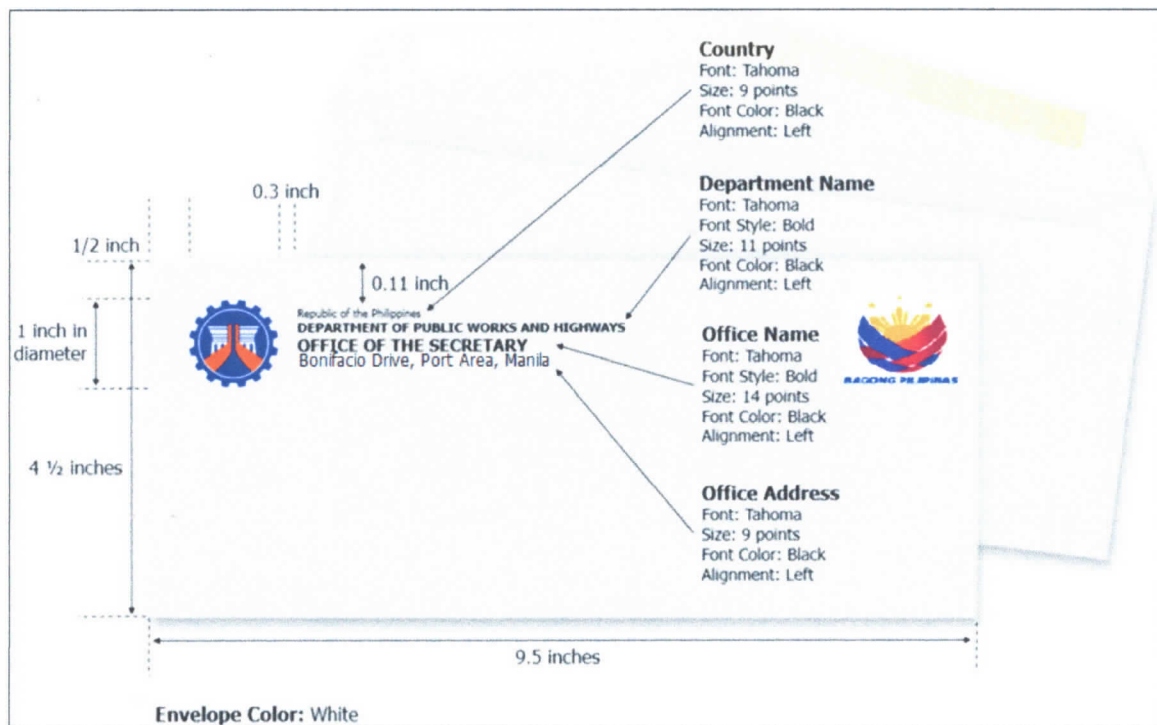
The format of the business card is shown below:



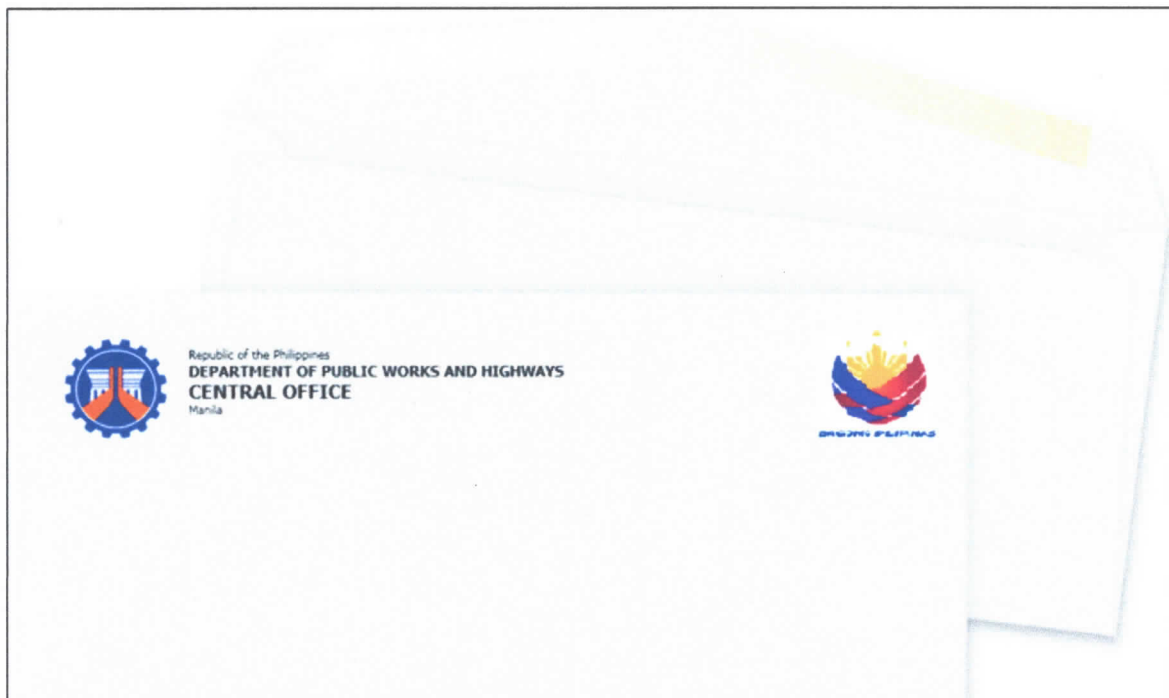
#### 4.4 Letter Envelope

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

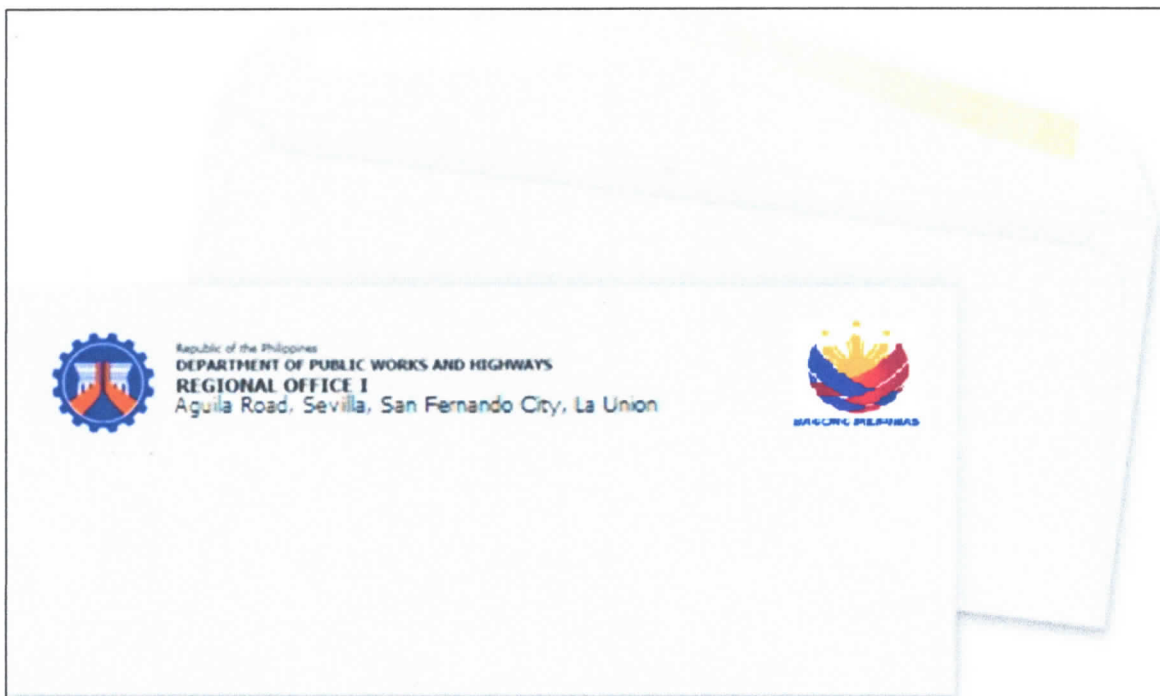
#### 4.4.1 Office of the Secretary



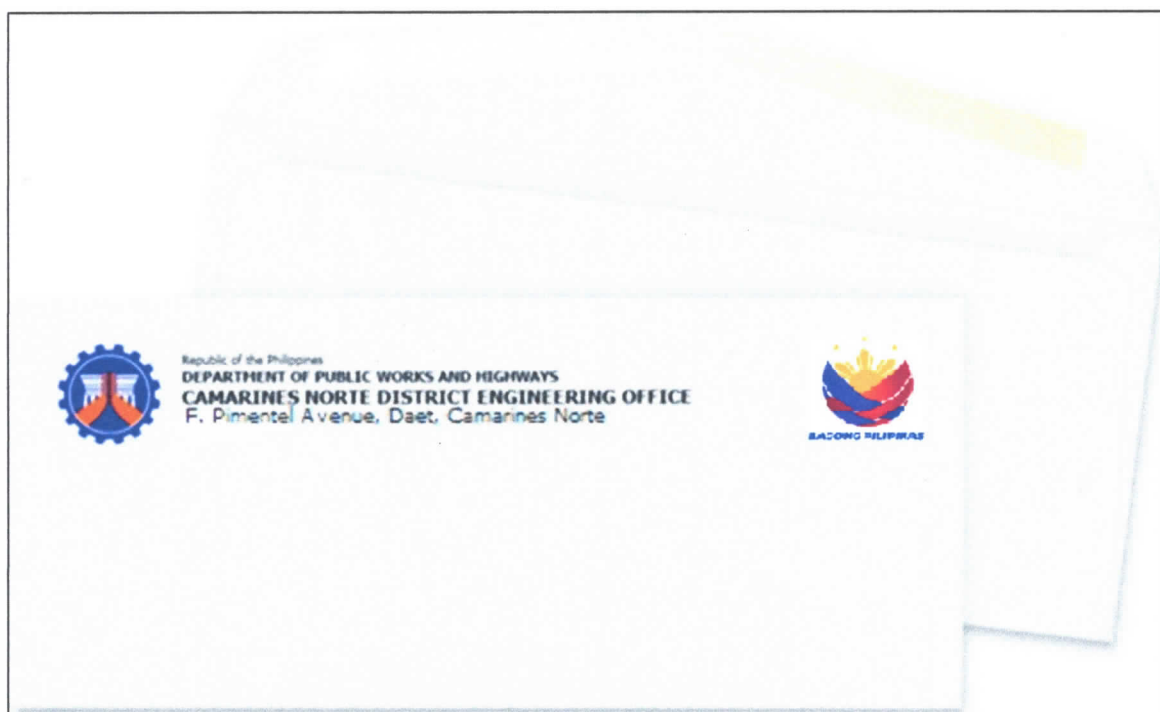
#### 4.4.2 Central Office



#### 4.4.3 Regional Office



#### 4.4.4 District Engineering Office

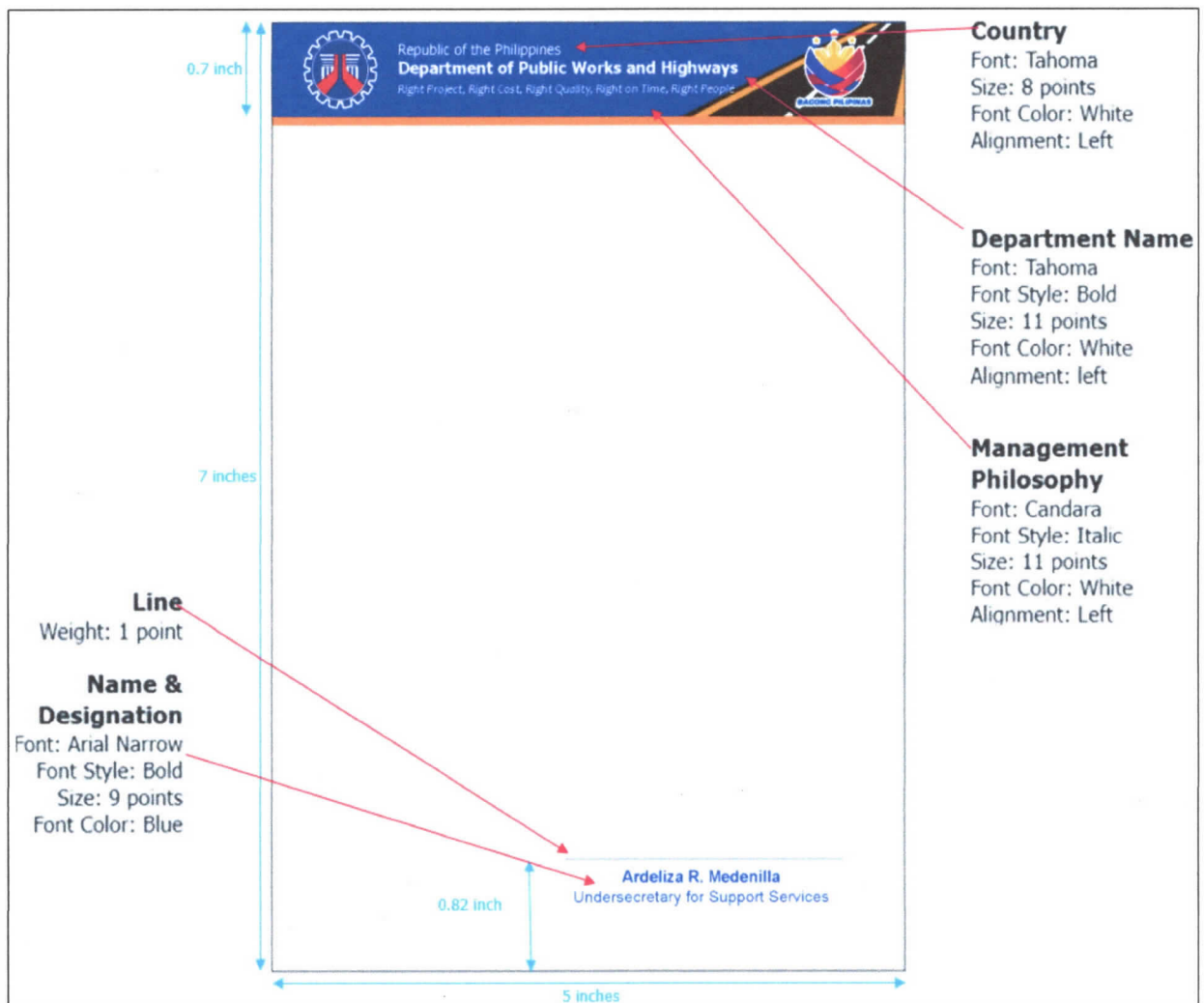


#### 4.5 Notepad/Stationery

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

4.5.1 The format of the notepad/stationery is shown below:



#### 4.6 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.



#### 4.6.1 Formatting



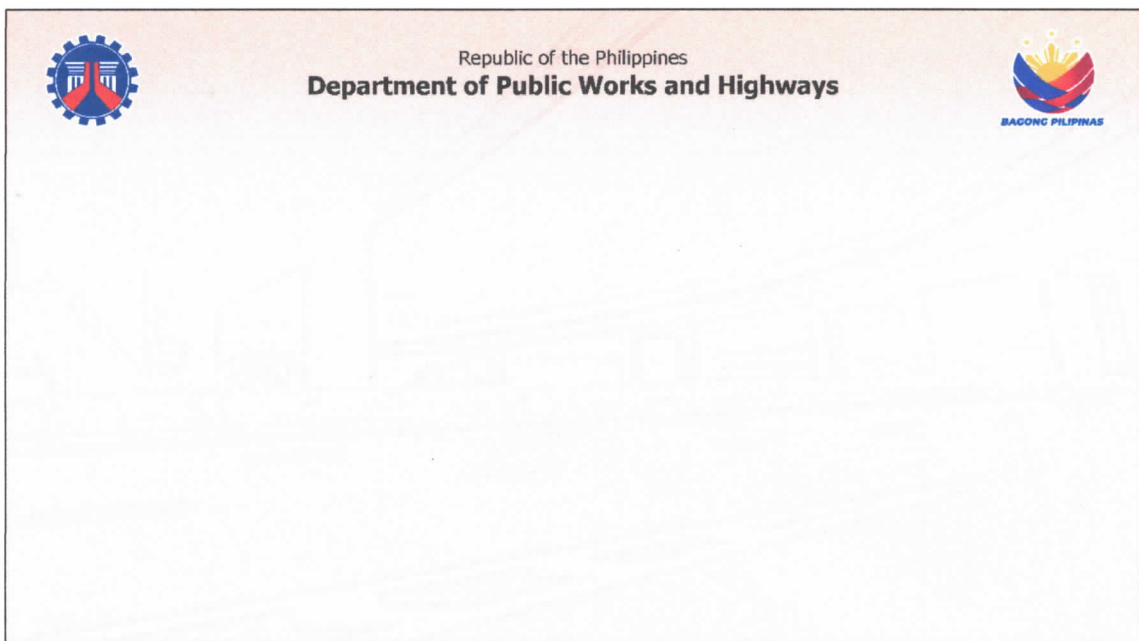
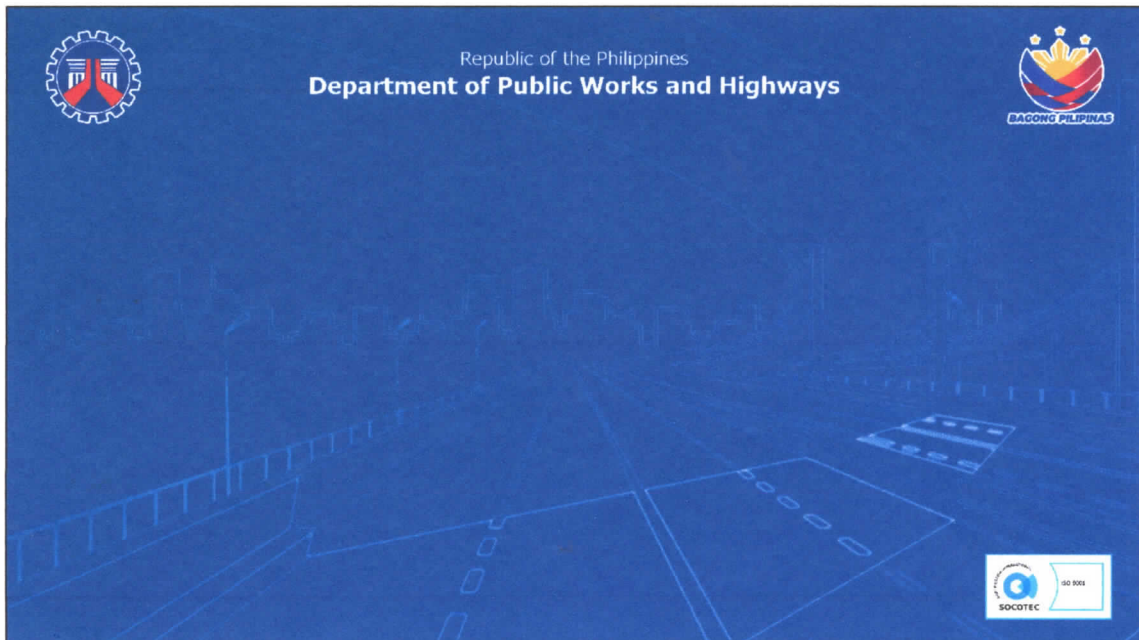
The standard format for official email message is HyperText Markup language (HTML). The HTML is a markup language used for creating web documents (web pages). For emails, applying the HTML format will allow the email messages to contain formatting and compatibility with most email readers. The standard 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	Finance Service
	Division Chief	
	Section Chief	
UPMO	Director	Unified Project Management Office
REGION	Director	District Engineering Office, Regional Office, Region <No.>
	Assistant Director	
	Division Chief	
	Section Chief	
	District Engineer	Example: La Union 1 <sup>st</sup> DEO, Regional Office, Region 1
	Assistant District Engineer	
	Division Chief	
	Section Chief	

#### 4.7 **Virtual Background**

With the continuous use of online platforms during meetings and/or trainings, the following virtual background image may be used during official meetings/trainings attended by DPWH officials and employees:





**Office of the President  
of the Philippines  
Malacañang**

**MEMORANDUM CIRCULAR NO. 24**

**LAUNCHING THE *BAGONG PILIPINAS* CAMPAIGN AS THE  
ADMINISTRATION'S BRAND OF GOVERNANCE AND LEADERSHIP**

**WHEREAS**, Executive Order No. 14 (s. 2023) approved and adopted the Philippine Development Plan 2023-2028, which seeks to steer the economy back to a high-growth path, towards building an environment that provides equal opportunities to all Filipinos, and equipping them with skills to participate fully in an innovative and globally competitive economy;

**WHEREAS**, the President's 8-Point Socioeconomic Agenda seeks to enhance bureaucratic efficiency and sound fiscal management, reinvigorate job creation, accelerate poverty reduction, establish livable and sustainable communities, promote agriculture and ensure food security, improve access to affordable and clean energy, and address gaps in education brought about by the COVID-19 pandemic;

**WHEREAS**, the *Pambansang Pabahay Para sa Pilipino* Program, otherwise known as the "4PH Program," is among the priority programs of the Administration that ensures access of underprivileged and homeless citizens to adequate, safe, secure, habitable, sustainable, resilient and affordable homes;

**WHEREAS**, towards attaining a promising future for the nation, this Administration commits to embody a brand of governance and leadership that is focused on implementing an all-inclusive plan for economic and social transformation;

**WHEREAS**, *Bagong Pilipinas* is the overarching theme of the Administration's brand of governance and leadership, which calls for deep and fundamental transformations in all sectors of society and government, and fosters the State's commitment towards the attainment of comprehensive policy reforms and full economic recovery; and

**WHEREAS**, *Bagong Pilipinas* is characterized by a principled, accountable and dependable government reinforced by unified institutions of society, whose common objective is to realize the goals and aspirations of every Filipino;

**NOW, THEREFORE**, the launch of the *Bagong Pilipinas* campaign, which shall be part of the National Government's branding and communications strategy, is hereby ordered.

All National Government agencies (NGAs) and instrumentalities, including government-owned or -controlled corporations (GOCCs), and state universities and colleges (SUCs), shall be guided by the principles, strategies and objectives of the *Bagong Pilipinas* brand of governance and leadership in planning their programs, activities and projects.

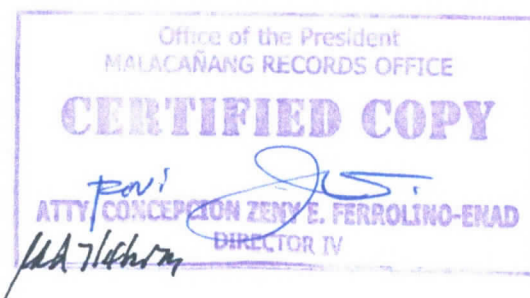
The *Bagong Pilipinas* logo, which is annexed to this Circular, is hereby approved.

All NGAs and instrumentalities, including GOCCs and SUCs, shall adopt the *Bagong Pilipinas* logo and incorporate the same in their letterheads, websites, official social media accounts, and other documents and instruments pertaining to flagship programs of the government.

**DONE**, in the City of Manila, this 3rd day of July, in the year of our Lord, Two Thousand and Twenty-Three.

By authority of the President:

  
LUCAS P. BERSAMIN  
Executive Secretary





**BAGONG PILIPINAS**