



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

097.13 DPWH
06-07-2016

DEPARTMENT ORDER)
NO. **115**)
Series of 2016)

SUBJECT: Guidelines and Standards for Agency Identity

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 reproduction and distribution of all identity materials shall be implemented by the Supply and Property Management Division (SPMD), Human Resource and Administrative Service (HRAS). Email signature and footer (disclaimer) shall be configured by the Information Management Service (IMS).

This Order shall take effect immediately.


ROGELIO L. SINGSON
Secretary

Encl: Guidelines and Standards for Agency Identity

4.5.1 JPP/MNP/RBC

Department of Public Works and Highways
Office of the Secretary



WIN6P01401

**GUIDELINES AND STANDARDS FOR
AGENCY IDENTITY**

Table of Contents

- 1.0 Purpose
- 2.0 Scope
 - 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
 - 3.2 Printing/Reproduction
 - 3.3 Distribution
- 4.0 Specific Guidelines
 - 4.1 Letterhead
 - 4.1.1 Central Office
 - 4.1.2 Regional Office
 - 4.1.3 District Engineering Office
 - 4.2 Business Card
 - 4.2.1 Format
 - 4.3 Letter Envelope
 - 4.3.1 Central Office
 - 4.3.2 Regional Office
 - 4.3.3 District Engineering Office
 - 4.4 Notepad or Stationery
 - 4.4.1 Format
 - 4.5 Email Signature and Footer (Disclaimer)
 - 4.5.1 Format

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 Supply and Property Management Division (SPMD), Human Resource and Administrative Service (HRAS) shall manage the printing and/or reproduction of all materials with Agency Identity elements.

3.3 Distribution

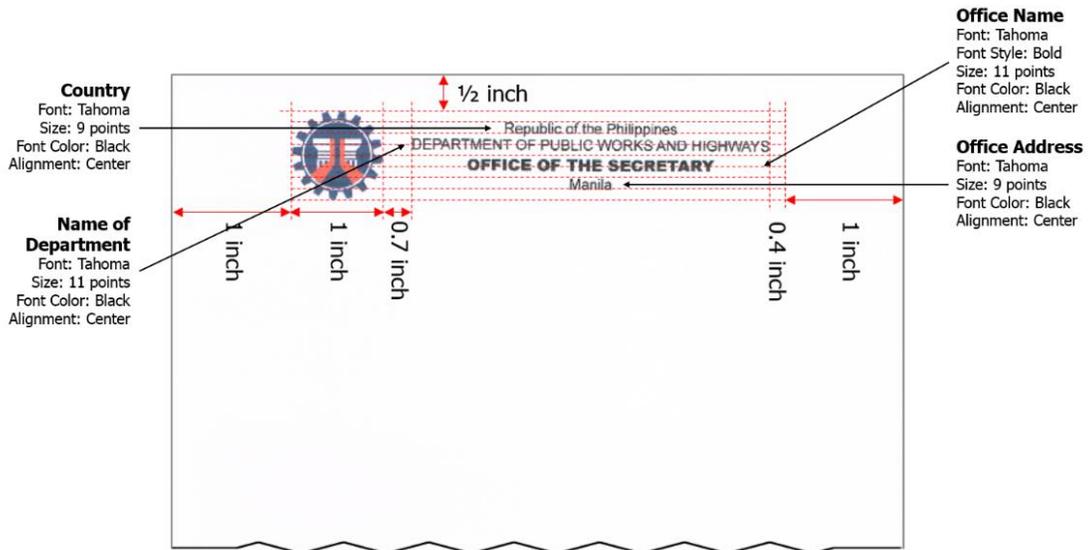
The materials with Agency Identity elements shall only be distributed to individuals and offices affiliated with the Department.

4.0 Specific Guidelines

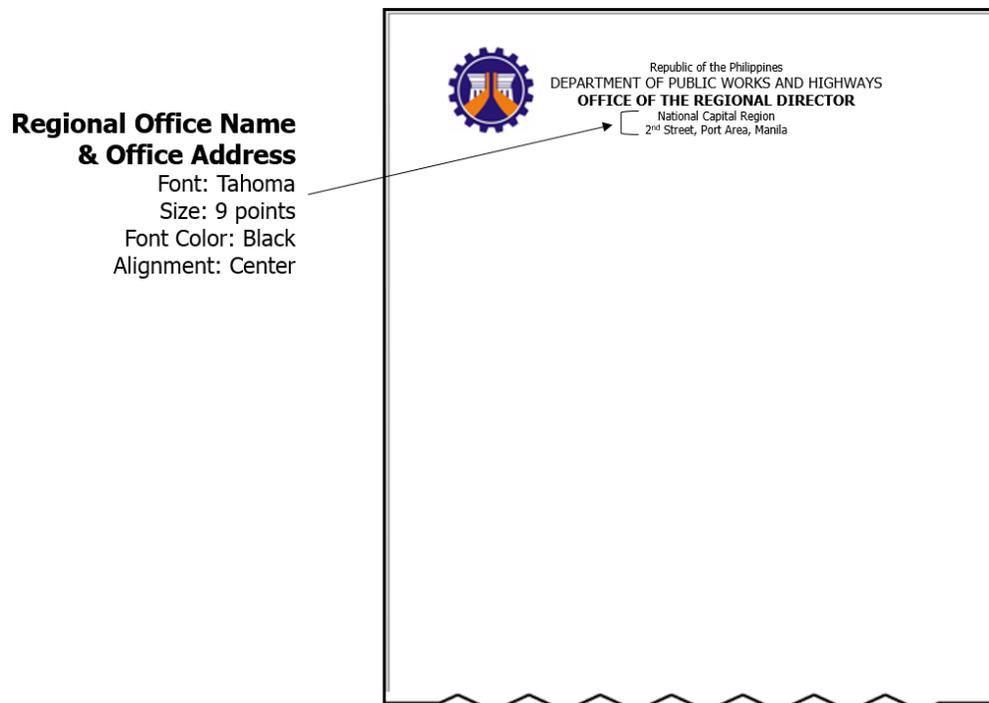
4.1 Letterhead

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.

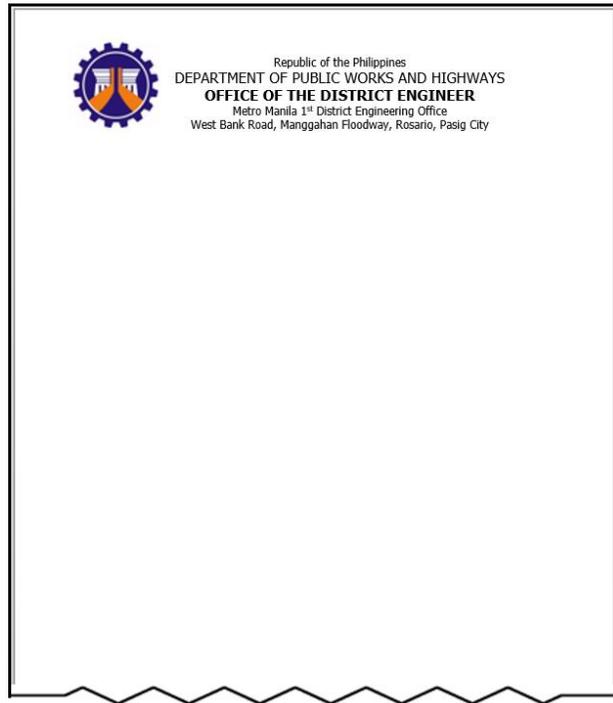
4.1.1 Central Office



4.1.2 Regional Office



4.1.3 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:

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

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

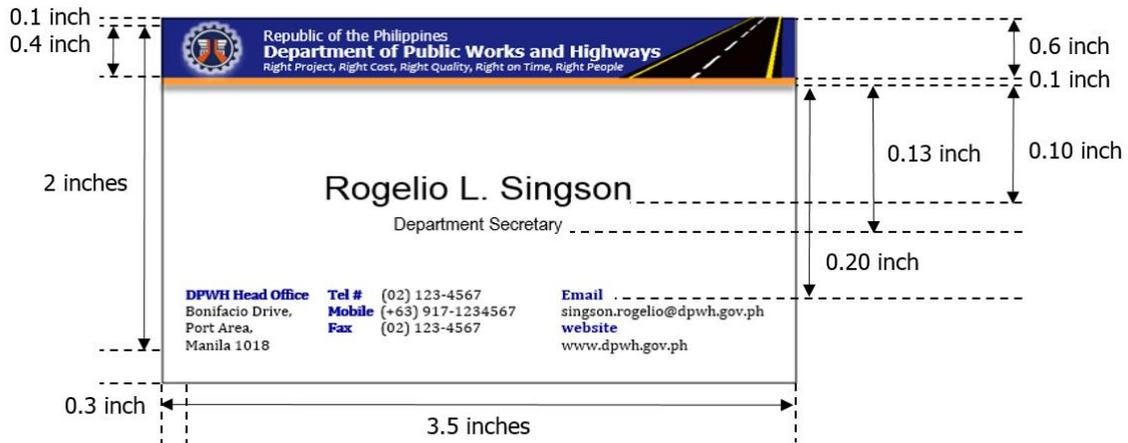
Designation
 Font: Arial Narrow
 Size: 8 points
 Font Color: Black

Department Name
 Font: Tahoma
 Font Style: Bold
 Size: 7 points
 Font Color: White
 Alignment: Left

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

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

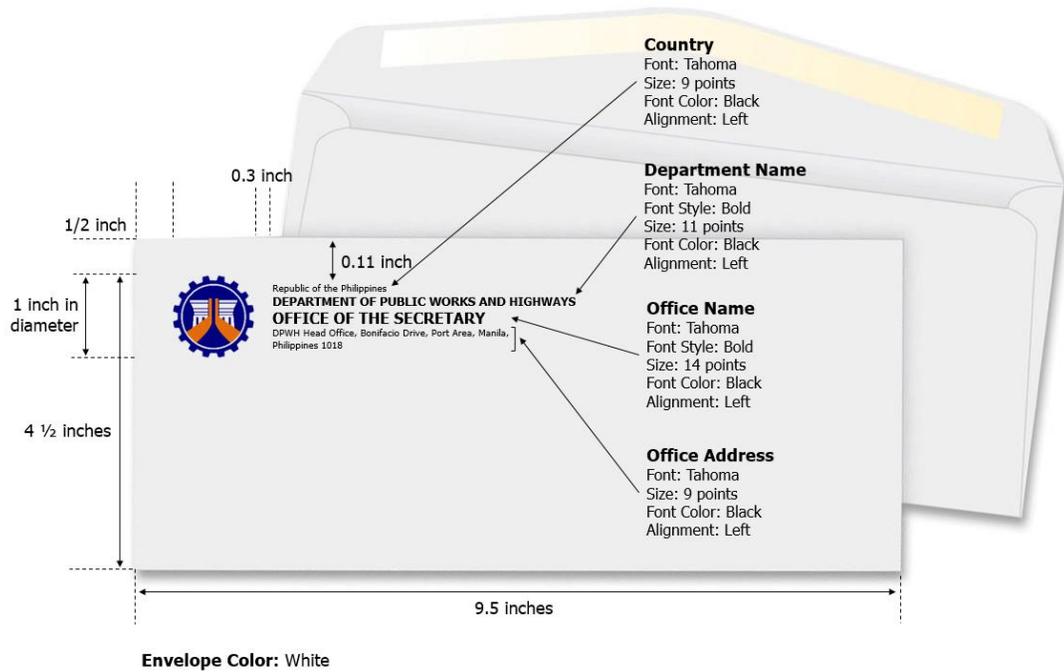
Email Address
 Font: Cambia Math
 Size: 6 points
 Font Color: Black



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:

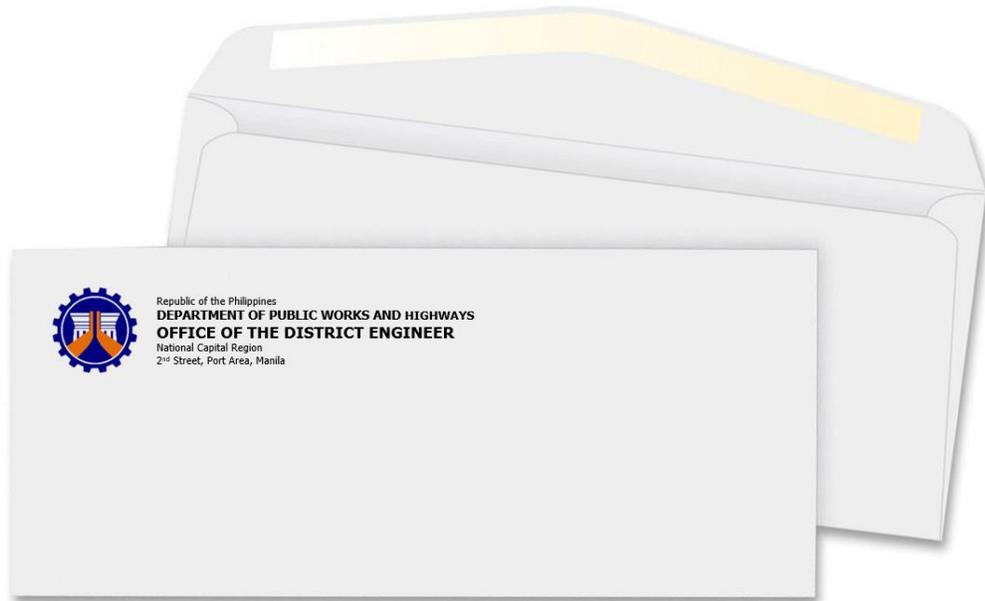
4.3.1 Central Office



4.3.2 Regional Office



4.3.3 District Engineering Office

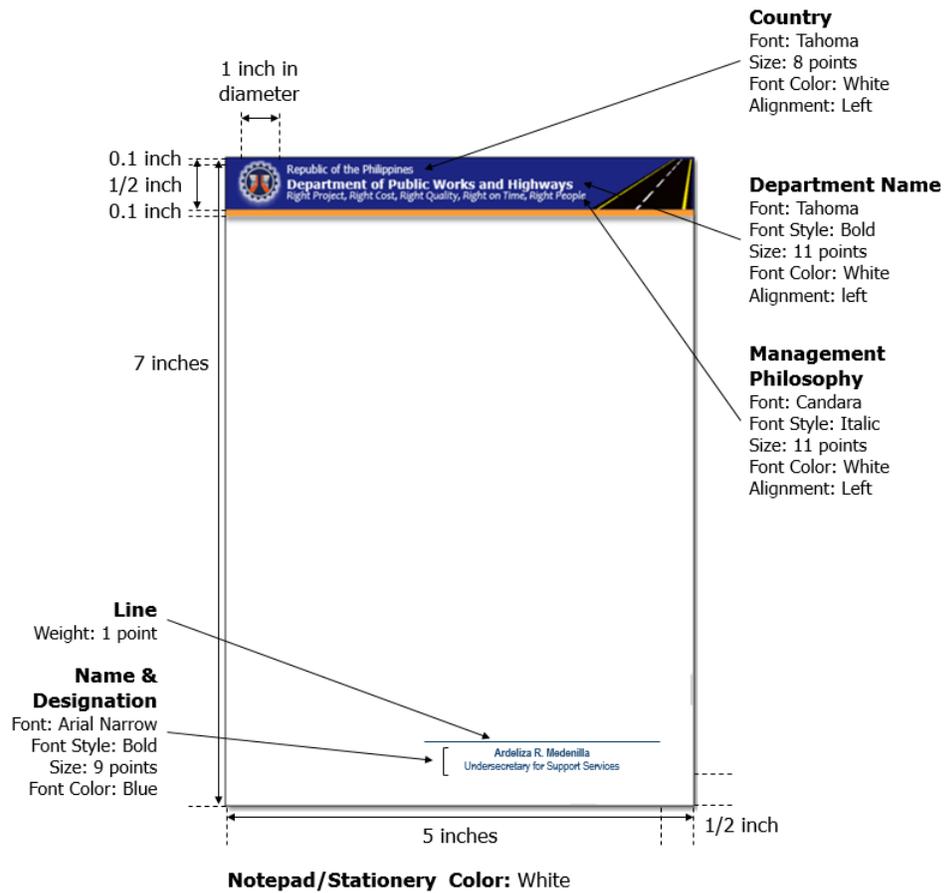


4.4 Notepad/Stationery

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

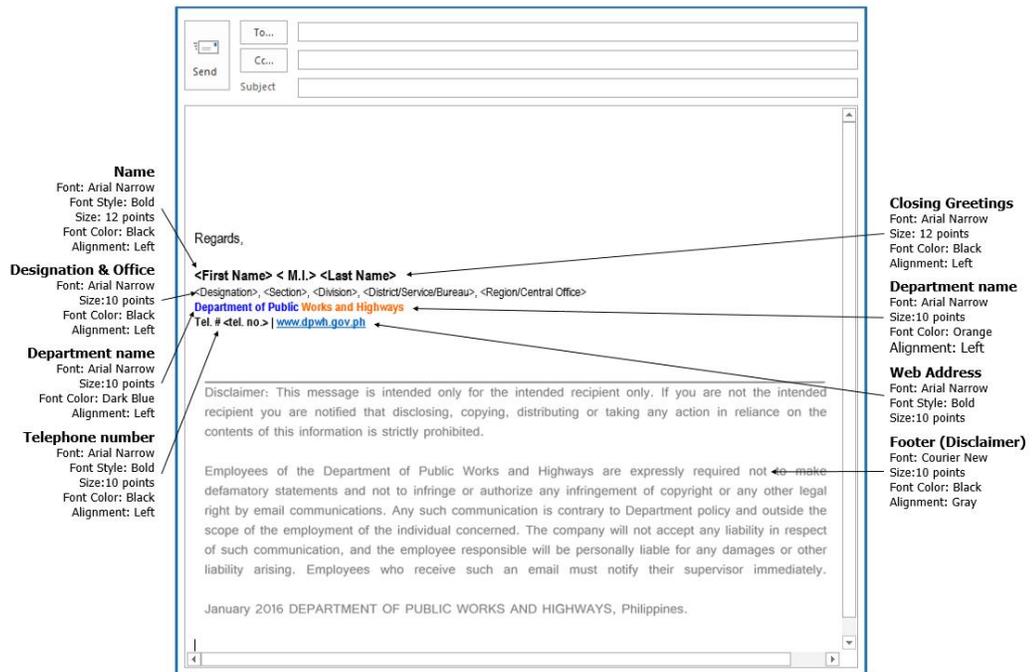
The format of the notepad/stationery is shown below:



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 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.>
	Assistant Director	
	Division Chief	

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