



MAR 11 2025

DEPARTMENT ORDER)

SUBJECT: Guidelines and Standards for Agency Identity

NO. 43)

Series of 2025 *at 3/12/2025*

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 Guidelines and Standards for Agency Identity is hereby issued covering the following:

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

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 Regional/District Engineering Offices - Administrative Division/Section

A copy of the templates can be accessed using DPWH Intranet at <http://dpwhweb/downloads>

This Order shall supersede Department Order No. 095, series of 2023 and shall take effect immediately.


MANUEL M. BONOAN
 Secretary

10.1.4 VGV/MAP

Department of Public Works and Highways
 Office of the Secretary



WIN5L16231

**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 Image**

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

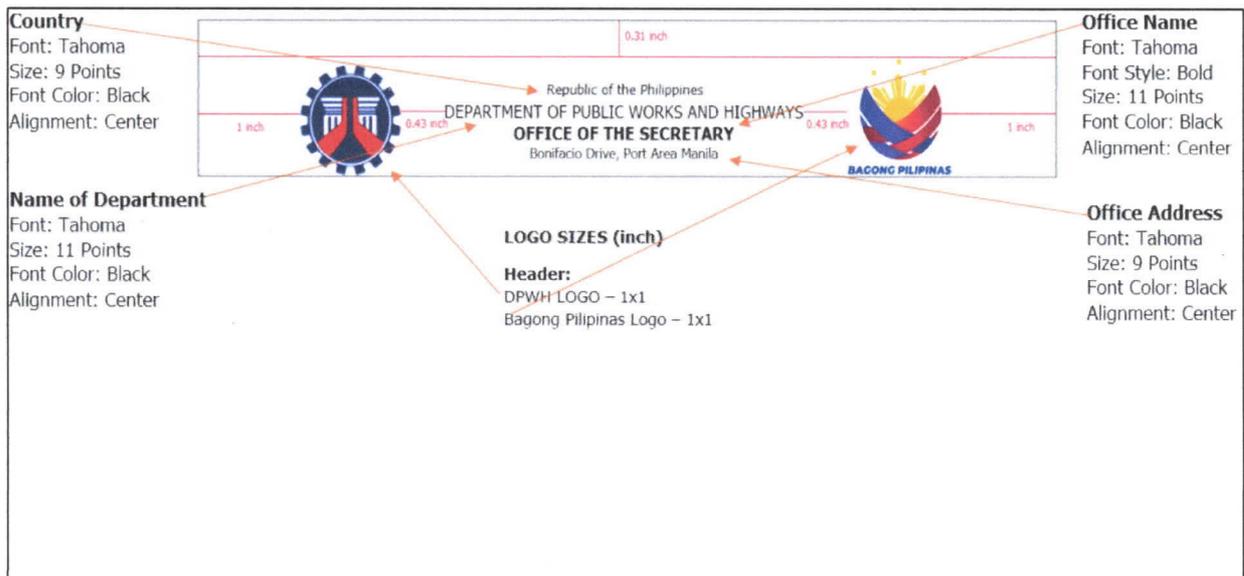
4.1 Page Layout

The specifics of page layout shall follow the most recent policy on the Policy Issuance and Correspondence Manual.

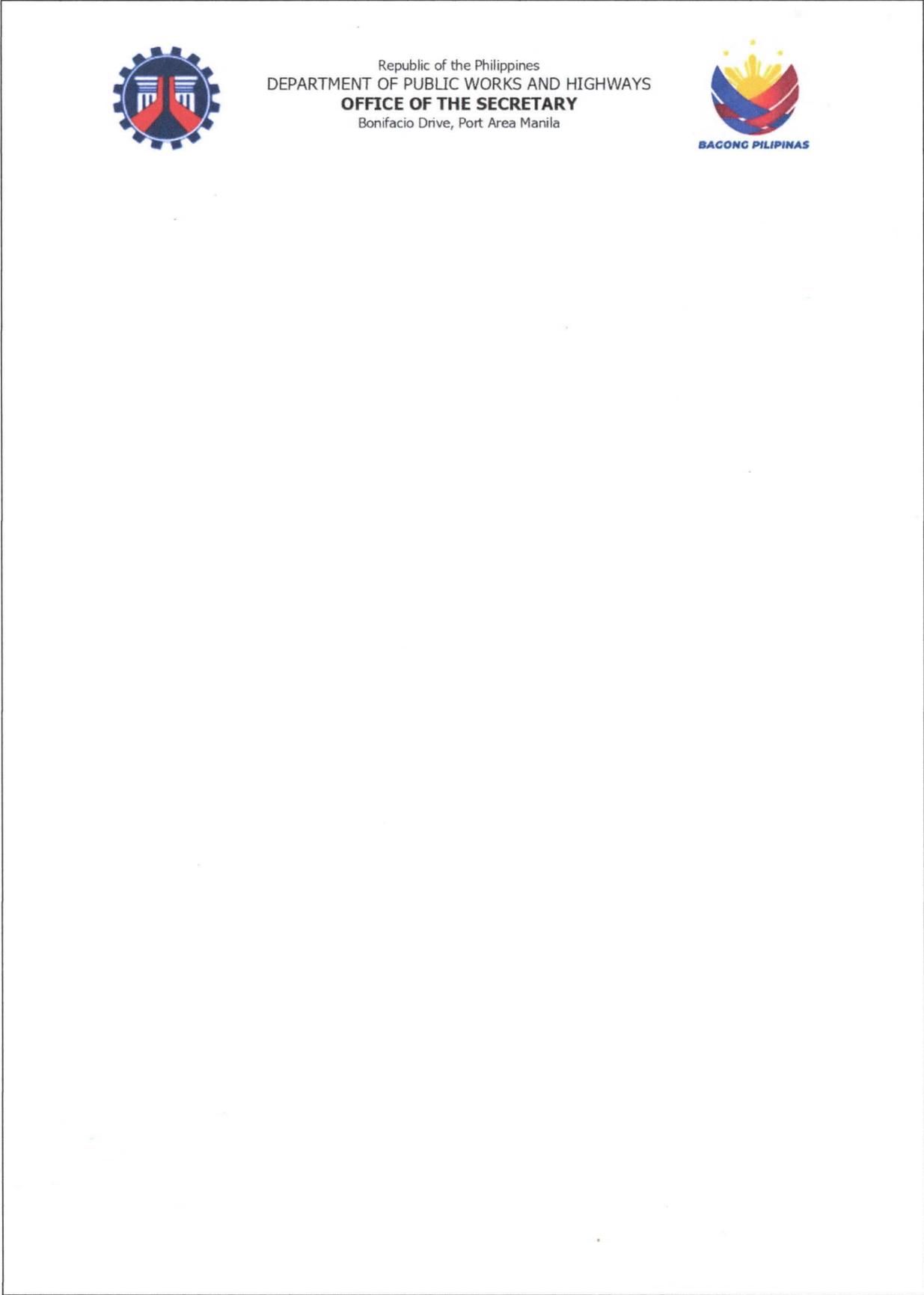
4.2 Letterhead

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.

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.



Sample Letterhead: Office of the Secretary



Sample Letterhead: Central Office



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



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



Sample Letterhead: District Engineering Office



Republic of the Philippines
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS
CEBU 1ST DISTRICT ENGINEERING OFFICE
Medellin, Cebu



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
- Senior Undersecretary
- 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

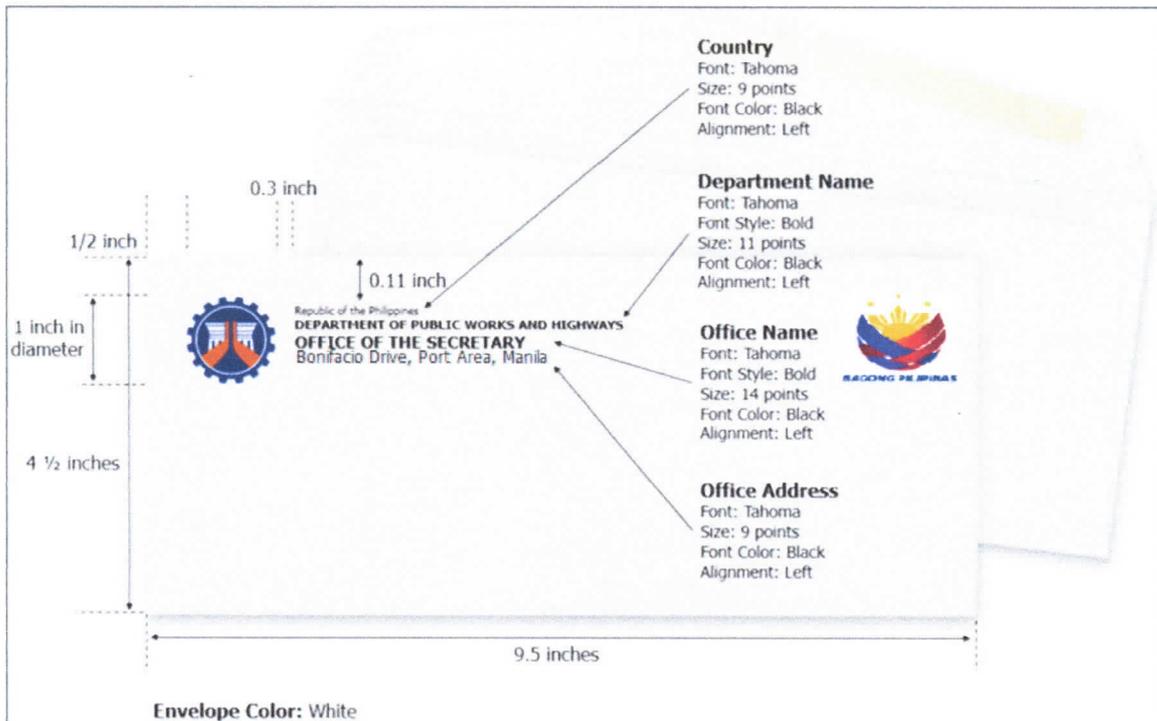
Email Address
 Font: Cambria Math
 Size: 6 points
 Font Color: Black

0.1 inch
 0.4 inch
 2 inches
 0.3 inch
 3.5 inches
 0.6 inch
 0.1 inch
 0.10 inch
 0.3 inch
 0.7 inch

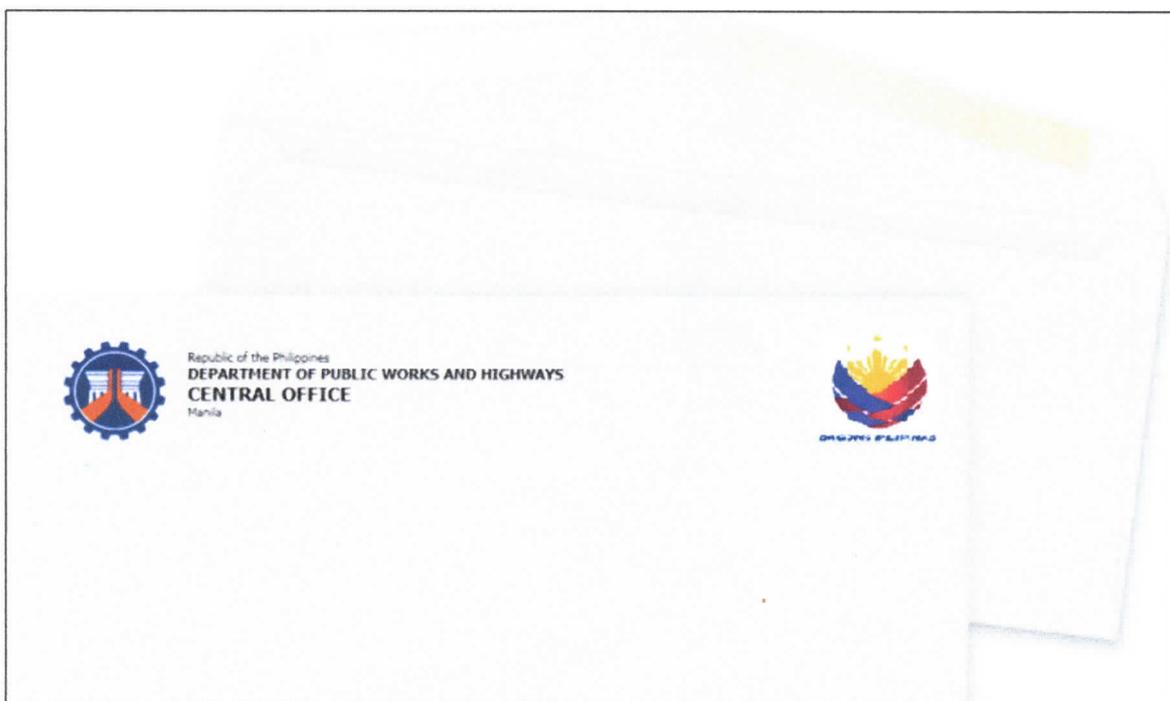
4.4 Letter Envelope

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

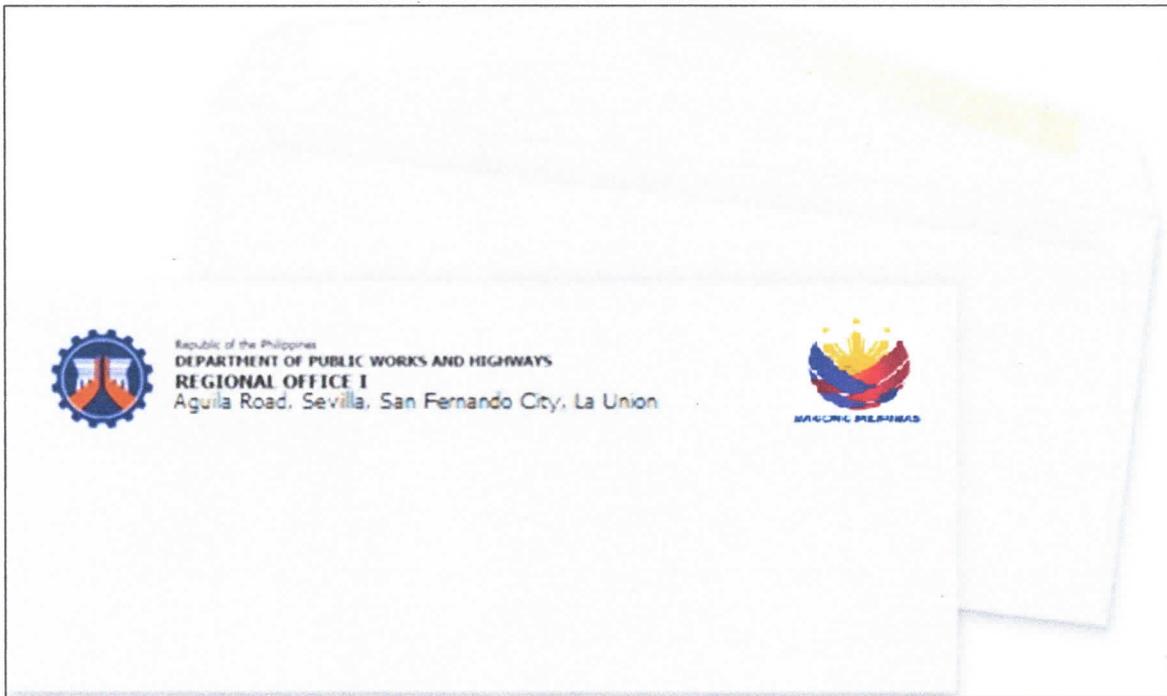
4.4.1 Office of the Secretary



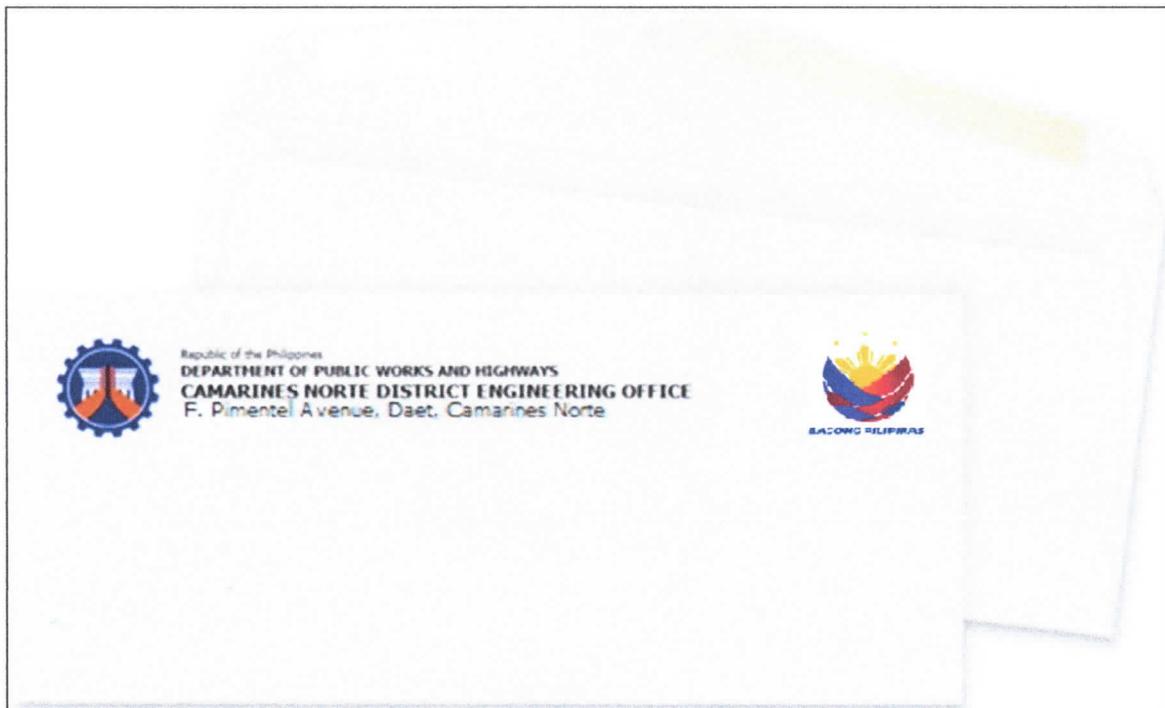
4.4.2 Central Office



4.4.3 Regional Office



4.4.4 District Engineering Office

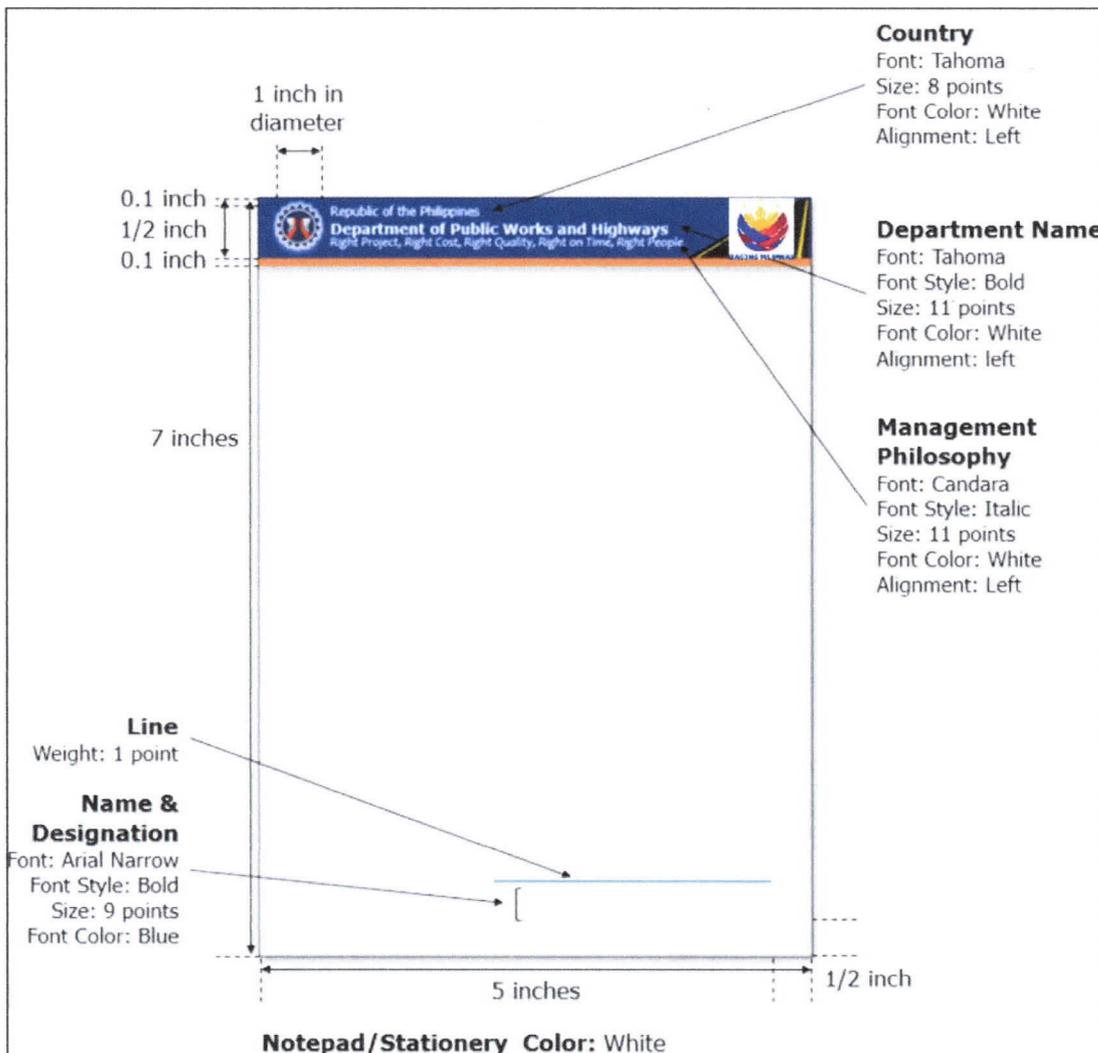


4.5 Notepad/Stationery

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	Financial Service
	Division Chief	
	Section Chief	
UPMO	Director	Unified Project Management Office
REGION	Director	District Engineering Office, Regional Office, Region <No.> Example: La Union 1 st DEO, Regional Office, Region 1
	Assistant Director	
	Division Chief	
	Section Chief	
	District Engineer	
	Assistant District Engineer	
	Division Chief	
Section Chief		

4.7 Virtual Background Image

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:

