

# CORPORATE IDENTITY MANUAL





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**01**

**Strengthening the DTI  
Corporate Identity**

# Message of the Secretary


It is my pleasure to present the redesigned logo of the Department of Trade and Industry (DTI) that conveys a contemporary style to keep up with the trend today that is sleek and minimalistic.

The new logo essentially streamlines the previous one which DTI adopted in 2001 using its recognizable features and maintains our mandate that has been associated with the Philippine trade and industry agency. The simplified image strengthens the design and position of DTI's brand while conforming to aesthetics, even as the flexibility of application allows DTI offices to mark each collateral material with ease.

The new logo also complements DTI's campaign to promote the Prosperity Plan 2022 vision of achieving "A More Inclusive and Prosperous Philippines with Employment and Income Opportunities for All" as embodied in our push for "Trabaho, Negosyo, Konsyumer" (TNK).

As we usher in this change, may we use the same principles of simplicity and impact to gain a new perspective on our projects and programs that will help us realize President Rodrigo Roa Duterte's vision of a decent life for all Filipinos.

Thank you and *mabuhay!*



**RAMON M. LOPEZ**

Secretary  
Department of Trade and Industry

February 2019

# 02

## The Corporate Logo

The simple yet bold and clear symbol signifies a willingness and ability to take proactive measures and clearly defined approaches to achieve measurable results that will create an impact on consumers and businesses, notably micro, small, and medium enterprises (MSMEs) in the countryside.

The neat typeface connotes stability. The connected letters (dti) stand for a unified team working as one with all instrumentalities of the government and the private sector to build a strong nation that is one in purpose and aspiration.

The Philippine map within the dot of the letter “i” signifies a country with a strong presence in the global marketplace.

The flag bar represents the two dominant colors in the Philippine flag: red for moral courage and strength of vision, and blue for integrity and loyalty to country.

# The Wordmark



## SIZE GUIDE:



One square is equivalent to the height of the flag bar. The height of the logo is equivalent to eleven (11) squares.



Half the square in the guide.

DTI's wordmark is composed of the DTI symbol (A) and the 'PHILIPPINES' type (B). The presentation on the left is the only acceptable configuration for both elements.

The DTI logo as shown here, with allowable applications as presented in this Manual, will serve as the organization's primary logo and trademark.

As an integral asset, the custom-made wordmark represents our organization's brand. It serves as our signature and mark of quality; it serves as an identifier and seals our external communications materials authentic and official.

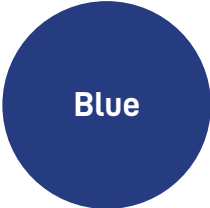
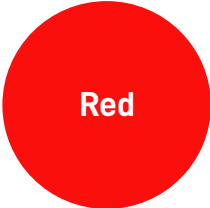
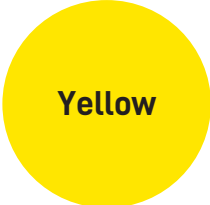
This configuration shall always be used on the following materials:

- Business communications such as business cards, letterheads, folders, and envelopes;
- application forms for permits, licenses, registration, and similar documents;
- approved and/or issued permits, licenses, certificates and similar documents;
- publications and reports;
- recognition-related materials such as plaques, trophies, and certificates;
- other documents that bear the signature of DTI Officials; and
- flags, pins, and signages, both internal and external.



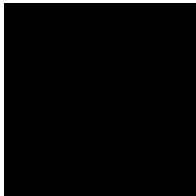
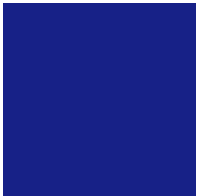

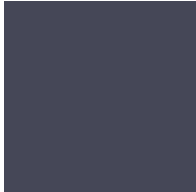

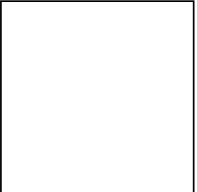
# The DTI Colors

The primary color option for the logo is: Blue = Pantone 2746 C; Yellow = Pantone 106 C; and Red= Pantone 185 C.






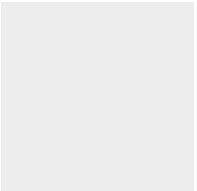
	PROCESSED	WEB	PANTONE
	CYAN 100% MAGENTA 80% DIC 256	R- 23 G- 33 B- 135	R- 23 G- 33 B- 135
	MAGENTA 100% YELLOW 100% DIC 158	R-250 G- 15 B- 13	R-250 G- 15 B- 13
	MAGENTA 5% YELLOW 100% DIC 126	R- 255 G- 229 B- 0	R- 255 G- 229 B- 0

# Color Palette

The MAIN COLOR PALETTE is made up of shades of blue and gray. These are the identifying colors of DTI and should be used whenever possible.

			<table border="1"> <tr><td>C - 0</td><td>R - 0</td></tr> <tr><td>M - 0</td><td>G - 0</td></tr> <tr><td>Y - 0</td><td>B - 0</td></tr> <tr><td>K - 100</td><td></td></tr> <tr><td colspan="2">#000000</td></tr> </table>	C - 0	R - 0	M - 0	G - 0	Y - 0	B - 0	K - 100		#000000		<table border="1"> <tr><td>C - 100</td><td>R - 41</td></tr> <tr><td>M - 98</td><td>G - 41</td></tr> <tr><td>Y - 20</td><td>B - 110</td></tr> <tr><td>K - 16</td><td></td></tr> <tr><td colspan="2">#29296E</td></tr> </table>	C - 100	R - 41	M - 98	G - 41	Y - 20	B - 110	K - 16		#29296E		<table border="1"> <tr><td>C - 100</td><td>R - 30</td></tr> <tr><td>M - 87</td><td>G - 67</td></tr> <tr><td>Y - 10</td><td>B - 143</td></tr> <tr><td>K - 1</td><td></td></tr> <tr><td colspan="2">#1E4387</td></tr> </table>	C - 100	R - 30	M - 87	G - 67	Y - 10	B - 143	K - 1		#1E4387	
C - 0	R - 0																																		
M - 0	G - 0																																		
Y - 0	B - 0																																		
K - 100																																			
#000000																																			
C - 100	R - 41																																		
M - 98	G - 41																																		
Y - 20	B - 110																																		
K - 16																																			
#29296E																																			
C - 100	R - 30																																		
M - 87	G - 67																																		
Y - 10	B - 143																																		
K - 1																																			
#1E4387																																			
			<table border="1"> <tr><td>C - 73</td><td>R - 65</td></tr> <tr><td>M - 65</td><td>G - 67</td></tr> <tr><td>Y - 51</td><td>B - 78</td></tr> <tr><td>K - 38</td><td></td></tr> <tr><td colspan="2">#41434E</td></tr> </table>	C - 73	R - 65	M - 65	G - 67	Y - 51	B - 78	K - 38		#41434E		<table border="1"> <tr><td>C - 20</td><td>R - 202</td></tr> <tr><td>M - 15</td><td>G - 202</td></tr> <tr><td>Y - 16</td><td>B - 202</td></tr> <tr><td>K - 0</td><td></td></tr> <tr><td colspan="2">#CACACA</td></tr> </table>	C - 20	R - 202	M - 15	G - 202	Y - 16	B - 202	K - 0		#CACACA		<table border="1"> <tr><td>C - 0</td><td>R - 255</td></tr> <tr><td>M - 0</td><td>G - 255</td></tr> <tr><td>Y - 0</td><td>B - 255</td></tr> <tr><td>K - 0</td><td></td></tr> <tr><td colspan="2">#FFFFFF</td></tr> </table>	C - 0	R - 255	M - 0	G - 255	Y - 0	B - 255	K - 0		#FFFFFF	
C - 73	R - 65																																		
M - 65	G - 67																																		
Y - 51	B - 78																																		
K - 38																																			
#41434E																																			
C - 20	R - 202																																		
M - 15	G - 202																																		
Y - 16	B - 202																																		
K - 0																																			
#CACACA																																			
C - 0	R - 255																																		
M - 0	G - 255																																		
Y - 0	B - 255																																		
K - 0																																			
#FFFFFF																																			

The ACCENT COLOR PALETTE is chosen to support and expand the main palette. Whenever possible, these colors should be used in combination with the main color palette.

			<table border="1"> <tr><td>C - 99</td><td>R - 21</td></tr> <tr><td>M - 93</td><td>G - 27</td></tr> <tr><td>Y - 41</td><td>B - 66</td></tr> <tr><td>K - 47</td><td></td></tr> <tr><td colspan="2">#151B42</td></tr> </table>	C - 99	R - 21	M - 93	G - 27	Y - 41	B - 66	K - 47		#151B42		<table border="1"> <tr><td>C - 93</td><td>R - 53</td></tr> <tr><td>M - 87</td><td>G - 67</td></tr> <tr><td>Y - 4</td><td>B - 150</td></tr> <tr><td>K - 0</td><td></td></tr> <tr><td colspan="2">#354396</td></tr> </table>	C - 93	R - 53	M - 87	G - 67	Y - 4	B - 150	K - 0		#354396		<table border="1"> <tr><td>C - 51</td><td>R - 115</td></tr> <tr><td>M - 8</td><td>G - 192</td></tr> <tr><td>Y - 4</td><td>B - 226</td></tr> <tr><td>K - 0</td><td></td></tr> <tr><td colspan="2">#73C0E2</td></tr> </table>	C - 51	R - 115	M - 8	G - 192	Y - 4	B - 226	K - 0		#73C0E2	
C - 99	R - 21																																		
M - 93	G - 27																																		
Y - 41	B - 66																																		
K - 47																																			
#151B42																																			
C - 93	R - 53																																		
M - 87	G - 67																																		
Y - 4	B - 150																																		
K - 0																																			
#354396																																			
C - 51	R - 115																																		
M - 8	G - 192																																		
Y - 4	B - 226																																		
K - 0																																			
#73C0E2																																			
			<table border="1"> <tr><td>C - 30</td><td>R - 126</td></tr> <tr><td>M - 100</td><td>G - 19</td></tr> <tr><td>Y - 87</td><td>B - 33</td></tr> <tr><td>K - 37</td><td></td></tr> <tr><td colspan="2">#7E1321</td></tr> </table>	C - 30	R - 126	M - 100	G - 19	Y - 87	B - 33	K - 37		#7E1321		<table border="1"> <tr><td>C - 5</td><td>R - 223</td></tr> <tr><td>M - 100</td><td>G - 30</td></tr> <tr><td>Y - 100</td><td>B - 37</td></tr> <tr><td>K - 1</td><td></td></tr> <tr><td colspan="2">#DF1E25</td></tr> </table>	C - 5	R - 223	M - 100	G - 30	Y - 100	B - 37	K - 1		#DF1E25		<table border="1"> <tr><td>C - 8</td><td>R - 230</td></tr> <tr><td>M - 5</td><td>G - 232</td></tr> <tr><td>Y - 6</td><td>B - 232</td></tr> <tr><td>K - 0</td><td></td></tr> <tr><td colspan="2">#E6E8E8</td></tr> </table>	C - 8	R - 230	M - 5	G - 232	Y - 6	B - 232	K - 0		#E6E8E8	
C - 30	R - 126																																		
M - 100	G - 19																																		
Y - 87	B - 33																																		
K - 37																																			
#7E1321																																			
C - 5	R - 223																																		
M - 100	G - 30																																		
Y - 100	B - 37																																		
K - 1																																			
#DF1E25																																			
C - 8	R - 230																																		
M - 5	G - 232																																		
Y - 6	B - 232																																		
K - 0																																			
#E6E8E8																																			

## Logo Typeface

### Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_+:"<>?

### Franklin Gothic Demi Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_+:"<>?

### Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_+:"<>?

### Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_+:"<>?

### Franklin Gothic Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_+:"<>?

### Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()\_+:"<>?

# 03

## Variations and Applications

# Application DOs

These are the allowable applications and variations of the official wordmark:

- Against white, light, and mid-tone backgrounds, the official colors shall apply as shown in the illustration (A).
- Aside from its original colors, the DTI logo can only be printed in its black signature (B) when printed against light or white background or be rendered in reverse/white (C) against a dark or solid color as shown in the illustrations.
- The logo should be outlined in white when printed against photographic or same-colored background (D).

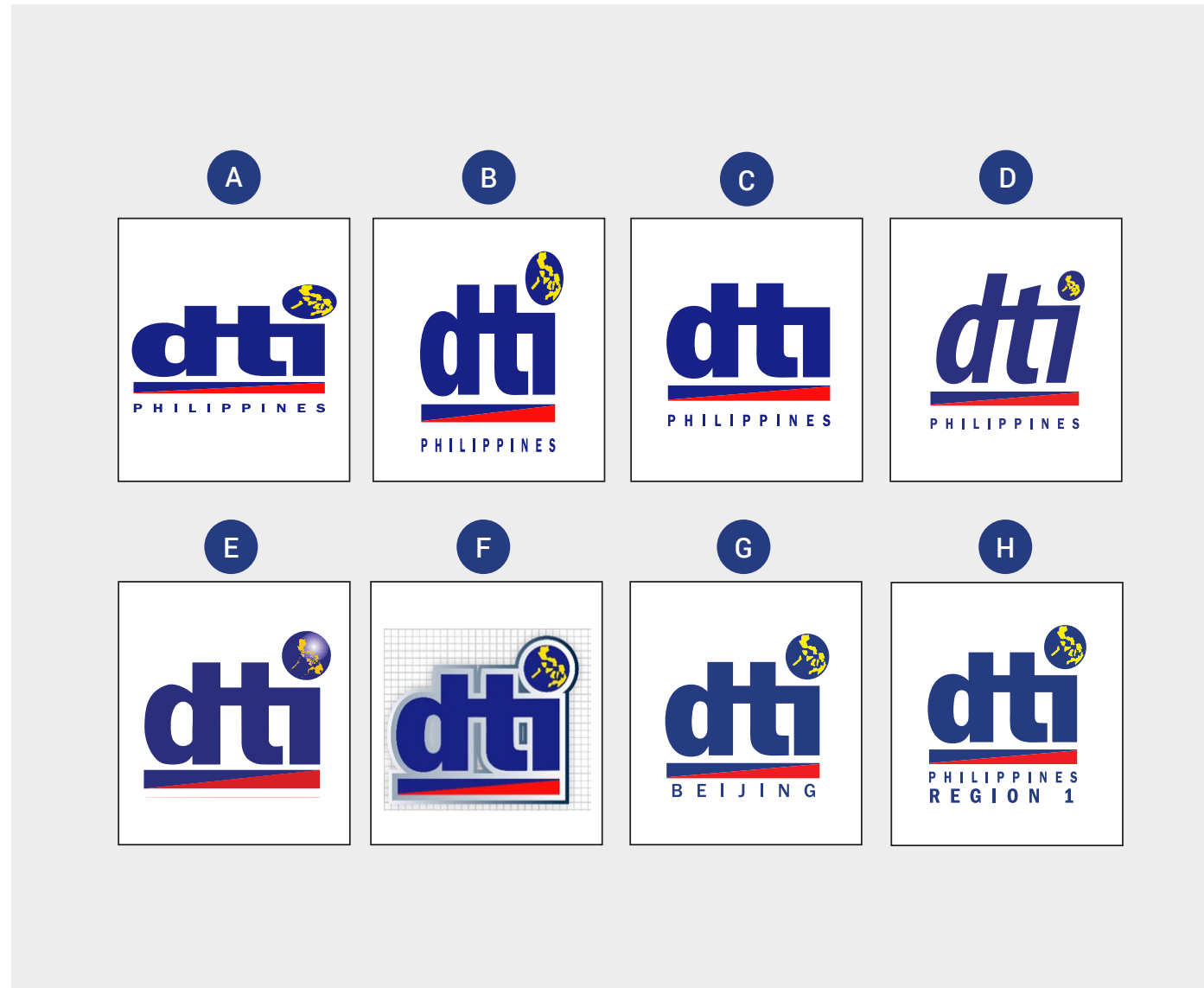


# Application DON'Ts

- Do not distort the logo horizontally (A) or vertically (B).
- Do not remove any elements in the logo symbol (C).
- Do not re-create the logo to change its typeface (D).
- Do not re-create the logo to change or replace any of its elements (E).
- Do not add special effects or unnecessary enhancements to the symbol (F).
- Do not put text or fine print of any kind under the official wordmark without considering the clear space or the exclusion zone (G and H).

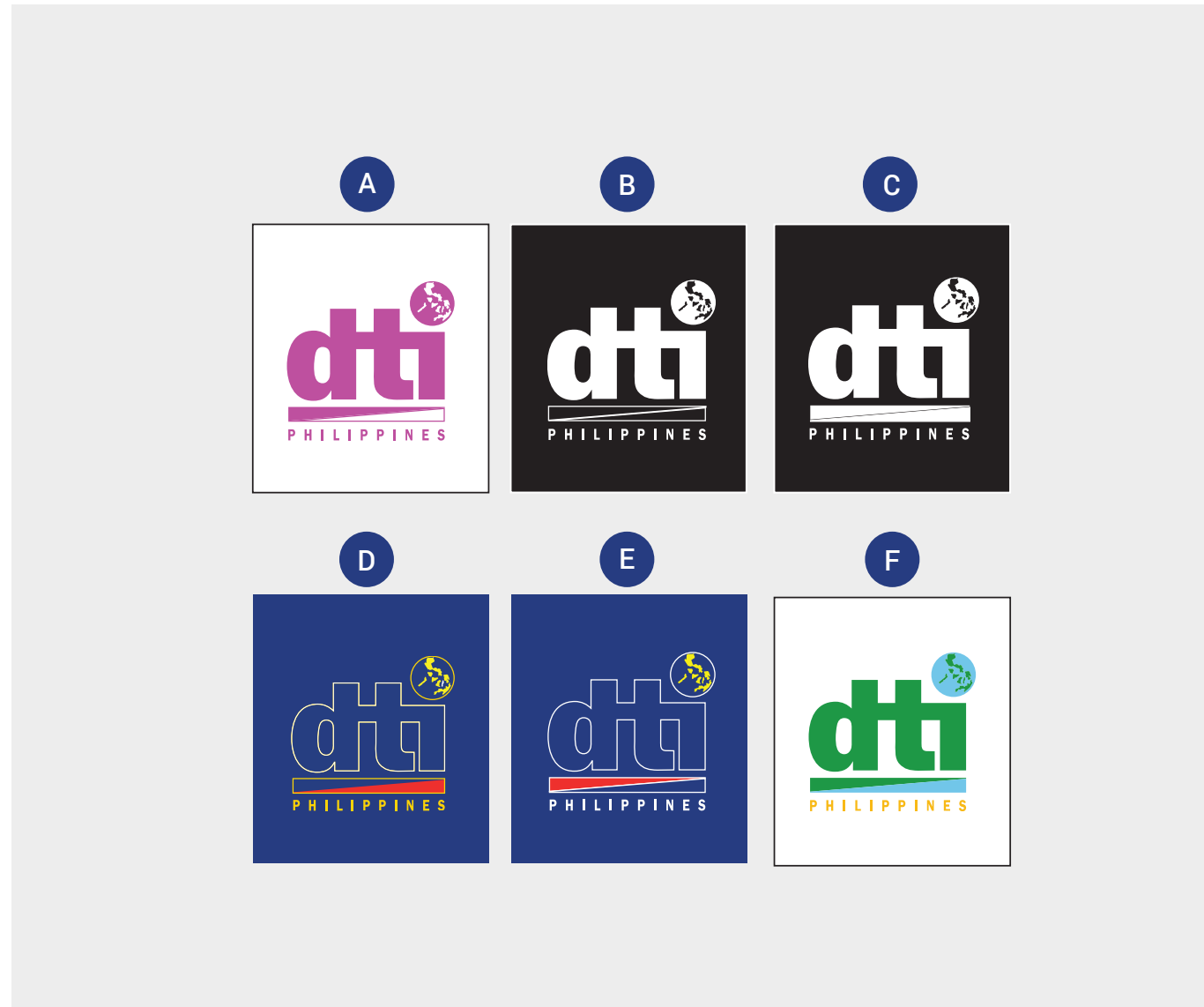
For more information about clear space, see page 15.

- Do not surround the marks with, or place in the foreground over, a pattern or design. Always take note of the exclusion zone set for the emblem.
- Do not use the logo to make fun of the Department or portray it in a negative way.



## Application DON'Ts

- Do not print the logo in any other color aside from the original DTI colors, in black, and in white if rendered in reverse (A).
- Do not present the flag bar in full outline form (B) or in full solid form (C) when rendering in reverse; only the upper part of the bar should be solid/filled.
- Do not use any other color aside from white when outlining the logo against same-colored background (D).
- Do not interchange the two halves of the flag bar; the upper triangle should always be blue while the lower triangle should always be red (E).
- Do not change the signature colors of the logo (F).



*NOTE: These images are just some of the many possible improper uses/renderings of the DTI Logo. Any other variations not specified herein should adhere to the rules and to high aesthetic standards. KMIS is tasked to call the attention of entities that will not adhere to these rules.*

# Logo Sizes

For original configuration

STANDARD LOGO SIZE (with "PHILIPPINES" print)	MATERIALS
1.27 cm x 1.27 cm*	Business cards
3 cm x 3 cm	Envelopes
2.13 cm x 2.13 cm	Letterheads, legal decisions templates
2.5 cm x 2.5 cm	Application forms Issued permits, licenses, and certificates
1.15 cm x 1.15 cm	Memopads, notepads
3.5 cm x 3.5 cm	Publications (annual reports, newsletters, directories, etc.)
2.25 cm x 2.25 cm	Recognition-related materials (plaques, trophies, and certificates)
30 in x 30 in, 40 in x 40 in	Flags
1.5 cm x 1.5 cm, 2 cm x 2 cm	Pins
25 cm x 25 cm (base for horizontal) 43 cm x 43 cm (base for vertical)	Signages (office markers, lecterns, etc.)
1/4 of the total given height of the material	Photo Walls
3.8 cm x 3.8 cm	Social Media account profile photos

*\*This is also the smallest size prescribed for the logo*

*NOTE: Since dimensions of collaterals may vary, the DTI logo must be adjusted proportionally based on the given sizes in the first column.*



# Flexibility



## SIZE GUIDE:



One square is equivalent to the height of the flag bar. The height of this version of the logo is equivalent to nine and a half (9 1/2) squares.



Half the square in the guide.

In certain applications, the DTI wordmark's custom-made symbol may be used without the accompanying "PHILIPPINES" type from the original configuration.

This symbol-only lockup may be used for the following:

- Collaterals and materials such as tarpaulins, brochures, standees and posters, banners, flyers, booklets, and pamphlets;
- exhibits and other public affairs-related materials; and
- all other print/digital-related media, including audio-visual presentations (AVPs).

Note that the DTI logo in its original configuration may also be used in the above materials and will allow flexibility depending on the design of the collateral.

The DTI colors, color palette, logo typeface, as well as the application DOs and DON'Ts specified in the previous pages also apply to this configuration.

Any other logo application or variation not specified in this Manual shall be subject to the approval of the CIC prior to its usage.

# Logo Sizes

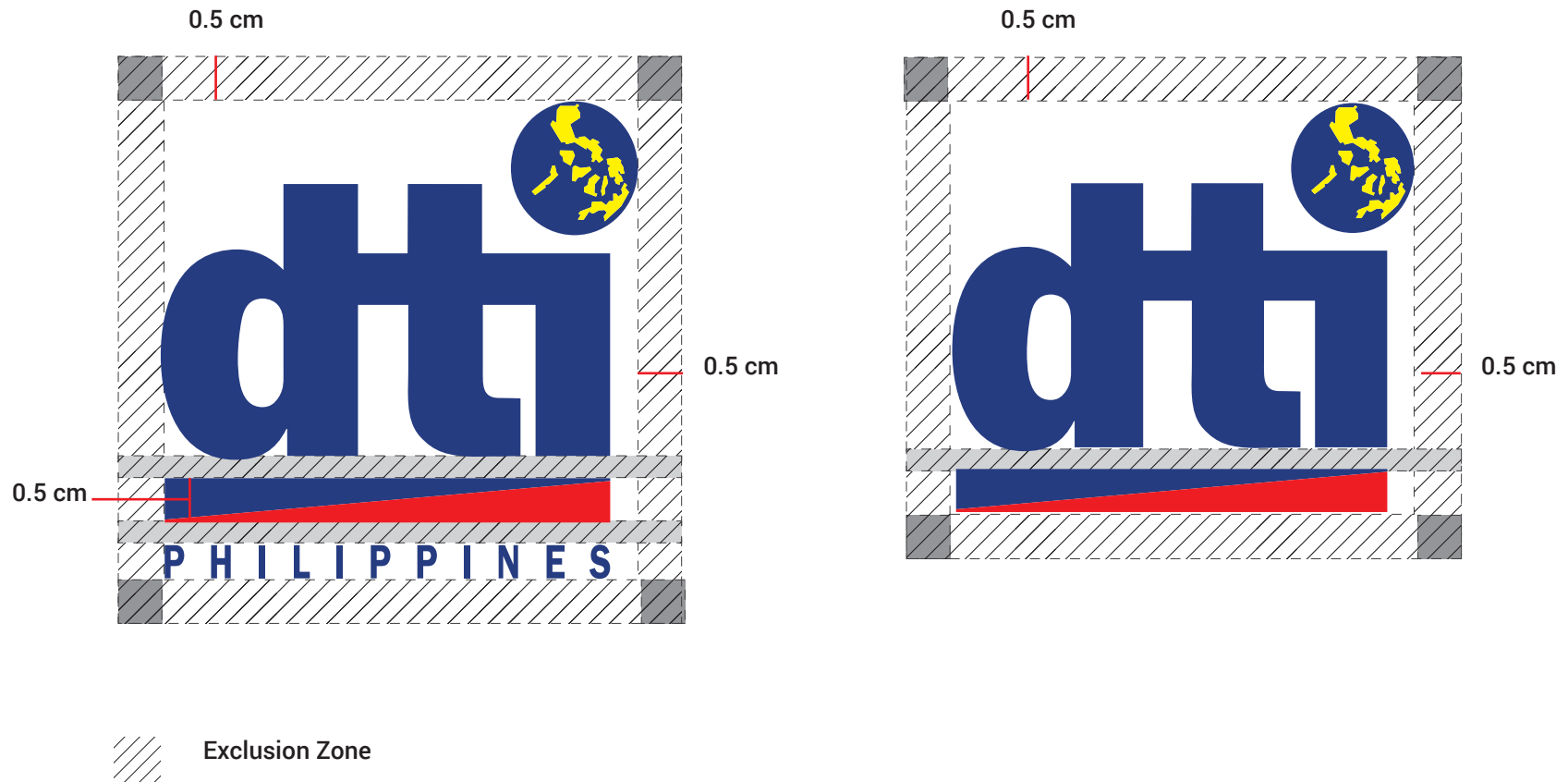
For flexible application

STANDARD LOGO SIZE (with "PHILIPPINES" print)	STANDARD LOGO SIZE (without "PHILIPPINES" print)	MATERIALS
2.8 cm x 2.8 cm	2.8 cm x 2.5 cm	Flyers, brochures, booklets, pamphlets
2.11 cm x 2.11 cm (for A4) 2 in x 2 in (for 18 in x 24 in poster)	2.11 cm x 1.86 cm (for A4) 2 in x 1.77 in (for 18 in x 24 in poster)	Posters
15 cm x 15 cm (minimum)	11.81 cm x 10.42 cm	Standeers
1/4 of the total given height of the material		Banners (tarpaulin), gallery displays
1/10 of the total given height of the material		Photo Walls
3.8 cm x 3.8 cm (150 px x 150 px)	3.8 cm x 3.4 cm (150 px x 150 px)	Digital media and social media (e-mail signatures, presentation decks, audio-visual presentations, social cards, etc.)
5.08 cm x 5.08 cm	5.08 cm x 4.48 cm	Apparel (shirts, jackets, raincoats, singlets, etc.)
7 cm x 7 cm	7 cm x 6.17 cm	Mugs and tumblers
1.5 cm x 1.5 cm (minimum) 13 cm x 13 cm (maximum)*	1.5 cm x 1.32 cm (minimum) 13 cm x 11.47 cm (maximum)*	Other giveaways/souvenirs

*NOTE: Since dimensions of collaterals may vary, the DTI logo must be adjusted proportionally based on the given size on the first/second column(s). This applies both to digital and printed materials.*

*\* Recommended for large format giveaways (i.e. wall calendars, umbrellas, large canvas bags, towels, etc.) only.*

# Clear Space



To ensure maximum visibility and legibility, the logo must be surrounded by minimum clear space. The clear space or the exclusion zone is the specific amount of space to be maintained around the logo. No other elements of any kind should appear within this designated perimeter. In order to maximize the exclusion zone, allow for adequate space around the logo when used in conjunction with other elements. In short, the exclusion zone indicates the closest distance any other graphic element or text can be positioned in relation to the logo.

The prescribed minimum clearance must be equivalent to the height of the flag bar of the logo being used. For instance, in the example above, a logo with dimensions 6.8 cm x 6.8 cm (with the “PHILIPPINES” type) or 6.8 cm x 6.05 cm (symbol-only lockup) has a flag bar with a height of 0.5 cm. This means the minimum clearance must at least be 0.5 cm.

# 04

## Sub-Branding

In sub-branding, the DTI logo in its original configuration (with the “PHILIPPINES” type) or its symbol-only lockup variation may be used. It shall always be visually dominant than any other emblem in the material.

Note that these sub-branding guidelines apply only to marketing/promotional materials and giveaways indicated in pages 13 and 14.

When presenting programs and projects of the DTI on any collateral material, the DTI logo must always be included in any part of the layout. When laid out beside the program/project logo, the DTI logo is recommended to be placed on the left.

In creating new logos for Central Office Bureaus, Regional Offices, or overseas posts, flexibility of using the horizontal and vertical logo templates will be dependent on the creative discretion of their respective designers.

# Sub-Branding: DTI's Existing Logos

For Central Bureau Offices and Programs/Projects



If the existing Bureau/Office, Program, or Project logo does not have the DTI symbol as part of its design, the DTI symbol shall be separately laid out beside it or on any part of the collateral, as long as it is placed away from other distracting element. If laid out beside the DTI logo, the Program/Project logo is recommended to be placed on the right. Standard exclusion zone must be observed.

Note that the height of the Bureau/Office, Program, or Project logo must be equal with the height of the 'i' in DTI and not go beyond the dot/globe of the symbol. For existing logos of the Department's Programs/Projects, please see Annex A.

# Sub-Branding: Attached Agencies/Corporations

Note that all of the design studies in this Manual concerning Attached Agencies/Corporations are samples only, as all of the Attached Agencies'/Corporations' collaterals will be designed based on their own Branding Manuals.

However, the Attached Agencies/Corporations' collaterals may either use any of the allowable configurations of the DTI logo or bear the one-line statement "An Attached Agency/Corporation of the Department of Trade and Industry" when designing their materials. The placement, font type, and font size of this statement will be up to the creative discretion of the Agency's/Corporation's designer.

# Sub-Branding: New Logos for Central Office Bureaus

Horizontal Template



The above template shall be used by Bureaus/Offices with no existing emblem prior to the publication of the Manual. The Bureau/Office name must be aligned left. Uniform leading and clear space must be observed. With the logo size 2.8 cm x 2.5 cm (symbol-only lockup), the prescribed font size shall be 13 pt (with allowable adjustments to 12 pt if the logo is smaller and 14 pt if the logo is bigger) to accommodate the given space for the name. Allowance on font size is 1 pt. This shall be the baseline for resizing.

# Sub-Branding: New Logos for Central Office Bureaus

## Vertical Template



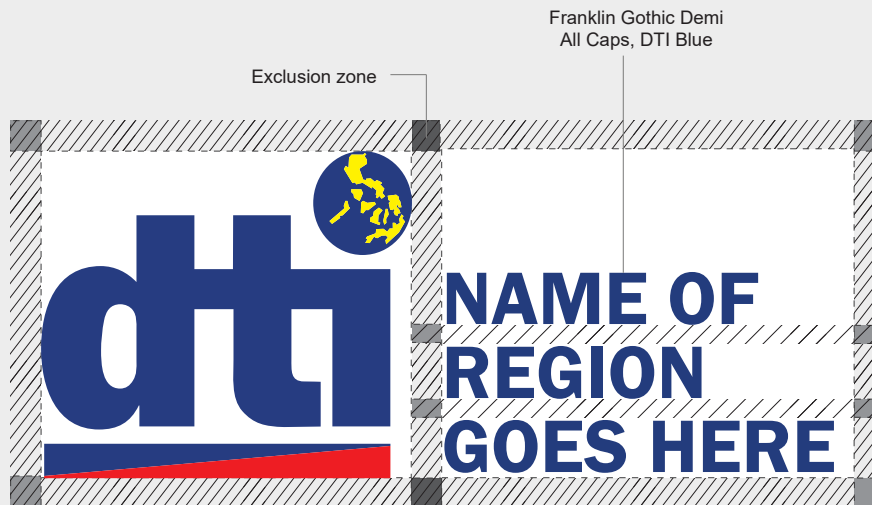
Above is a flexibility on the DTI-Bureau/Office horizontal logo. Only Bureaus/Offices logos consisting of wordmarks (text type) instead of symbols/emblems may use this template.

The Bureau/Office name must be aligned center, and the text must not exceed the width of the flag bar; lines of text must also not exceed the height of the DTI logo being used. As with the horizontal template, uniform leading and clear space must be observed. With the minimum logo size 2.8 cm x 2.5 cm (symbol-only lockup), the smallest possible font size for the name shall be 10 pt (with allowable adjustments to 11, 12, and 13 pt to accommodate the given space for the name). This shall be the baseline for resizing.



# Sub-Branding: New Logos for Regional Offices

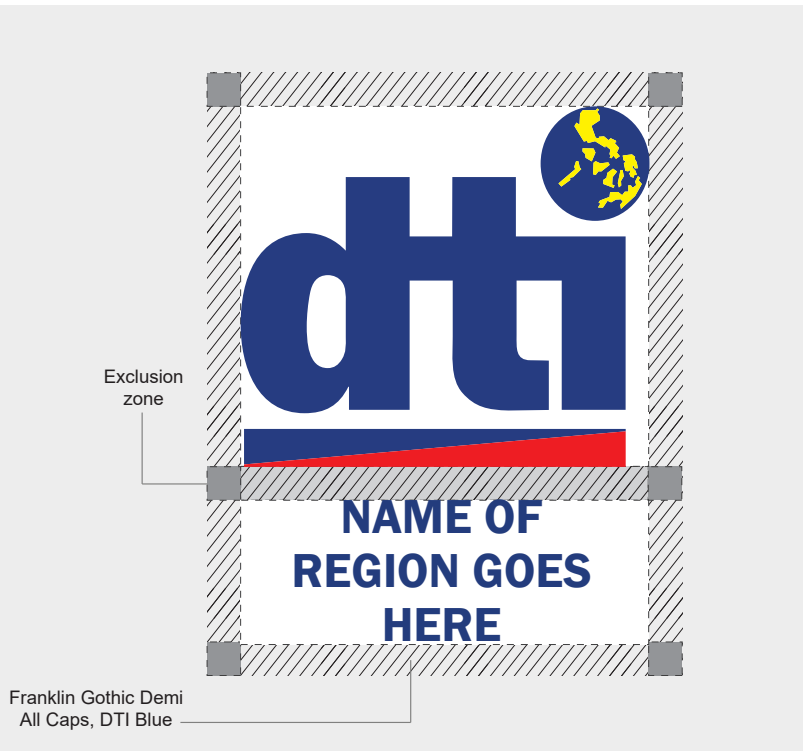
Horizontal Template



This template shall be used by Regional Offices. Uniform leading and clear space must be observed. It must bear the Regional Office's complete name instead of just the number (for nomenclature, adopt format for Regional letterheads on page 30, sans the parentheses). With the logo size 2.8 cm x 2.5 cm (symbol-only lockup), the prescribed font size for the Bureau/Office name shall be 13 pt (with allowable adjustments to 12 pt if the logo is smaller and 14 pt if the logo is bigger) to accommodate the given space for the name. Allowance on font size is 1 pt. This shall be the baseline for resizing.

# Sub-Branding: New Logos for Regional Offices

## Vertical Template



Above is a flexibility on the Regional Office horizontal logo template.

The Regional Office logo must bear its complete name. It must be aligned center, and the text must not exceed the width of the flag bar; lines of text must also not exceed the height of the DTI logo being used. As with the horizontal template, uniform leading and clear space must be observed. With the minimum logo size 2.8 cm x 2.5 cm (symbol-only lockup), the smallest possible font size for the name shall be 10 pt (with allowable adjustments to 11, 12, and 13 pt to accommodate the given space for the name). This shall be the baseline for resizing.

# Sub-Branding: New Logos for Overseas Posts

## Horizontal Template



This template shall be used by overseas posts. Uniform leading and clear space must be observed. With the logo size 2.8 cm x 2.5 cm (symbol-only lockup), the prescribed font size for the Bureau/Office name shall be 13 pt (with allowable adjustments to 12 pt if the logo is smaller and 14 pt if the logo is bigger) to accommodate the given space for the name. Allowance on font size is 1 pt. This shall be the baseline for resizing.

# Sub-Branding: New Logos for Overseas Posts

## Vertical Template



Above is a flexibility on the DTI-overseas post horizontal logo template.

The name of the overseas post must be aligned center, and the text must not exceed the width of the flag bar; lines of text must also not exceed the height of the DTI logo being used. As with the horizontal template, uniform leading and clear space must be observed. With the minimum logo size 2.8 cm x 2.5 cm (symbol-only lockup), the smallest possible font size for the name shall be 10 pt (with allowable adjustments to 11, 12, and 13 pt to accommodate the given space for the name). This shall be the baseline for resizing.

# 05

## Typography

The primary typeface of DTI is Arial, a sans serif typeface that is simple, clear, and precise. Use this typeface in all business correspondence and publications, both web-based and print. This includes the body text, headers, and captions. This typeface was selected for its legibility.

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+:"<>?

**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$%^&\*()\_+:"<>?**

***Arial Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***  
***!@#\$%^&\*()\_+:"<>?***

*Arial Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*  
*!@#\$%^&\*()\_+:"<>?*

Arial Narrow  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()\_+:"<>?

**Arial Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**  
**!@#\$%^&\*()\_+:"<>?**

# 06

## Correspondence

All Bureaus and Agencies shall follow the set guidelines for internal and external documents and correspondence.

Letters shall be used for external correspondence (other government agencies, the private sector, etc.) while memos should be used within DTI. Letters and envelopes must contain the complete name, designation, and address of the recipient, similar to letter headings without contact details.

# Basic Rules

- Official letterheads must be used for memoranda, letters, Department Orders, Memorandum Orders, and similar documents.
- Arial is the only font family allowed to be used in the body text of all official DTI correspondence.
- Abbreviate addresses as appropriate:
  - St. – Street
  - Ave. – Avenue
  - 5F – Fifth Floor
- Use “For” when addressing a superior/peer; use “To” when addressing a subordinate.
- Letters and memoranda which go beyond the first page should be continued on a fresh sheet without letterhead.
- The recommended body text format on all official DTI correspondence is: block style, justified, and single-spaced.
- Designation in letter headings must be spelled out.
- Designation of recipients/senders in memoranda is recommended to be spelled out, but adjustments may be done as necessary (e.g. when there are too many recipients and spacing would be an issue).
- Acronyms of Offices mentioned in internal memoranda may suffice.



# Letterheads

Central Office Bureaus

## ELEMENTS:

### DTI Logo with TNK Logo

The full DTI logo and the *Trabaho, Negosyo, Konsyumer* logo, which are placed side by side with appropriate clear space, must be laid out 1.27 cm from the top of the paper and 1.25 cm from the right.

### Agency Information

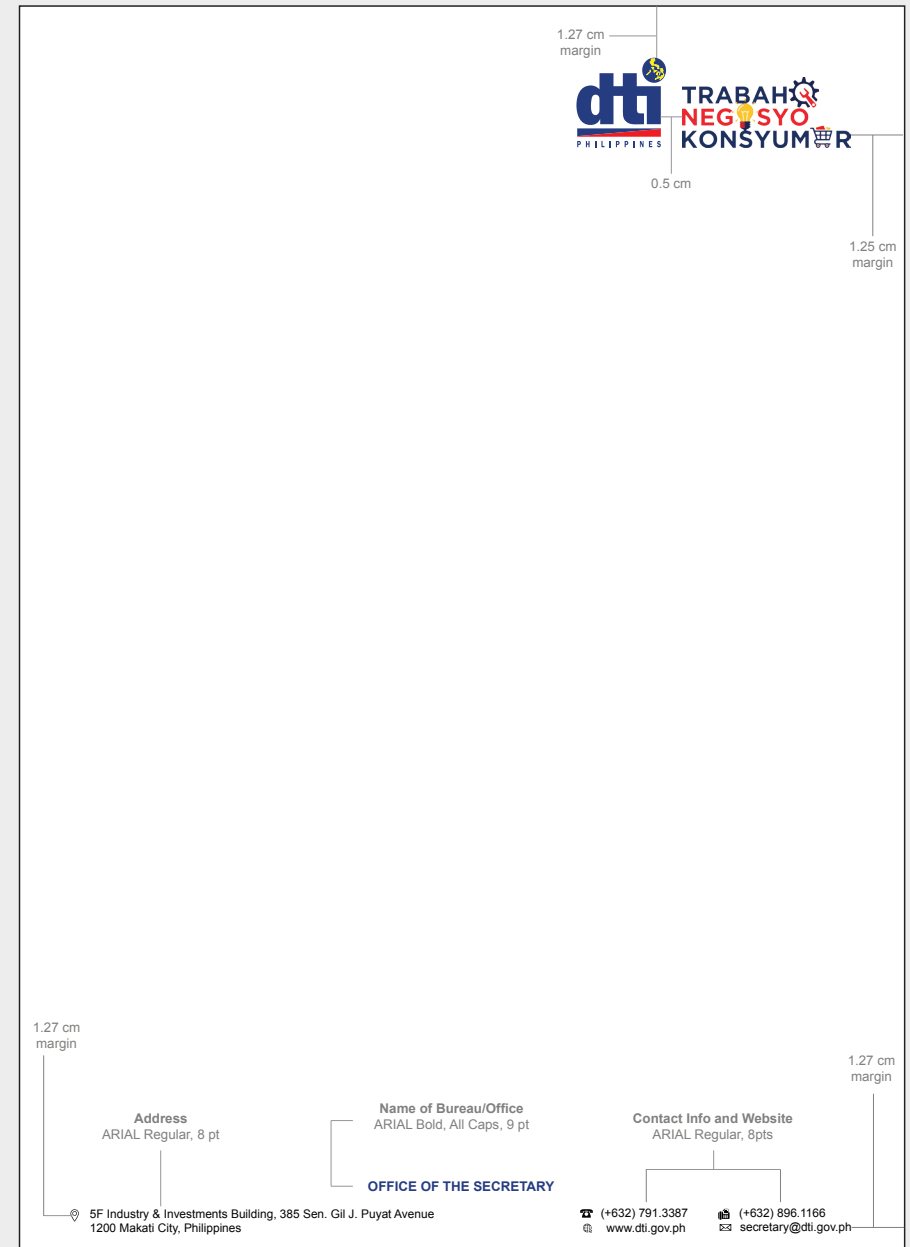
- Complete Bureau/Office name in Arial Bold, All Caps, 9 pt, aligned center; font color DTI blue
- Address in Arial Regular, 8 pt, flushed left, printed on the lower left corner, with 1.27 cm margin; font color black
- Contact numbers, email, and website in Arial Regular, 8 pt, flushed left, printed on the lower right corner, with 1.27 cm margin; font color black

## RECOMMENDED PAPER SPECIFICATIONS:

A4; Bookpaper, 80 lbs, White/ Fancy Edicione, 80 lbs, Ivory White

## NOTE:

This letterhead must be used within the Philippines only. For foreign correspondence, please see page 32.



# Letterheads

## Regional Offices

### ELEMENTS:

#### DTI Logo with TNK Logo

The full DTI logo and the *Trabaho, Negosyo, Konsyumer* logo, which are placed side by side with appropriate clear space, must be laid out 1.27 cm from the top of the paper and 1.25 cm from the right.

#### Agency Information

- Complete Bureau/Office name in Arial Bold, All Caps, 9 pt, aligned center; font color DTI blue
- Observe the following format for the names of Regional Offices:

Region Number (Complete Name)  
ex: REGION 4A (CALABARZON) or

Complete name of region, if non-numerical  
ex: CORDILLERA ADMINISTRATIVE REGION

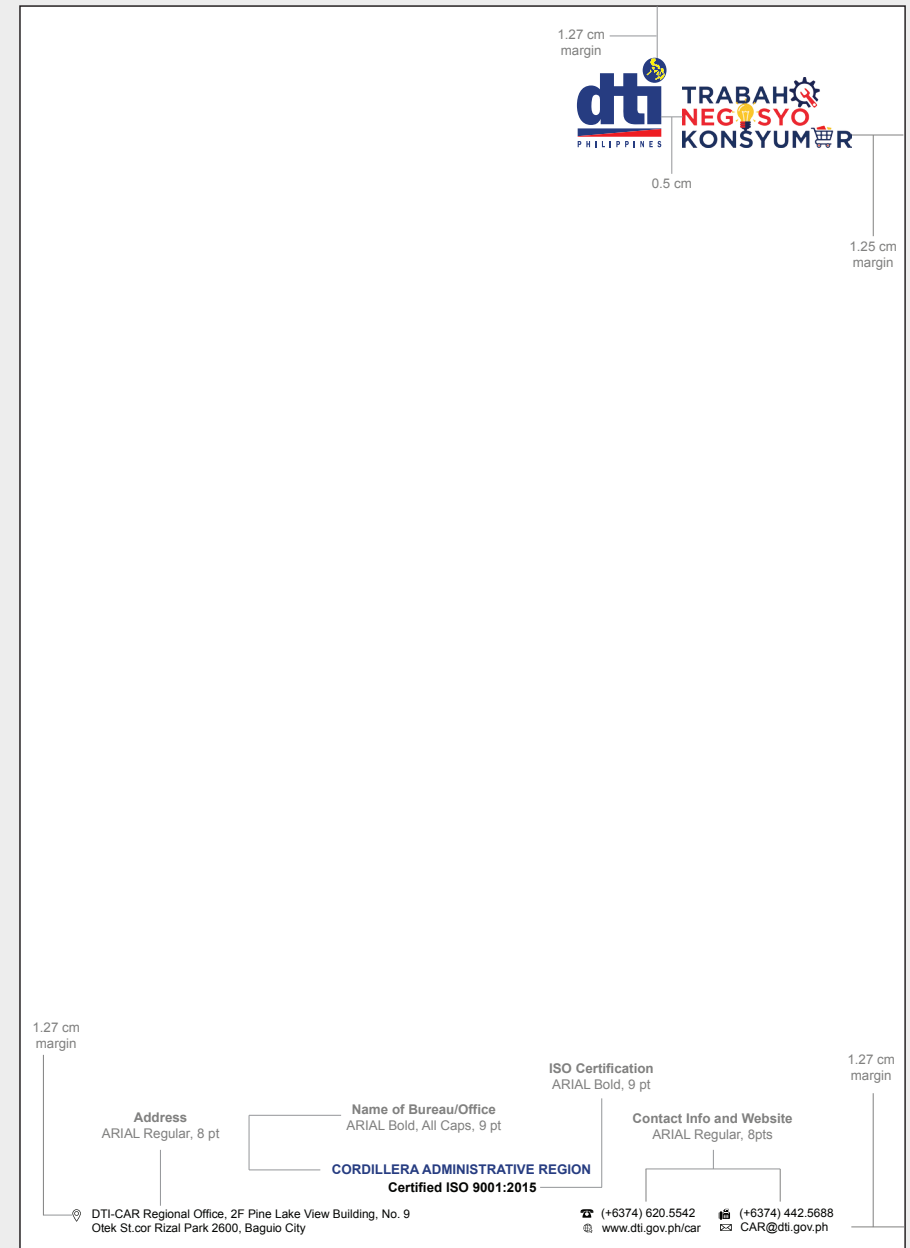
- The ISO Certification text label in Arial Bold, 9 pt, aligned center, font color black. The inclusion of this text should be subject to contractual agreements with the concerned certifying body
- Address in Arial Regular, 8 pt, flushed left, printed on the lower left corner, with 1.27 cm margin; font color black
- Contact numbers, email, and website in Arial Regular, 8 pt, flushed left, printed on the lower right corner, with 1.27 cm margin; font color black

### RECOMMENDED PAPER SPECIFICATIONS:

A4; Bookpaper, 80 lbs, White/ Fancy Edicione, 80 lbs, Ivory White

### NOTE:

This letterhead must be used within the Philippines only. For foreign correspondence, please see page 32.



# Letterheads

## Provincial Offices

### ELEMENTS:

#### DTI Logo with TNK Logo

The full DTI logo and the *Trabaho, Negosyo, Konsyumer* logo, which are placed side by side with appropriate clear space, must be laid out 1.27 cm from the top of the paper and 1.25 cm from the right.

#### Agency Information

- Complete Bureau/Office name in Arial Bold, All Caps, 9 pt, aligned center; font color DTI blue
- Format for the names of Provincial Offices must be:

(Name of Office) Provincial Office

ex: Cebu Provincial Office

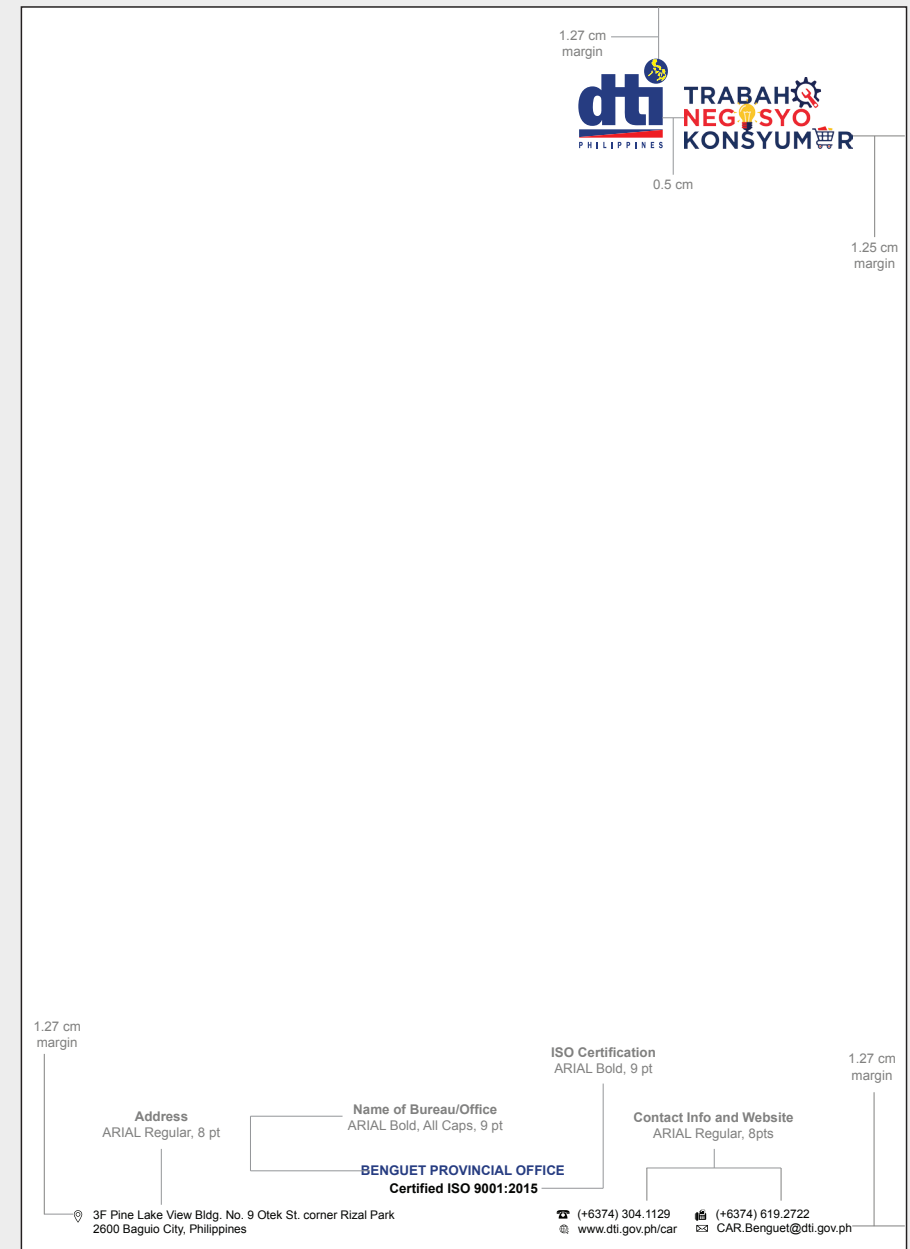
- The ISO Certification text label in Arial Bold, 9 pt, aligned center, font color black. The inclusion of this text should be subject to contractual agreements with the concerned certifying body
- Address in Arial Regular, 8 pt, flushed left, printed on the lower left corner, with 1.27 cm margin; font color black
- Contact numbers, email, and website in Arial Regular, 8 pt, flushed left, printed on the lower right corner, with 1.27 cm margin; font color black

### RECOMMENDED PAPER SPECIFICATIONS:

A4; Bookpaper, 80 lbs, White/ Fancy Edicione, 80 lbs, Ivory White

### NOTE:

This letterhead must be used within the Philippines only. For foreign correspondence, please see page 32.



# Letterheads

Overseas Offices / Foreign Correspondence

## ELEMENTS:

### Seal of the Republic of the Philippines with DTI Logo

The Seal of the Republic of the Philippines and the DTI Logo, which are placed side by side with appropriate clear space, must be laid out 1.27 cm from the top of the paper and 1.25 cm from the right.

### Agency Information

- Complete Bureau/Office name in Arial Bold, All Caps, 9 pt, aligned center; font color DTI Blue
- Observe the following format for the names of overseas posts:

PHILIPPINE TRADE AND INVESTMENT CENTER - (Post)  
ex: PHILIPPINE TRADE AND INVESTMENT CENTER - BEIJING

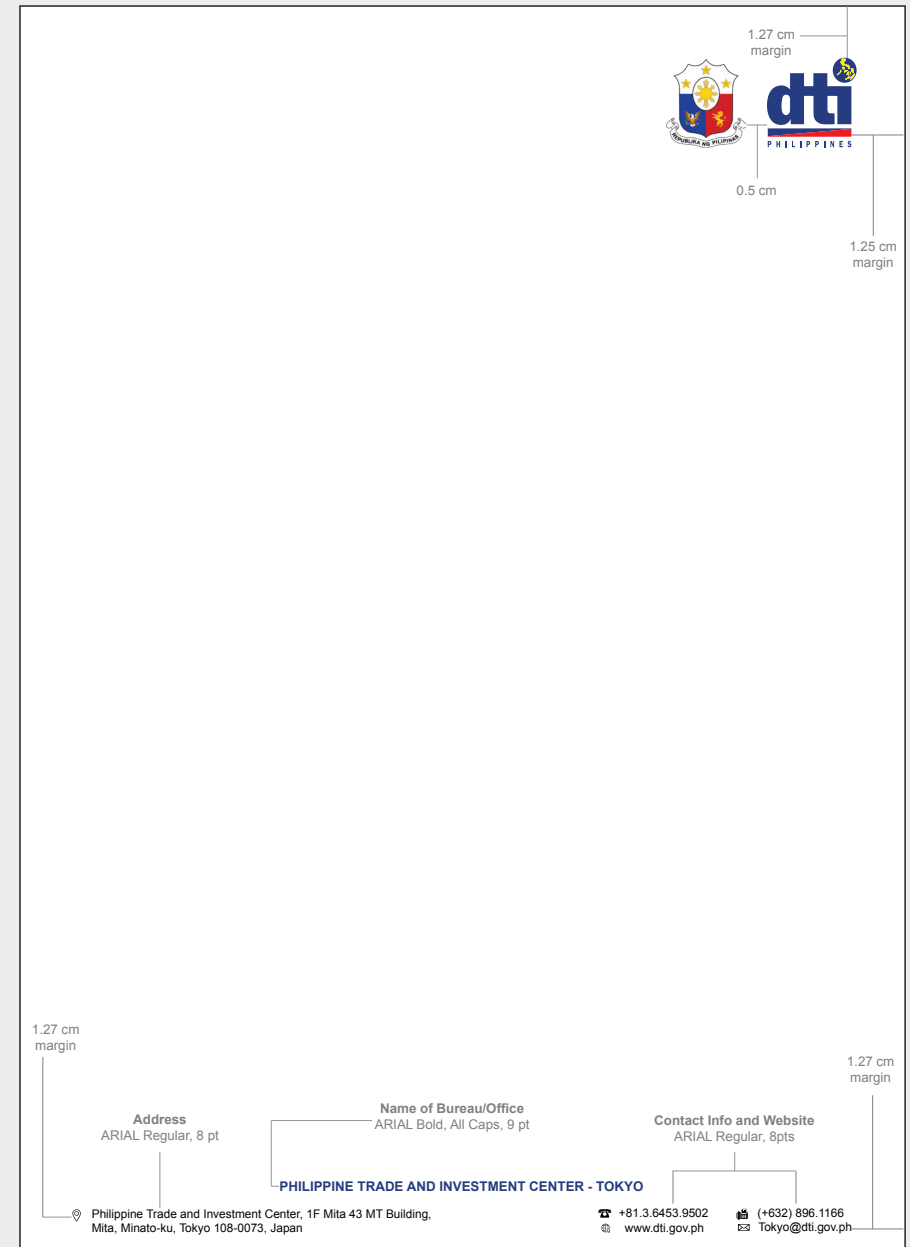
- Address in Arial Regular, 8 pt, flushed left; printed on the lower left corner, with 1.27 cm margin; font color black
- Contact numbers, email, and website in Arial Regular, 8 pt, flushed left, printed on the lower right corner, with 1.27 cm margin; font color black

## RECOMMENDED PAPER SPECIFICATIONS:

A4; Bookpaper, 80 lbs, White/Fancy Edicione, 80 lbs, Ivory White

## NOTE:

This letterhead must also be used by any Central Office Bureau or Regional Office for foreign correspondence. The footer text, particularly the office naming convention, must still follow the local letterhead format.



# Letterheads

Attached Agencies/Corporations (Sample)

## ELEMENTS:

### Agency/Corporation Logo

The Agency/Corporation logo laid out 1.37cm from the top of the paper with 1.45cm right margin.

### DTI Statement

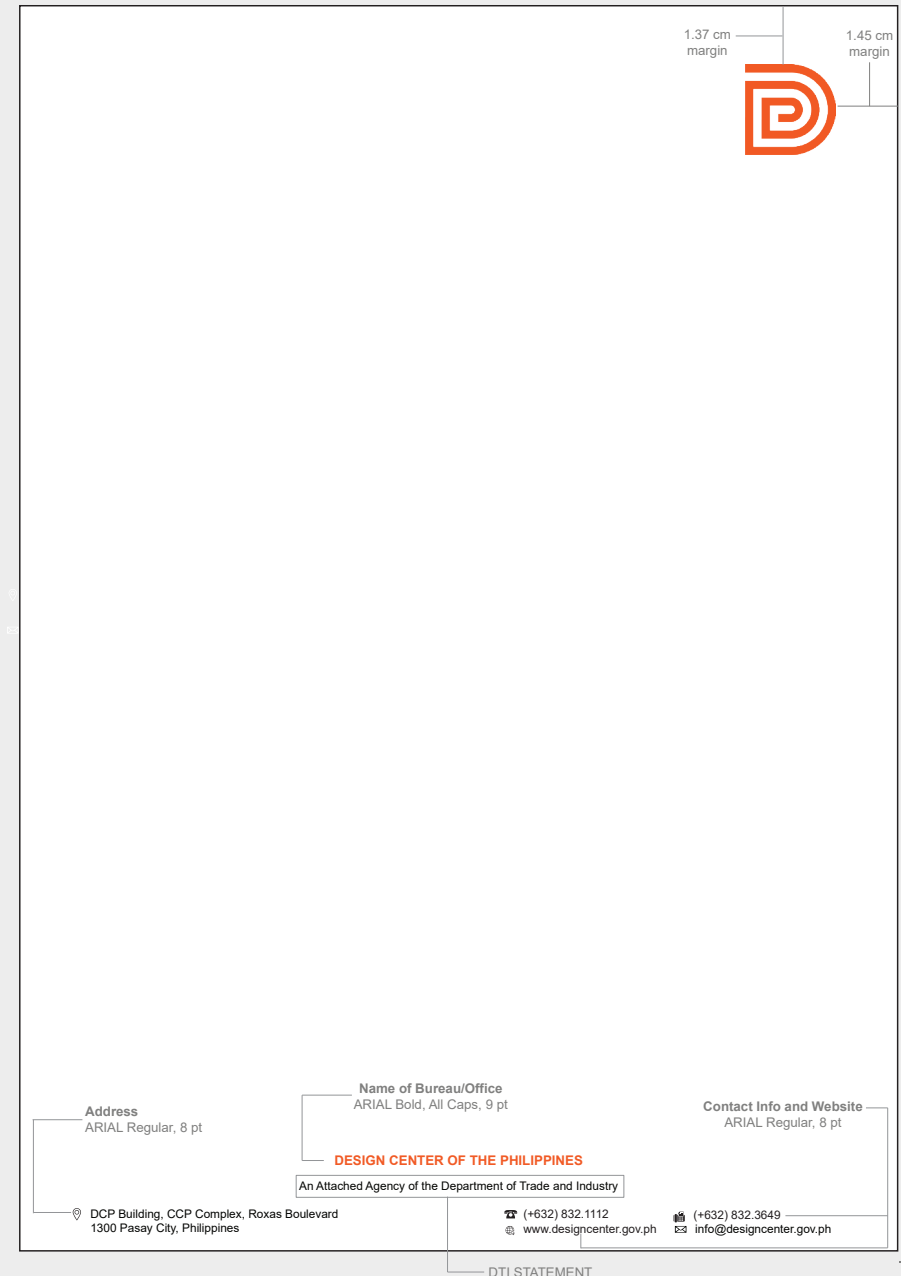
The DTI attached agency/corporation statement must be in Arial Narrow, 8 pt, and following the color of the bar for the Agency or Corporation name.

### Agency/Corporation Information

- Complete Bureau/Office name in Arial Bold, All Caps, 9 pt, aligned center; font color orange
- Address and e-mail address in Arial Regular, 8 pt, flushed left, printed on the lower left corner, with 1.27 cm margin.
- Contact numbers, email, and website in Arial Regular, 8 pt, flushed left, printed on the lower right corner, with 1.27 cm in margin

## NOTE:

The above design is for sample purposes only. Design, layout, or template of collaterals will be up to the creative discretion of Agency's/Corporation's designer.



# Letters

## Typestyle

Arial, 12 pt size (minimum allowance is 10 pt).

## Margins

- Default: 3.17 cm (1.25 in) for left and 2.54 cm (1 in) for right.
- For top and bottom, adjust when necessary

## Body format

Block style, justified, single-spaced

## Heading and spacing

- Date
- Addressee (4 spaces after Date; bold and upper case; use honorifics/titles as appropriate)
- Designation (sentence case)
- Company Name (sentence case)
- Address
- Salutation (1 space after Address)
- Body (1 space after Salutation)
- Complimentary close (1 space after Body)
- Sender (4 spaces after Complimentary close; bold and upper case)

The diagram illustrates a letter template with the following elements and annotations:

- Top Right:** DTI Philippines logo and "TRABAH NEG-SYO KONSUMER" logo. Margins: 1.27 cm (top), 0.5 cm (right).
- Left Side:** 3.17 cm margin (left).
- Right Side:** 1.25 cm margin (right).
- Content Flow:**
  - [Day-Month-Year]
  - 4 spaces
  - [ADDRESSEE]**
  - [Designation]
  - [Company Name]
  - [Address]
  - 1 space
  - Dear [Mr./Ms. Surname of Recipient]:
  - 1 space
  - Body text (Lorem ipsum dolor sit amet, consectetur adipiscing elit...)
  - Curabitur consequat mauris eget libero maximus lacinia. Vivamus in maximus velit, nec euismod urna.
  - Aliquam volutpat, est id malesuada interdum, mauris magna blandit nibh, sed sodales nisl nulla quis velit. Donec nec lacus lacinia, dignissim sapien sit amet, semper nibh. In volutpat sem mauris, at iaculis ligula commodo sagittis. Nullam ante sem, gravida ut posuere vel, lacinia vel magna. Donec malesuada augue elit, non tincidunt ante placerat eu. Donec sit amet nisi a eros rhoncus bibendum. Praesent sem mi, posuere sit amet velit vel, placerat fringilla nulla.
  - 1 space
  - Very truly yours,
  - 4 spaces
  - [Sender]**
  - [Designation of Sender]
- Bottom Section:**
  - Address: ARIAL Regular, 8 pt
  - Name of Bureau/Office: ARIAL Bold, All Caps, 9 pt
  - Contact Info and Website: ARIAL Regular, 8pts
  - OFFICE OF THE SECRETARY
  - 5F Industry & Investments Building, 385 Sen. Gil J. Puyat Avenue, 1200 Makati City, Philippines
  - (+632) 791.3387, www.dti.gov.ph
  - (+632) 896.1166, secretary@dti.gov.ph
- Bottom Right:** 2.54 cm margin (right).

# Memoranda

## Typestyle

- Arial, 12 pt size (minimum allowance is 10 pt).

## Margins

- Default: 3.17 cm (1.25 in) for left and 2.54 cm (1 in) for right.
- For top and bottom, adjust as necessary

## Body format



- Block style, justified, single-spaced

## Heading and Spacing

- To / For (sentence case)
- Addressee (upper case)
- Designation, Office (sentence case, except for acronyms; see Basic Rules on page 28 for more information)
- Thru (when necessary)
- Copy (upper case)
- From (upper case)
- Sender (upper case)
- Designation, Office (sentence case, except for acronyms)
- Date
- Subject (bold)

## Optional

- Reference number under MEMORANDUM for tracking purposes (per Office)

3.17 cm margin

**MEMORANDUM**

To: [NAME OF ADDRESSEE]  
[Designation, Office]

From: [NAME OF SENDER]  
[Designation, Office]

Date: [Day-Month-Year]

Subject: **[Lorem ipsum dolor sit amet]**

---

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet auctor eros. Sed tempus, magna in commodo iaculis, erat erat fermentum turpis, eu iaculis nisl neque sit amet dolor. Sed feugiat sem eget neque convallis, vel blandit est laoreet. Proin placerat ut arcu sed egestas. Ut malesuada finibus lacus nec sodales. Pellentesque nec fringilla ligula. Pellentesque imperdiet tempus est. Phasellus sagittis nulla arcu, sed placerat ligula ornare eget. Praesent sollicitudin lobortis varius. Morbi vehicula eget quam non fringilla.

Curabitur consequat mauris eget libero maximus lacinia. Vivamus in maximus velit, nec euismod urna.

1.27 cm margin

0.5 cm

1.25 cm margin

2.54 cm margin





**Address**  
ARIAL Regular, 8 pt

5F Industry & Investments Building, 385 Sen. Gil J. Puyat Avenue  
1200 Makati City, Philippines

**Name of Bureau/Office**  
ARIAL Bold, All Caps, 9 pt

**OFFICE OF THE SECRETARY**

**Contact Info and Website**  
ARIAL Regular, 8pts

 (+632) 791 3387  
 www.dti.gov.ph
  (+632) 896 1166  
 secretary@dti.gov.ph

# Memo Pads

Central Office Bureaus, Regional Offices, and Overseas Posts

## ELEMENTS:

### DTI Logo

Memopads are recommended to bear the full DTI logo placed 0.5 cm from the top edge of the paper.

### Bureau/Office

Bureau/Office name, Franklin Gothic, DTI Blue, 10 pts.

### Name and Designation of Official

Name of Official, Franklin Gothic Medium, 10 pts.

Designation of Official, Franklin Gothic Book, 10 pts.

Placed 0.5 cm from the bottom of the paper.

### Recommended paper specifications

A5 (14.8 cm x 21 cm)

Bookpaper, 80 lbs / Fancy Edicione, 80 lbs

The diagram illustrates the layout of a memo pad. At the top, a dashed line indicates a 0.5 cm margin from the top edge. Below this, the DTI logo is centered, with a 6.9 cm width indicated. Below the logo, the text "OFFICE OF THE UNDERSECRETARY FOR MANAGEMENT SERVICES GROUP" is centered. At the bottom, the official's name and designation are placed, with a 0.5 cm margin from the bottom edge. The name "Ireneo V. Vizmonte" is in Franklin Gothic Medium, 10pt, and the designation "Undersecretary" is in Franklin Gothic Book, 10pt.

0.5 cm

dti  
PHILIPPINES

6.9 cm

OFFICE OF THE UNDERSECRETARY FOR MANAGEMENT SERVICES GROUP

NAME OF OFFICIAL  
Franklin Gothic Medium, 10pt

Ireneo V. Vizmonte

DESIGNATION  
Franklin Gothic Book, 10pt

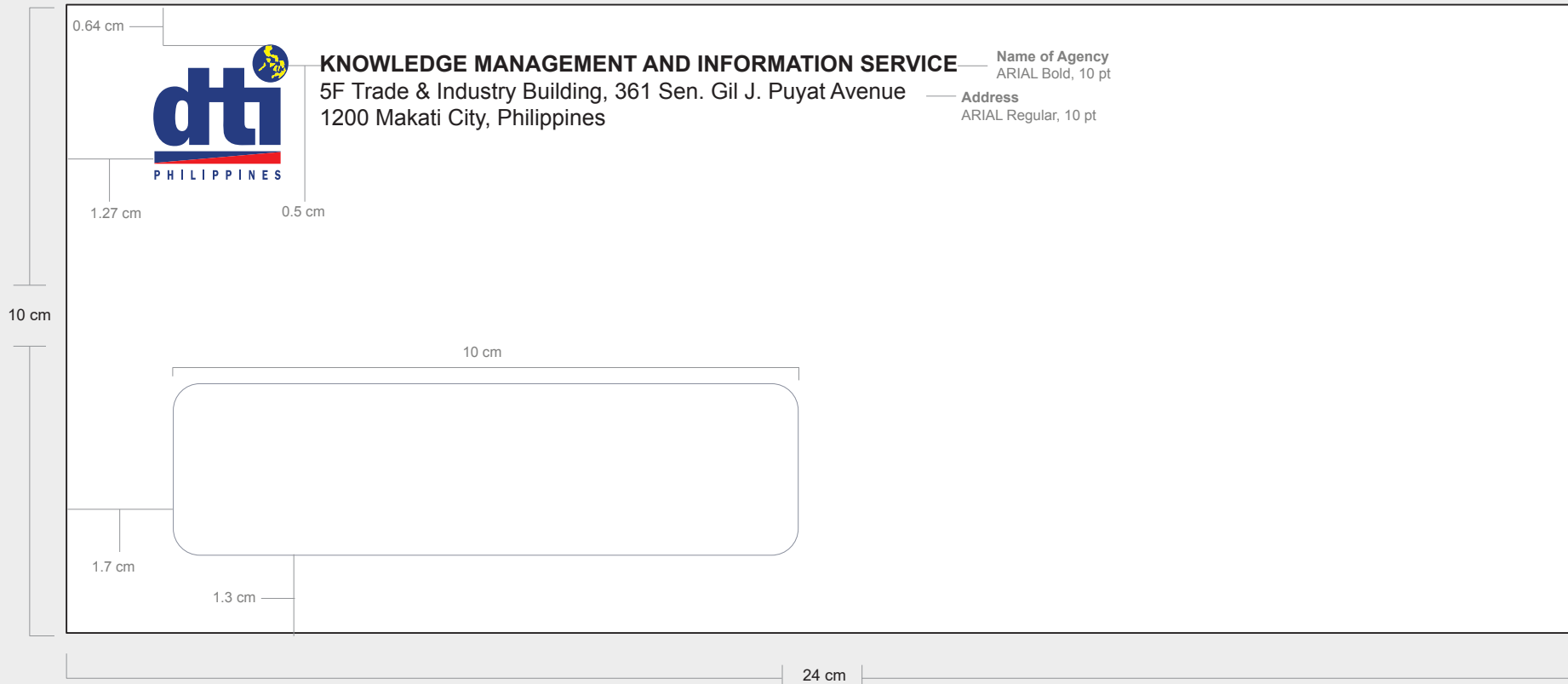
Undersecretary

0.5 cm



# Envelopes

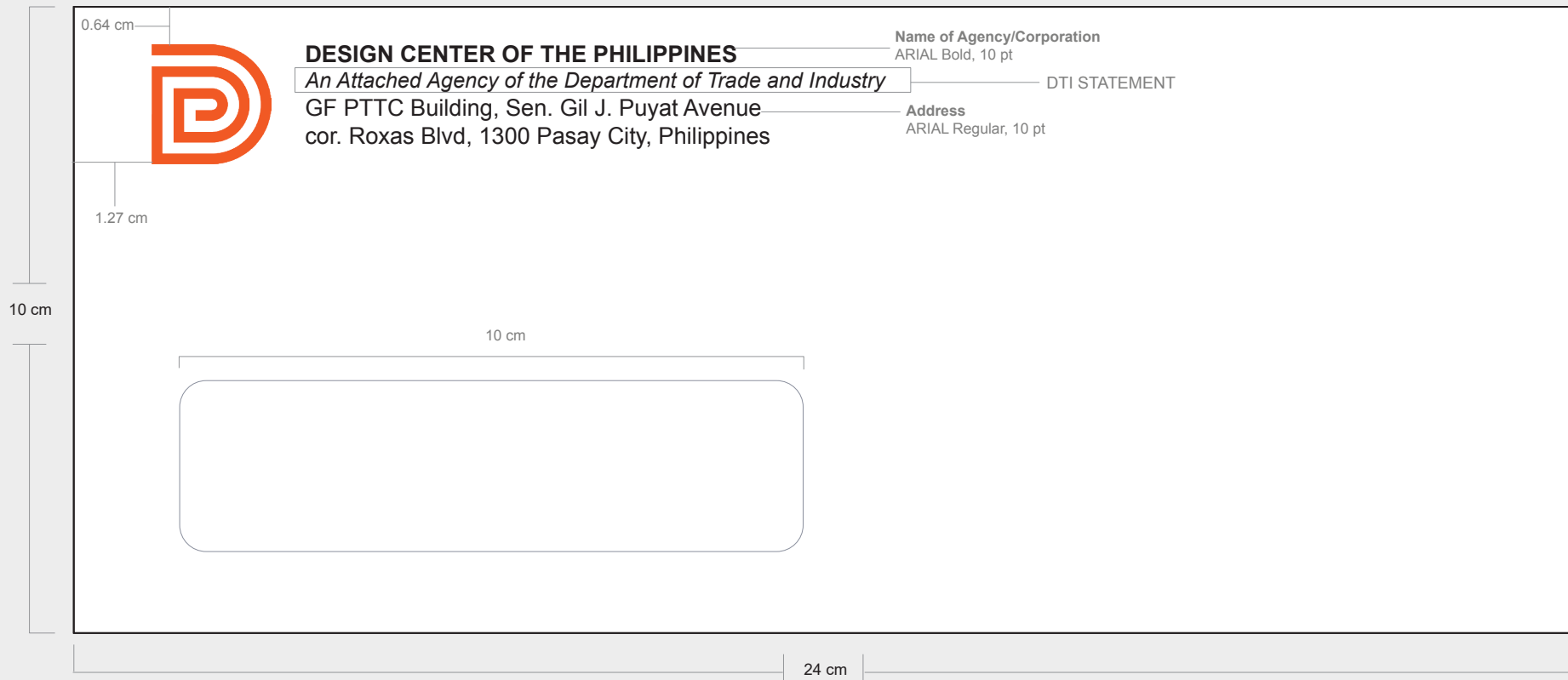
Central Office Bureaus, Regional Offices, and Overseas Posts



Note that Offices may opt to use envelopes without windows.

# Envelopes

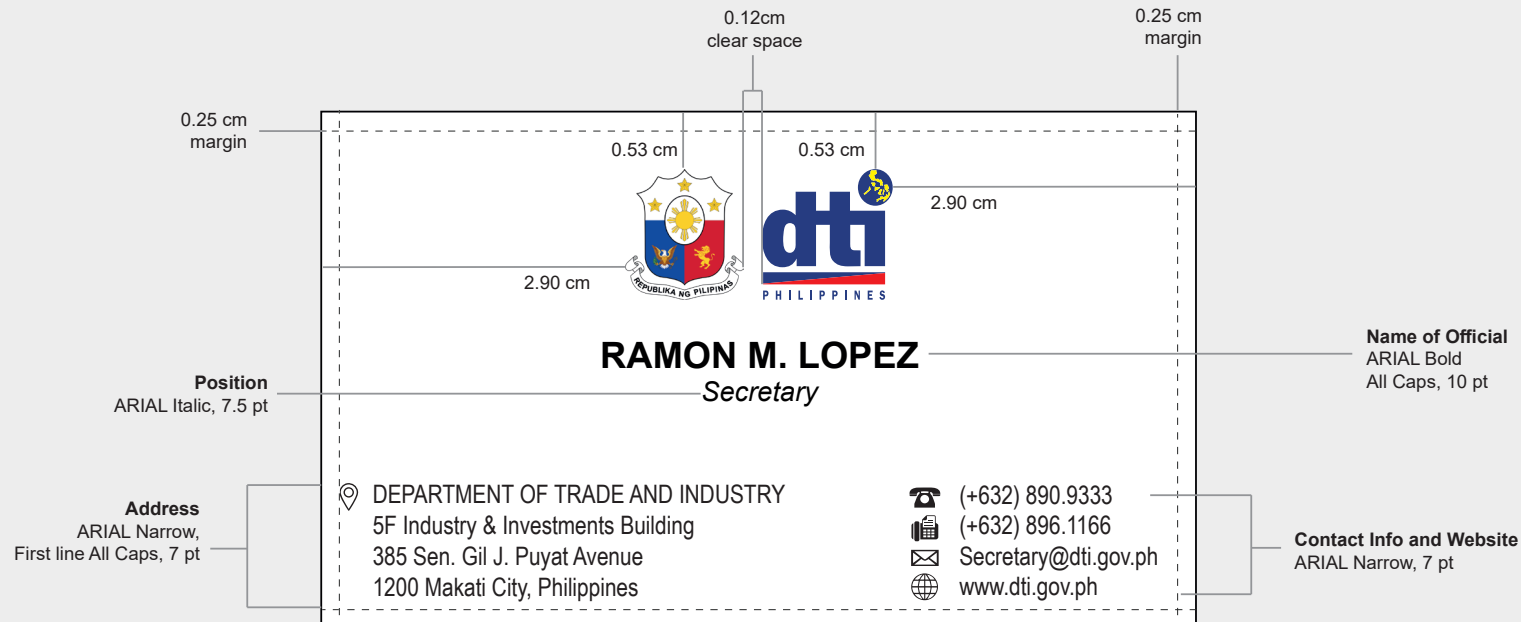
Attached Agencies/Corporations (Sample)



Note that this is for sample purposes only. Design or layout will be up to the creative discretion of the Agency's/Corporation's designer.

# Business Cards

Office of the Secretary



## SPECIFICATIONS:

Paper stock: Fancy Edicione, 240 gsm | Color: Ivory White | Size: 5.0 cm x 8.5 cm

## NOTES:

Business cards of the Secretary must have the above layout. The Seal of the Republic of the Philippines, by virtue of Republic Act 8491 (An Act Prescribing the Code of the National Flag, Anthem, Motto, Coat-of-Arms, and other Heraldic Items and Devices of the Philippines, Sec. 43), shall be laid out beside the DTI logo on the front side of the business card.

# Business Cards

## Overseas Posts



### SPECIFICATIONS:

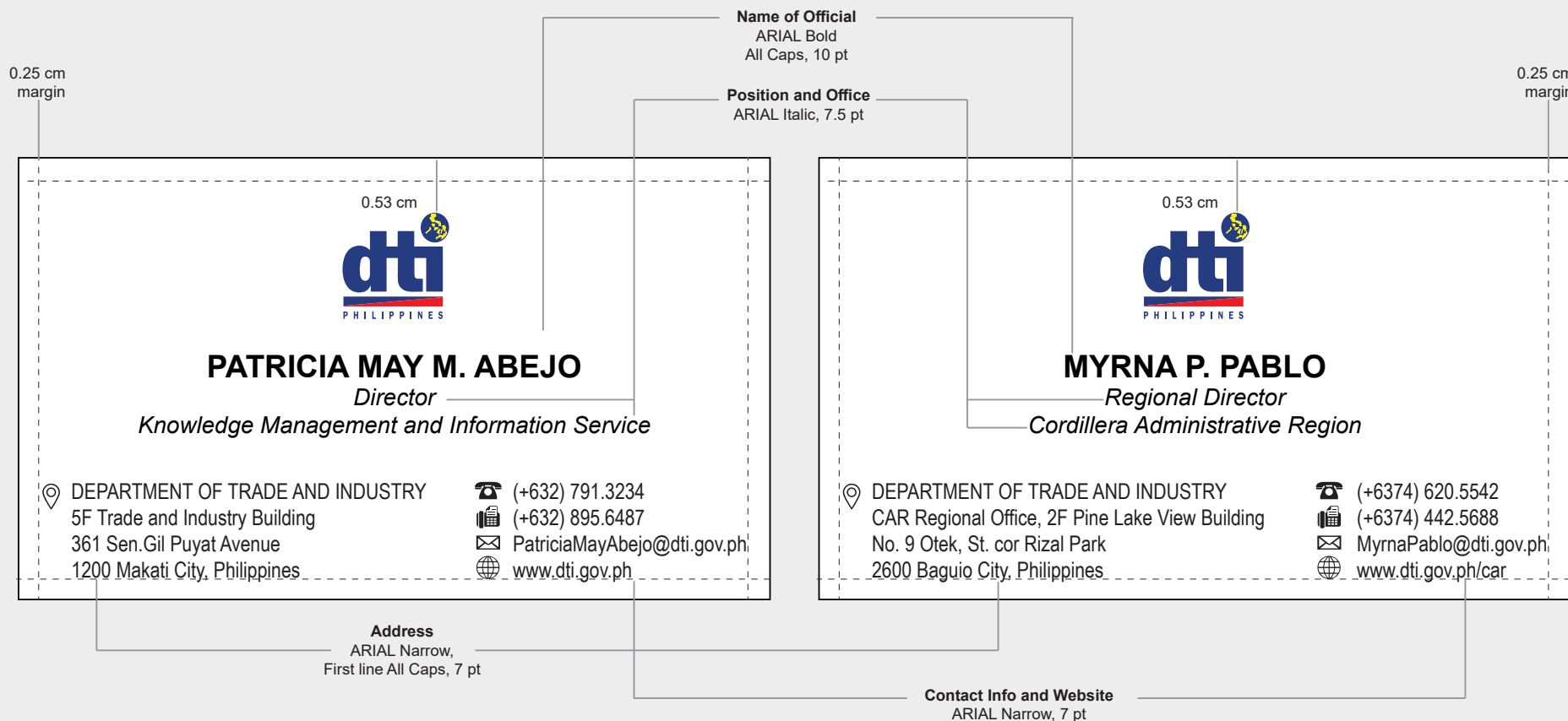
Paper stock: Fancy Edicione, 240 gsm | Color: Ivory White | Size: 5.0 cm x 8.5 cm

### NOTES:

Business Cards of DTI officials overseas/on outbound missions must always include “Department of Trade and Industry” as part of its address. As with the business card of the Secretary, the Seal of the Republic of the Philippines, by virtue of Republic Act 8491 shall be laid out beside the DTI logo on the front side of the business card. Note that only the Secretary and DTI officials overseas/on outbound missions are allowed to have business cards carrying the Seal of the Republic of the Philippines.

# Business Cards

Central Office Bureaus and Regional Offices



## SPECIFICATIONS:

Paper stock: Fancy Edicione, 240 gsm | Color: Ivory White | Size: 5.0 cm x 8.5 cm

## NOTES:

Business cards must contain the contact details of the officials, including cellphone number as may be appropriate, as prescribed in the above format.

# Business Cards

Attached Agencies/Corporations (Sample)



Per the sub-branding guidelines, business cards of Attached Agencies/Corporations' officials may either bear the statement "An Attached Agency/ Corporation of the Department of Trade and Industry" or any of the allowable configurations of the DTI logo as applicable.

Note that the above design is for sample purposes only. Design, layout, or template of collaterals will be up to the creative discretion of Agency's/ Corporation's designer.

# Recognition-related Materials



The above format will serve as a guide in creating certificates/plaques/other recognition-related materials. In the event that the material is created for a specific Program/Project with an existing logo or for an activity held with an Attached Agency/Corporation, the sub-branding guidelines indicated in this Manual must be taken into consideration.

# Legal Decisions Template

## ELEMENTS:

### DTI Logo

The full DTI logo must be laid out 1.27 cm from the top of the paper and must be placed at the center.


### Agency Information

- Complete Bureau/Office name in Arial Bold, All Caps, 9 pt, aligned center; font color DTI blue
- Address in Arial Regular, 8 pt, flushed left, printed on the lower left corner, with 1.27 cm margin; font color black
- Contact numbers, email, and website in Arial Regular, 8 pt, flushed left, printed on the lower right corner, with 1.27 cm margin; font color black

## RECOMMENDED PAPER SPECIFICATIONS:

8.5 in x 13 in

Bookpaper, 80 lbs, White/ Fancy Edicione, 80 lbs, Ivory White



1.27 cm margin

1.27 cm margin

1.27 cm margin

Address  
ARIAL Regular, 8 pt

Name of concerned Office  
ARIAL Bold, All Caps, 9 pt

Contact Info and Website  
ARIAL Regular, 6pts

**OFFICE OF THE SECRETARY**

5F Industry and Investments Building, 385 Sen. Gil Puyat Avenue  
1200 Makati City, Philippines

(+632) 791.3400  
www.dti.gov.ph

(+632) 896.1166  
Secretary@dti.gov.ph



# Press Release Template

## ELEMENTS:

### DTI Logo with TNK Logo

The full DTI logo and the *Trabaho, Negosyo, Konsyumer* logo, which are placed side by side with the appropriate clear space must be laid out 1.75 cm from the top of the paper and 1.25 cm from the right.

### Agency and PR Information

- Agency (Arial Regular, 12 pt)
- Release Date (Arial Bold 12 pt)
- Functional Group (Arial Bold, 12 pt)
- Telephone No. (Arial Regular, 12 pt)
- Bureau/Office email and website (Arial Regular, 12 pt)
- Social Media icons and handles (Arial Regular, 9 pt)
- Press release number (Arial Bold, 12 pt)
- Default margin: 2.29 cm (0.90 in) for left and 1.25 cm (1 in) for right

### Margins (Content)

- Default: 3.17 cm (1.25 in) for left and 2.54 cm (1 in) for right

### Footer


- Page (current page/total number of pages)





2.29 cm margin

1.75 cm margin

NO: 001-2017N

Department of Trade and Industry  
Release Date: [MM/DD/YYYY]  
Reference: **[DTI-Functional Group]**  
[Telephone]  
[bureau@dti.gov.ph] / www.dti.gov.ph

 **TRABAHO  
NEGOSYO  
KONSYUMER**

 /DTI.Philippines  @DTIPhilippines  @DTI.Philippines  /DTIPhilippines

1.25 cm margin

1.25 cm margin


1 / Page

# 07

## Forms and Certificates

# Forms

1.20 cm 0.77 cm



**Republic of the Philippines  
Department of Trade and Industry**

BNR Form No. 01-2018  
2018 Edition

**BUSINESS NAME REGISTRATION  
SOLE PROPRIETORSHIP APPLICATION FORM**

**PLEASE READ THE GENERAL INSTRUCTIONS ON THE LAST PAGE BEFORE FILLING UP THIS APPLICATION FORM.**

**A. TYPE OF DTI REGISTRATION**

1. NEW RENEWAL Certificate No. \_\_\_\_\_ Date registered \_\_\_\_\_

**B. TAX IDENTIFICATION NO. (TIN)**

2.  With TIN Owner's TIN: \_\_\_\_\_  Without TIN

**C. OWNER'S INFORMATION**

3. First Name \_\_\_\_\_ 4. Middle Name \_\_\_\_\_ 5. Last Name \_\_\_\_\_ 6. Suffix (e.g. Jr., Sr., I, II) \_\_\_\_\_

7. Date of Birth \_\_\_\_\_ 8. Civil Status \_\_\_\_\_ 9. Gender \_\_\_\_\_ 10. Are you a Refugee?  Yes  No  
Stateless person?  Yes  No  
11. Citizenship \_\_\_\_\_

**D. BUSINESS NAME TERRITORIAL SCOPE - Please choose ONLY ONE**

12.  Barangay (₱200.00)  City/Municipality (₱500.00)  Regional (₱1,000.00)  National (₱2,000.00)

Payment of ₱30 Documentary Stamp Tax is required.  
Surcharge for RENEWAL: Additional 50% of the registration fee if filed within 91 days to 180 days after expiration.

**E. PROPOSED BUSINESS NAME - Please provide at least three (3) proposed Business Name options**

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

**F. BUSINESS DETAILS**

16. House/Building No. & Name: \_\_\_\_\_ 17. Street \_\_\_\_\_

18. Barangay \_\_\_\_\_ 19. City/Municipality \_\_\_\_\_ 20. Province \_\_\_\_\_

21. Region \_\_\_\_\_ 22. Phone no. (Area code) \_\_\_\_\_ 23. Mobile no. \_\_\_\_\_

**G. PHILIPPINE STANDARD INDUSTRIAL CLASSIFICATION (PSIC)**

24. Main Business Activity \_\_\_\_\_ 25. PSIC (Indicate Main Product Handled/Service Rendered) \_\_\_\_\_

Manufacturer/Producer Service Retailer  
Wholesaler Importer Exporter

**H. OWNER DETAILS**

Same as Business Details provided in box Nos. 16 to 23. **Proceed to no. 34**

26. House/Building No. & Name: \_\_\_\_\_ 27. Street \_\_\_\_\_ 28. Barangay \_\_\_\_\_

29. City/Municipality \_\_\_\_\_ 30. Province \_\_\_\_\_ 31. Region \_\_\_\_\_

32. Phone no. (Area code) \_\_\_\_\_ 33. Mobile no. \_\_\_\_\_ 34. Email Address \_\_\_\_\_

**I. PARTNER AGENCIES**


35. Core agencies registration (Please choose what ERNs you want to have.):  PhilHealth  SSS  Pag-IBIG

**J. OTHER DETAILS**

36. Asset \_\_\_\_\_ 37. Capitalization \_\_\_\_\_ 38. Gross Sale/Receipt \_\_\_\_\_

39. Planned No. of Employees Male: \_\_\_\_\_ Female: \_\_\_\_\_ TOTAL: \_\_\_\_\_

1.20 cm 0.77 cm



**APPLICATION TO IMPORT RICE AND SUGAR**

Reference No: \_\_\_\_\_  
DATE FILED: \_\_\_\_\_

**APPLICANT'S INFORMATION**

LAST NAME \_\_\_\_\_ GIVEN NAME \_\_\_\_\_ MIDDLE NAME \_\_\_\_\_

SEC REGISTERED COMPANY NAME \_\_\_\_\_

REGISTERED BUSINESS NAME \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

TIN NUMBER \_\_\_\_\_ OFFICE TEL. NUMBER \_\_\_\_\_ MOBILE NUMBER \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

**AUTHORIZED REPRESENTATIVE**

LAST NAME \_\_\_\_\_ GIVEN NAME \_\_\_\_\_ MIDDLE NAME \_\_\_\_\_

DESIGNATION \_\_\_\_\_ OFFICE TEL. NUMBER \_\_\_\_\_ MOBILE NUMBER \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

I hereby authorize the person whose signature appears below to be the official representative of my company

\_\_\_\_\_  
Signature over Printed Name

**DETAILS OF IMPORTATION**

APPLICATION TYPE: NEW RENEWAL ADDITIONAL BUSINESS LINE  
TOTAL CAPITALIZATION (IN PHP): **PHP** \_\_\_\_\_  
NFA LICENSE/REGISTRATION NUMBER \_\_\_\_\_

TYPE OF IMPORTATION	QUANTITY (in MT)	SOURCE/ORIGIN	AVE. IMPORT PRICE PER MT (in PHP)
RICE			
SUGAR			

\_\_\_\_\_  
Signature of Applicant/Authorized Representative over Printed Name

**FOR DTI'S USE ONLY**

Status of Application For Endorsement to NFA With Pending Requirements Declined	REMARKS:
Reviewed By:	
Date:	
Signature:	

All official forms, whether printed or downloadable, must bear the DTI logo at the upper left corner of the document. Recommended paper size is A4.

# DTI-issued Certificates

0.77 cm  
1.20 cm  


This certifies that  
**[NAME OF BUSINESS]**  
(REGIONAL)

NCR - NATIONAL CAPITAL REGION

is a business name registered in this office pursuant to the provisions of Act 3883, as amended by Act 4147 and Republic Act No. 863, and in compliance with the applicable rules and regulations prescribed by the Department of Trade and Industry.

This certificate issued to

**[NAME OF BUSINESS OWNER]**

is valid from [DATE OF START OF VALIDITY] to [DATE OF END OF VALIDITY] subject to continuing compliance with the above-mentioned laws and all applicable laws of the Philippines, unless voluntarily cancelled.

In testimony whereof, I hereby sign this

**Certificate of Business Name Registration**

and issue the same on [DATE] in the Philippines.

**RAMON M. LOPEZ**  
Secretary

**Business Name Number: 20000007**

This certificate is not a license to engage in any kind of business and valid only at the scope indicated herein.



LZWI205810000037

Documentary Stamp Tax Paid PhP 30.00

DTI-issued permits and certificates must as well bear the DTI logo at the upper left corner of the paper. Recommended paper size for such documents is A4.

# 08

## Flags and Pins

# DTI Flag



Only the full color logo in its original configuration shall be used in DTI flags. Recommended minimum size for the material is 3 ft x 5 ft (bearing a 30 in x 30 in logo) while the maximum size is 5 ft x 8 ft (bearing a 40 in x 40 in logo). The material for the flag must always be white.

## Enamel Pins



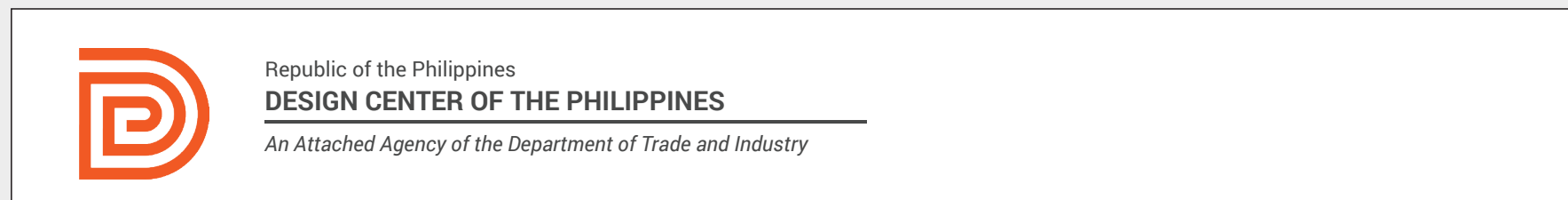
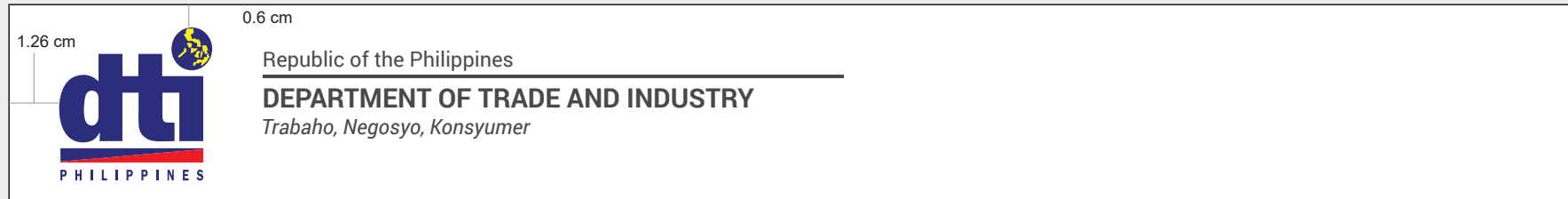
Only the logo in its original configuration shall be used in pins. Minimum size of the logo is 1.5 cm x 1.5 cm while maximum size is 2 cm x 2 cm, regardless of the type or design of the pin.

**09**

**Mastheads**



# Website Mastheads



For the websites of Attached Agencies/Corporations, the statement “An Attached Agency/Corporation of the Department of Trade and Industry” is recommended to be a part of their mastheads.

# Publication Mastheads



For publications like newsletters with stylized nameplate or masthead designs that include the DTI Logo, the above format must be followed. For guidelines regarding publications with no stylized mastheads, please see page 64.

# 10

## Signages

# External Signages

## Regional Offices



All Offices, including Regional and Provincial Offices as well as overseas posts, shall install, as appropriate, an office marker in a conspicuous area. The above format must be followed for horizontal signages. The address, however, may be omitted as appropriate. Size may be adjusted, with the above measurements serving as the base dimensions.

# External Signages

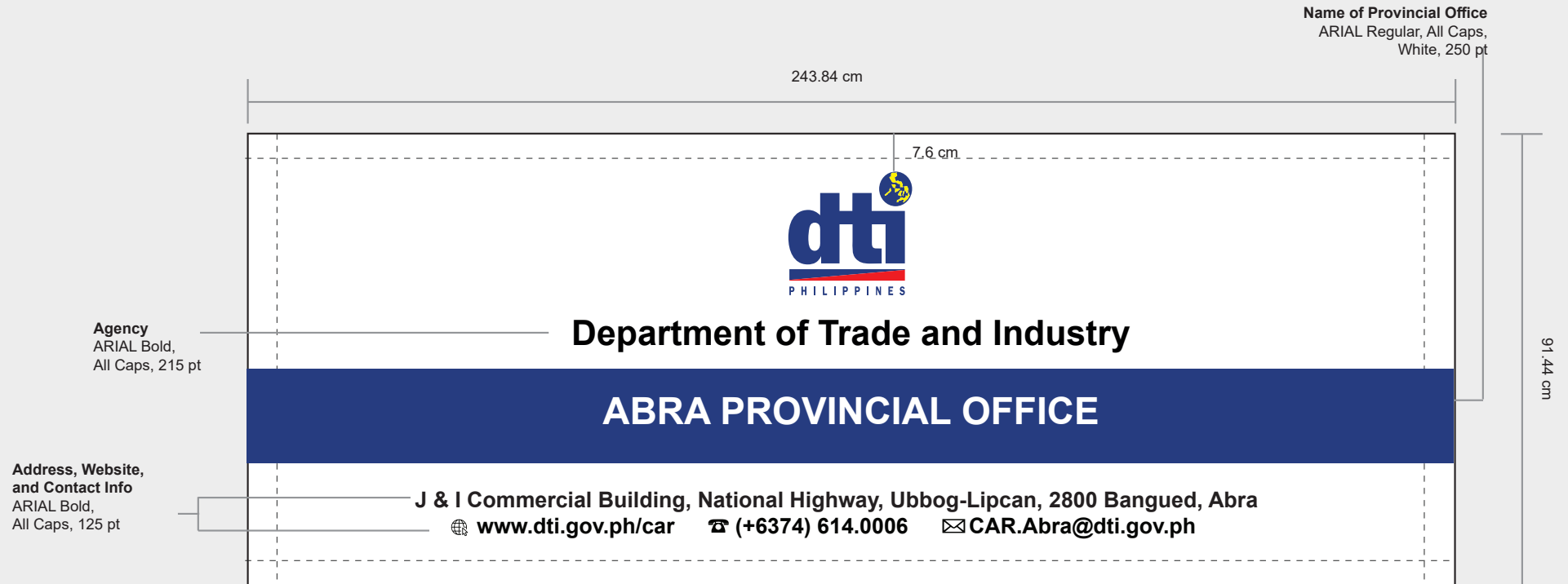
## Regional Offices



Offices may also use vertical signages. The address, however, may be omitted as appropriate. Size may be adjusted, with the above measurements serving as the base dimensions.

# External Signages

## Provincial Offices



# External Signages

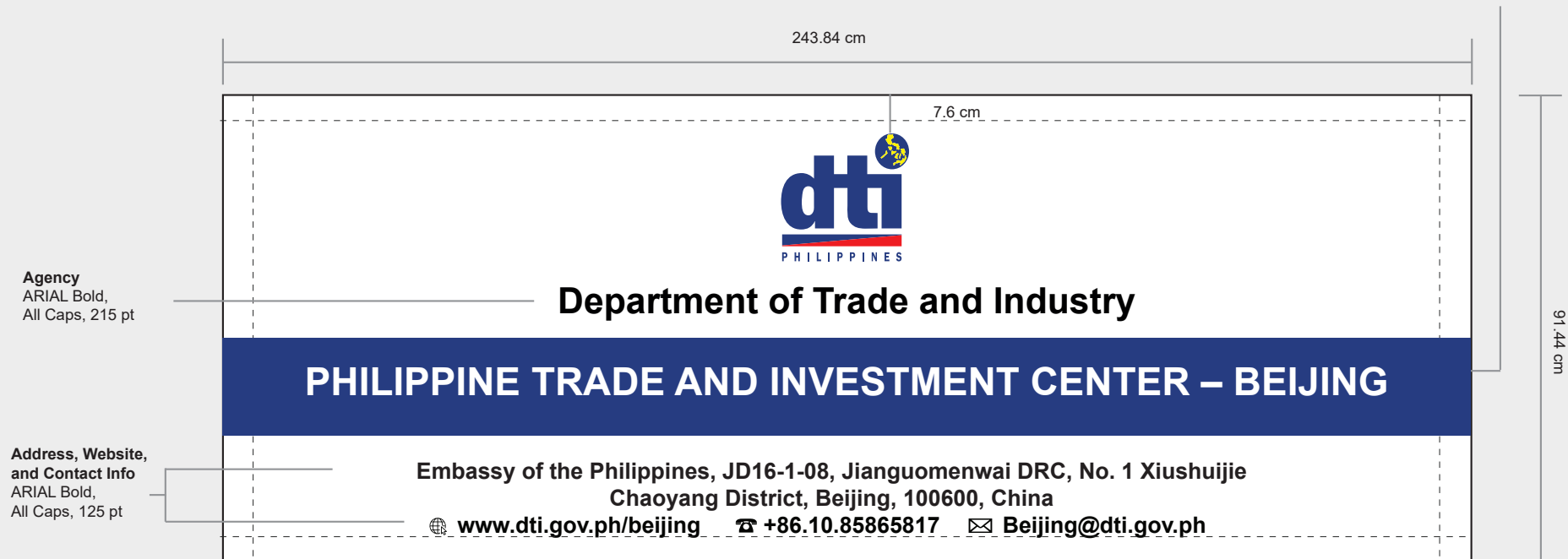
## Provincial Offices



# External Signages

## Overseas Posts

**Name of Overseas Post**  
ARIAL Regular, All Caps,  
White, 250 pt



Overseas posts shall bear the same external signage/office marker template, but with a different convention for the Office name part (in blue bar).

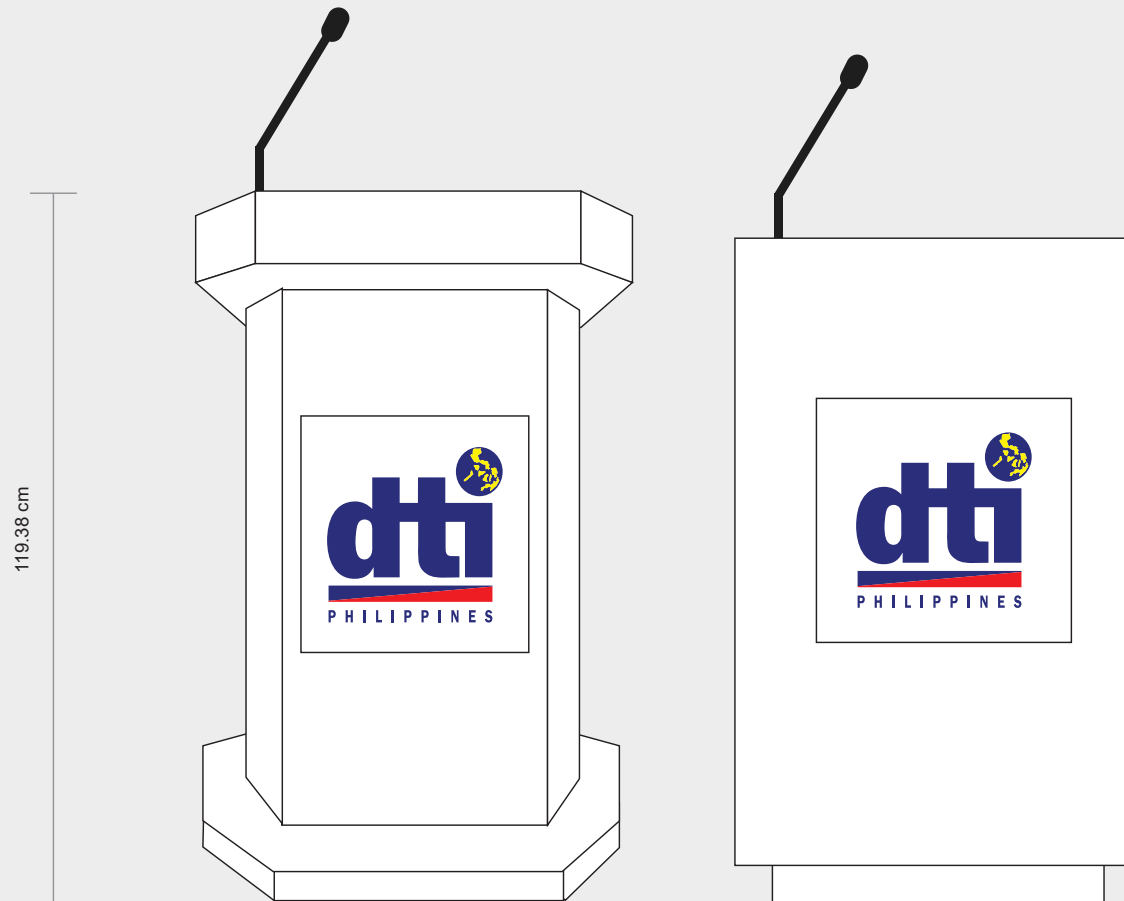


# External Signages

## Overseas Posts



# Lecterns



The logo in its original configuration shall be used on lectern signages. To find the appropriate size of the logo, divide the given height of the lectern by 4. In the sample designs above, the height of the first lectern is 119.38 cm, which will yield 59.69 cm as the proportionate height of the emblem.

# 11

## Publications

Front Cover



Back Cover

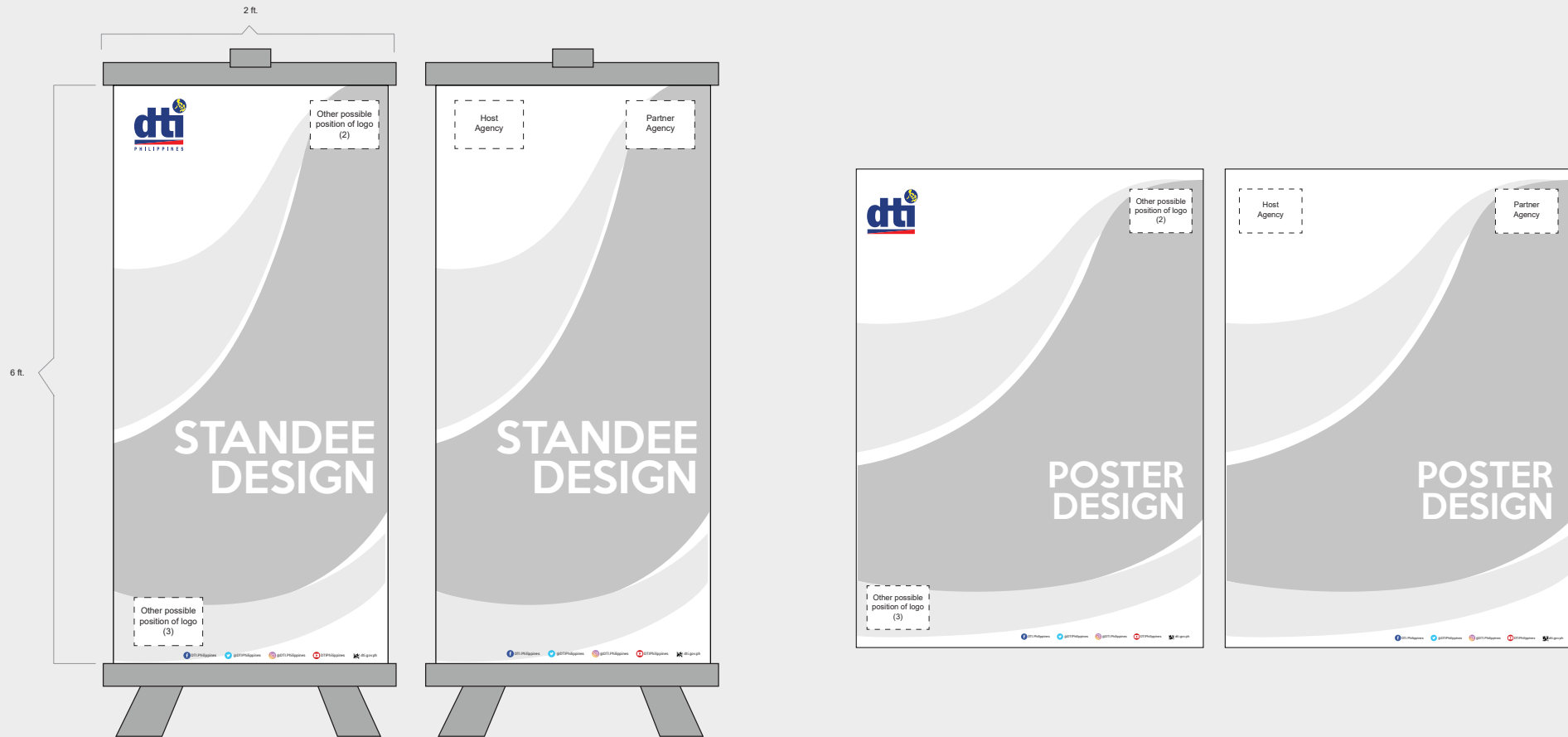


For publications, it is recommended for the emblem to be laid out on the bottom right corner of the page, as with the sample annual report cover above. For other printed materials such as booklets, newsletters, pamphlets, brochures, flyers, and the like, either of the allowable configurations may be used.

# 12

## Large Format Printing

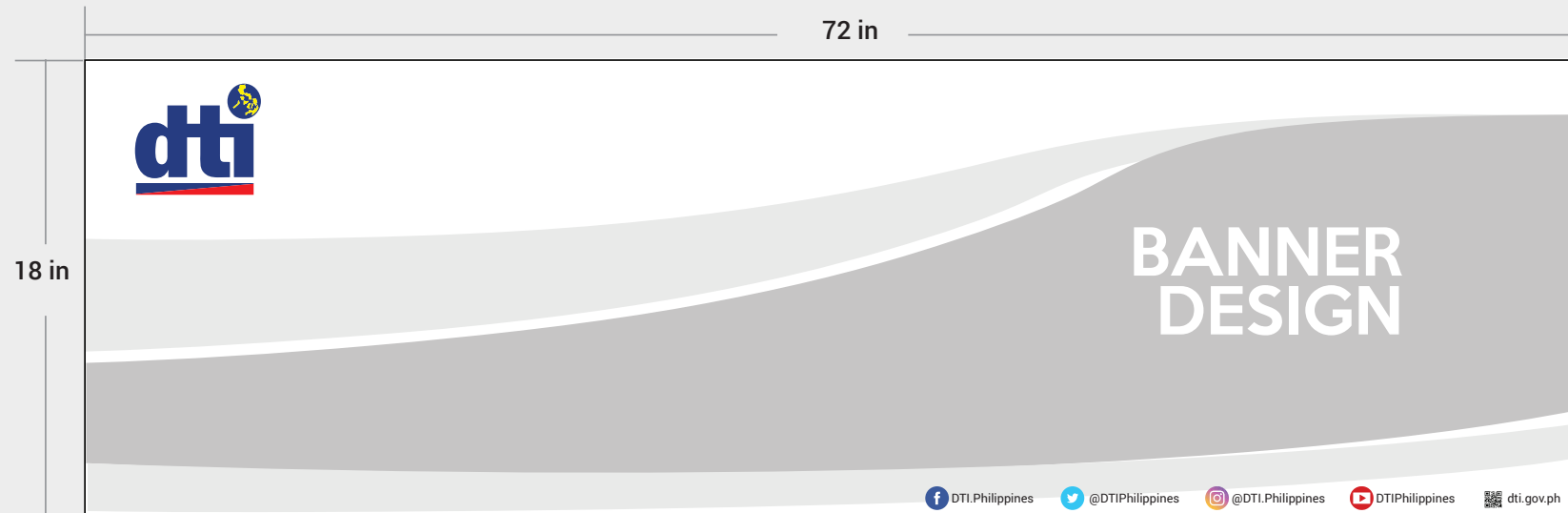
# Standees and Posters



For posters, standees, roll-up and horizontal banners, the logo in either of the allowable configurations shall always be laid out away from other distracting elements while observing proper margins (minimum of 2 in for the 18 in x 24 in, 2 cm for A4) from the edge of the material.

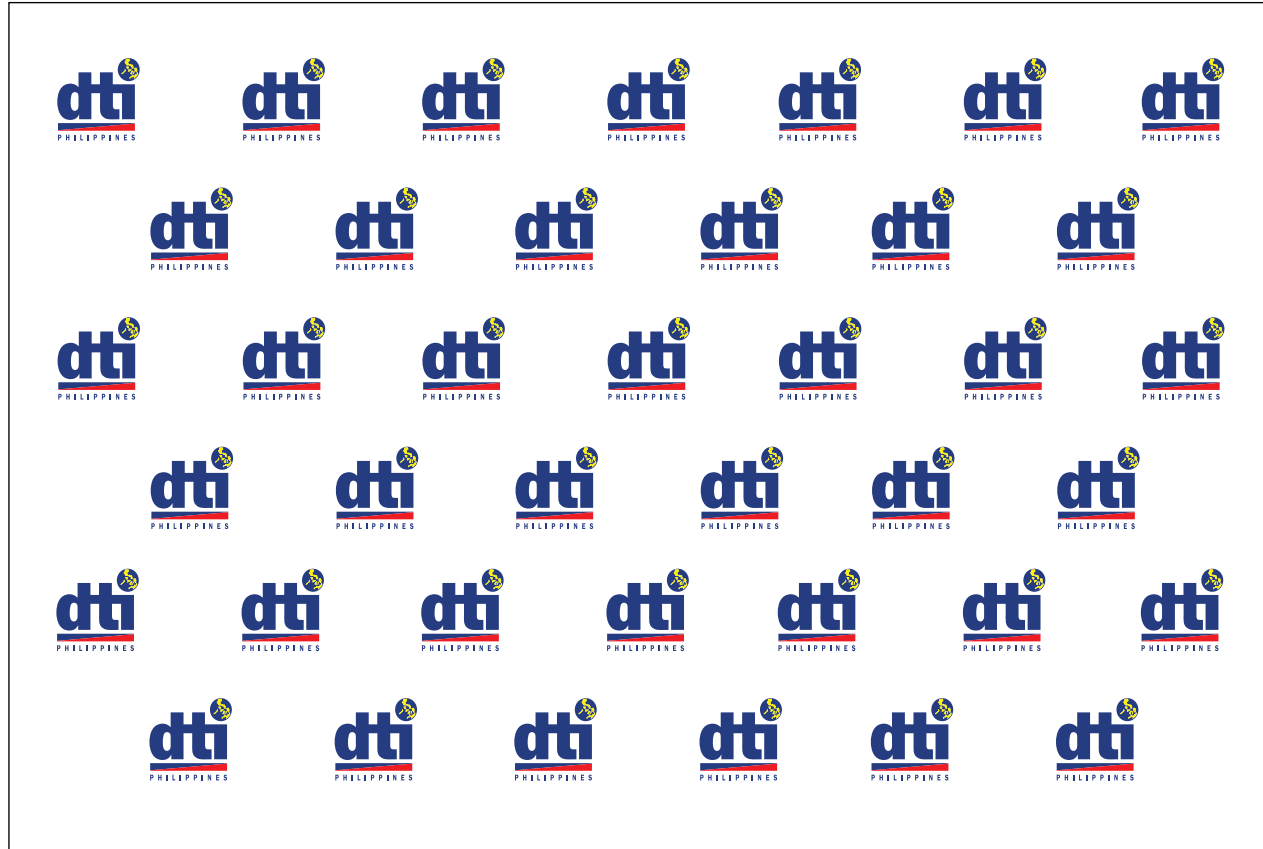
For a roll-up banners that solely promotes DTI, the logo must be laid out in the center. To find the appropriate logo dimensions, divide the given height of the banner by 4.

# Banners/Tarpaulins



Either of the allowable logo configurations may be used in banners/tarpaulins. To find the appropriate logo size for horizontal banners, divide the given height of the banner by 4. Given as an example above, the dimension of this particular banner is 18 x 72 in, which should lead to 5.10 in x 4.5 in as the proportionate dimensions of the DTI logo.

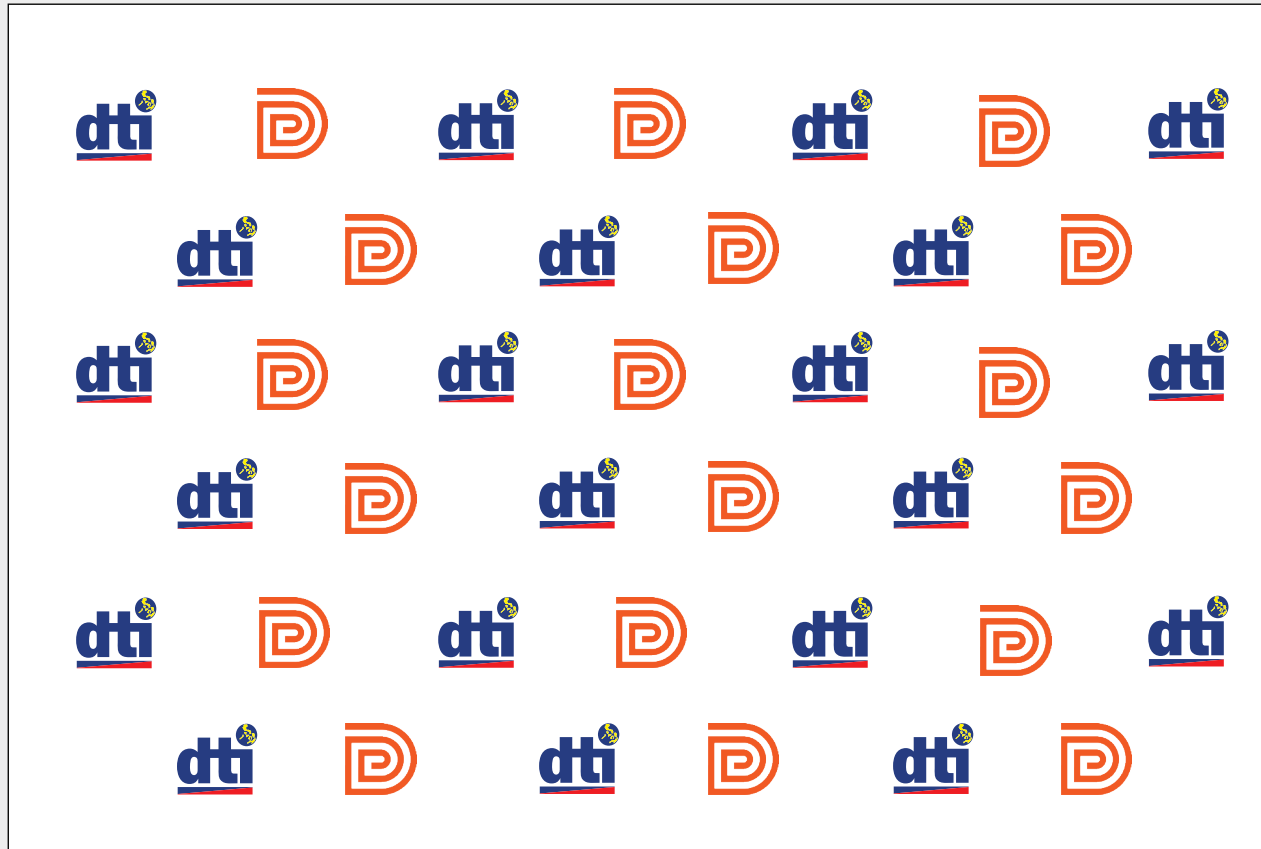
# Photo Wall



For photo walls, the size of the DTI logo must not be smaller than 1/10 the height of the material. The minimum space between the emblems must be one DTI logo + exclusion zone. Either of the allowable logo configurations may be used.



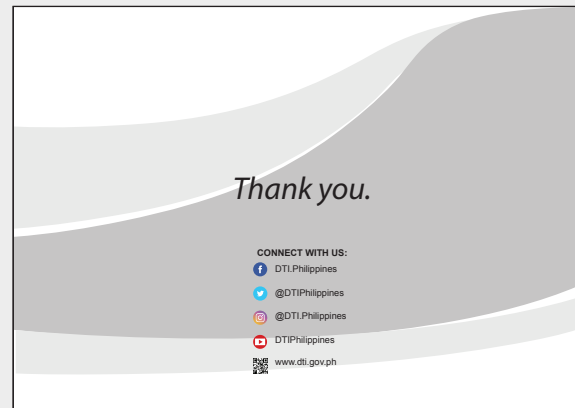
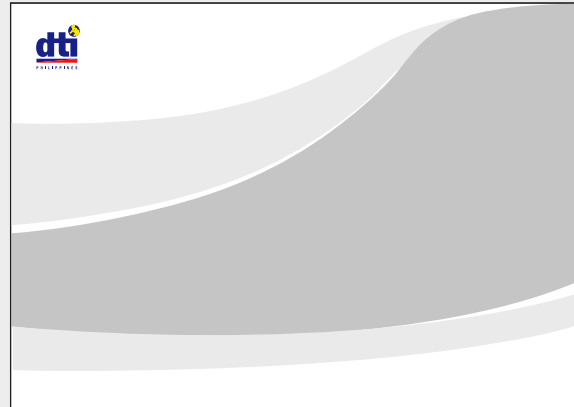
# Photo Wall



# 13

## Digital Format

# PowerPoint Presentations



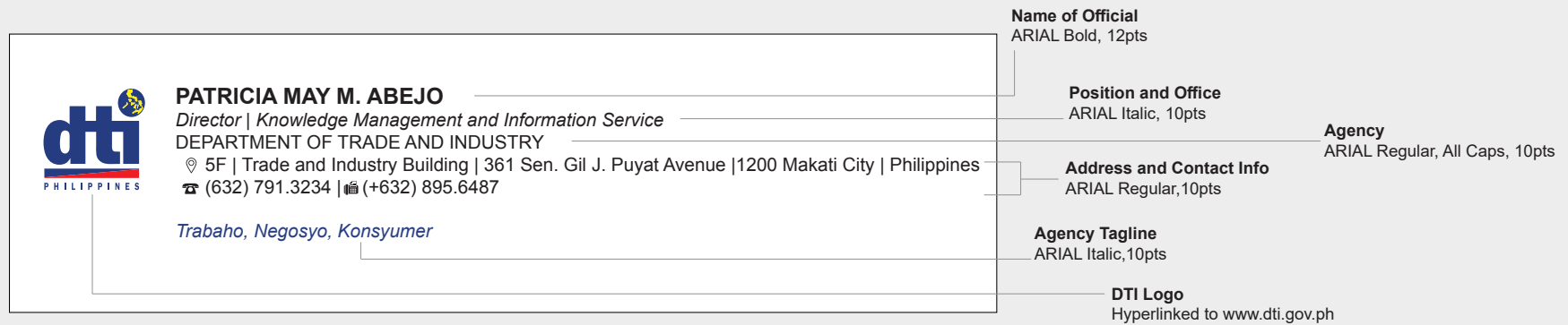
Either of the allowable logo configurations may be used in PowerPoint presentations. It shall be placed on any of the four corners in all slides of the presentation for the body and in any part of the slide for the title/first slide (logo placement shall depend on the creative discretion of the artist). The last slide of all templates shall include the social media footer.

# Audio-Visual Presentations



For audio-visual presentations (AVPs), the DTI logo in either of the allowable configurations shall appear at the beginning of the presentation. It shall be placed at the center of the screen with minimum size of 5% to 10% of the screen area. In translating the DTI logo to an AVP watermark, it shall be placed at the lower right hand corner of the screen with an opacity of 60%.

# Email Signature



All official emails shall include the contact details of the sender with the above address format. Only individual contact details can be customized, but the convention shall be observed at all times. The use of icons or symbols to indicate the address, contact number, and website is recommended. The DTI logo's size shall be 2 cm x 2 cm and shall be hyperlinked to the DTI website.

**14**

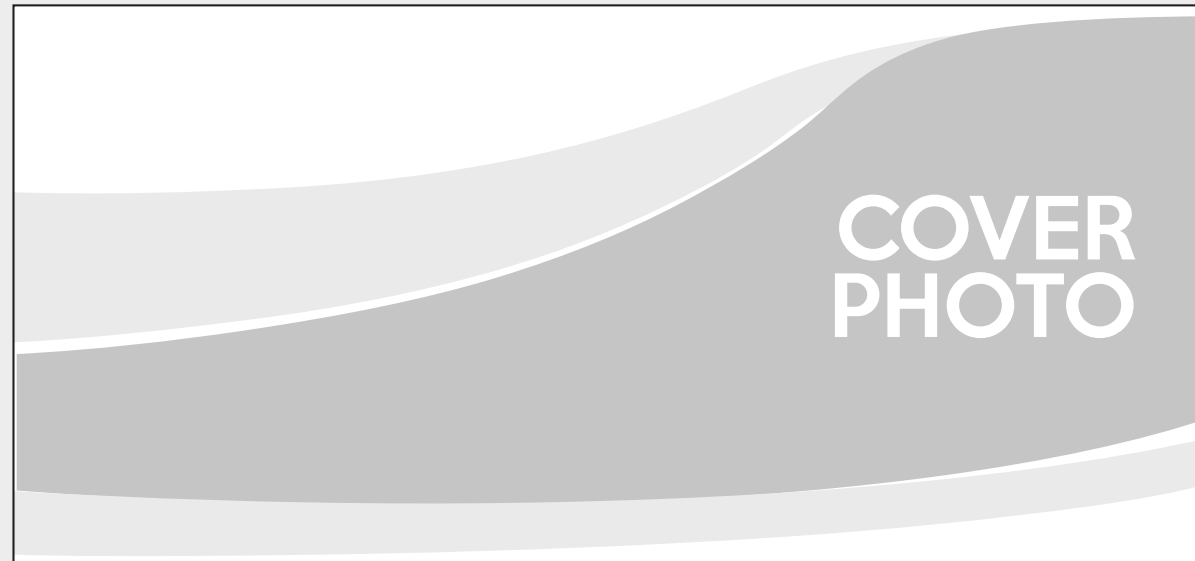
**Social Media**

## Profile and cover photos

Profile Photo



DTI Philippines



The allowable logo configuration as above shall be used as the profile photo of any official DTI social media accounts, including those of Central Office Bureaus, Regional and Provincial Offices, and overseas posts. An applicable cover photo may be used, such as that of an official event, Program, or related activity.

# Social cards



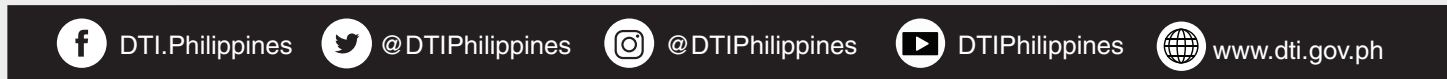
Either of the allowable logo configurations may be used in social cards. It shall be placed on the upper right corner of the card.



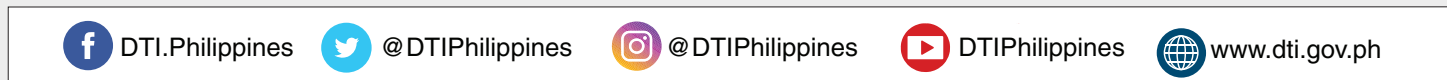
## Social media footer



**CONNECT WITH US:**



**CONNECT WITH US:**



The footers, which are comprised of social media handles of the Department with their corresponding icons and/or QR codes, shall be placed at the bottom of various promotional materials, both in digital and print. Above are the only acceptable layouts. Use the full color footer against white and light-colored backgrounds and use the reversed/white footer for black or dark-colored backgrounds.

Regional/Provincial Offices and overseas posts may promote their own social media accounts, if any.

# 15

## Souvenirs & Promotional Items

# Apparel



For generic polo shirts, jackets, hoodies, and other similar apparel, the DTI logo shall be laid out on the left portion with the recommended dimensions of 5.08 cm x 5.08 cm (original configuration) or 5.08 cm x 4.48 cm (symbol-only lockup). Refrain from placing the logo at the back/yoke part of the clothing.

# Apparel



For sports singlets and drift shirts as well as for t-shirts produced for specific events, the DTI logo shall be placed on the left portion with the recommended dimensions of 5.08 cm x 5.08 cm (original configuration) or 5.08 cm x 4.48 cm (symbol-only lockup). The event logo/design shall be laid out in front. Refrain from placing the DTI logo at the back. Taglines of the event, if any, shall be placed on the back/yoke part of the clothing.

## Other Souvenir Items



The minimum size of the DTI logo on giveaways/souvenirs is 1.5 cm x 1.5 cm (original configuration) or 1.5 cm x 1.32 cm (symbol-only lockup). Either of the allowable logo variations may be used except for lanyards, which must bear the DTI in its full configuration. For more information on logo dimensions, please see page 14.

# 16

## Third Party Usage

# Copyright

“The DTI Logo” is the trademark of the Department of Trade and Industry registered with the Intellectual Property Office - Philippines (IPOPHL). “The DTI Logo” may not be reproduced by any means or in any form whatsoever without written permission. “The DTI Logo” represents the Department and therefore should be used only in authorized official purposes.

## Logo Use by Non-DTI Entities

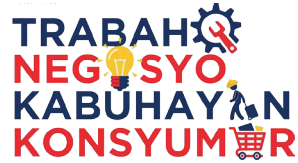
Non-DTI entities shall submit their request for the use of DTI Logo to their DTI partner Bureau/Office that they have a working relationship with (e.g. partner in a project or program that furthers the missions of both parties, co-host or co-participant in a conference, seminar, or forum). The DTI partner Bureau/Office will subsequently refer the said request to KMIS. The request shall be submitted in writing, and accompanied with the following information:

- Organization profile
- Nature and purpose of the activity where the DTI logo will be used
- Duration of the use of DTI logo; and
- Prototype of the proposed use of the DTI logo.

The approval granted shall be exclusive to the proposed activity. Such approval shall not be extended to any other parties.

Authorization to use the DTI logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the Logo either by registration or any other means.

# Annex A: Existing Program Logos of the DTI





# DTI Executive Committee

**RAMON M. LOPEZ**  
*Secretary*

## Members

**Dr. Rafaelita M. Aldaba**, Undersecretary  
**Mary Jean T. Pacheco**, Assistant Secretary  
COMPETITIVENESS AND INNOVATION GROUP

**Atty. Ruth B. Castelo**, Undersecretary  
**Atty. Ann Claire C. Cabochan**, Assistant Secretary  
CONSUMER PROTECTION GROUP

**Dr. Ceferino S. Rodolfo**, Undersecretary  
**Atty. Allan B. Gepty**, Assistant Secretary  
INDUSTRY DEVELOPMENT AND TRADE POLICY GROUP

**Ireneo V. Vizmonte**, Undersecretary  
MANAGEMENT SERVICES GROUP

**Zenaida Cuison Maglaya**, Undersecretary  
**Blesila A. Lantayona**, Assistant Secretary  
**Demphna Du-Naga**, Assistant Secretary  
REGIONAL OPERATIONS GROUP

**Abdulgani M. Macatoman**, Undersecretary  
**Rosario Virginia C. Gaetos**, Assistant Secretary  
TRADE PROMOTIONS GROUP

**Abdulgani M. Macatoman**, Undersecretary  
**Ameenah A. Fajardo**, Assistant Secretary  
SPECIAL CONCERNS

**Atty. Rowel S. Barba**, Undersecretary and Chief of Staff  
**Angelo B. Taningco**, Assistant Secretary  
OFFICE OF THE SECRETARY

# The Corporate Identity Committee

**PATRICIA MAY M. ABEJO**

*Chair*

*Director*

Knowledge Management and Information Service

**MARIA RITA O. MATUTE**

*Co-Chair*

*Executive Director*

Design Center of the Philippines

**ARTURO C. DIMAANO**

*Co-Chair*

*Department Manager III*

Center for International Trade Expositions and Missions

## **Members**

**LILIAN G. SALONGA**

*Assistant Director*

Consumer Protection and Advocacy Bureau | Consumer Protection Group

**MA. LOURDES A. YAPTINCHAY**

*Director*

Bureau of Trade and Industrial Policy Research | Industry Development and Trade Policy Group

**ROBERT ALVIN T. ARCEO**

*Officer-in-Charge*

Planning and Management Service | Management Services Group

**ALICIA M. OPEÑA**

*Assistant Director*

Bureau of Small and Medium Enterprise Development | Regional Operations Group

**SENEN M. PERLADA**

*Director*

Export Marketing Bureau | Trade Promotions Group

**ANGELINE G. VILLAMOR-LIM**

*Head Executive Assistant*

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