

DEPARTMENT OF SCIENCE AND TECHNOLOGY

**CORPORATE
IDENTITY
MANUAL**

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Printed in the Philippines
Second Printing: August 2018
ISBN 978-971-913111-3-7

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Foreword

OFFICE OF THE SECRETARY

Along with good communication, an effective visual identity has an enormous influence on how an organization is perceived and regarded by its own people and its external stakeholders. This is why the Department of Science and Technology gives high importance to having a consistent and unique visual identity. This visual identity is the mark of the DOST brand which gives the Department its distinction and shapes its image and reputation.

We have introduced in the past few years some branding initiatives within the DOST system such as prefixing “DOST” before the agency name and some protocols such as the inclusion of the DOST logo in visual materials during events and activities.

In this DOST Corporate Identity Manual, we present the various ways on how to use the DOST logo in various occasions and how our formal printed communication materials should be designed to give us the same look and feel.

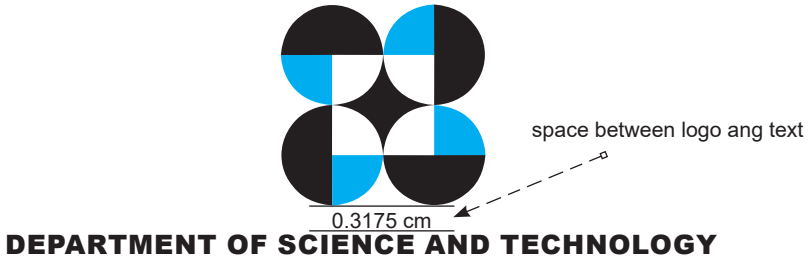
Further, this Identity Manual may be expanded in the future as we explore branding opportunities in our communication activities using other platforms.

I therefore enjoin everyone in the Department to apply the set guidelines detailed in this Identity Manual as our way of strengthening the DOST brand.

FORTUNATO T. DE LA PEÑA
Secretary, DOST

The DOST Logo

The DOST logo, when used as a single element or with other logos should have the words “Department of Science and Technology” in Arial Black, all caps, underneath it.



DOST Agency Logo

The DOST logo is the base of all logos of DOST agencies. The only different elements are the images in the center of the logo that represent the respective legal identity representations of the agencies. DOST agency logos should also bear underneath the acronyms of DOST and the respective agency in Arial Black. (Shown below is the sample of DOST-PCAARRD logo with DOST-PCAARRD text underneath).



Logo: Design and Symbolism

The logo of the Department of Science and Technology consists essentially of four circles joined together to form a square.

The circles symbolize unit particles, the building blocks of nature which are the subject and substance of science and technology. The circle design gives an illusion of movement signifying progress through science and technology.

The space in the center of the joined circles forms a four-pointed star symbolic of scientific creativity.


The three-color scheme represents the unknown (black), truth and enlightenment (white) and progress (blue).


The four circles represent the four guiding principles in our S&T development: Excellence, Relevance, Cooperation and Cost-effectiveness.


Logo: Color

The official colors are Black, Cyan Blue, and White as per specifications:


Print:


 Black
C=0
M=0
Y=0
K=100


 Cyan Blue
C=100
M=0
Y=0
K=0

 White
C=0
M=0
Y=0
K=0

Digital:

 Black
R=0
G=0
B=0

 Blue
R=0
G=174
B=239

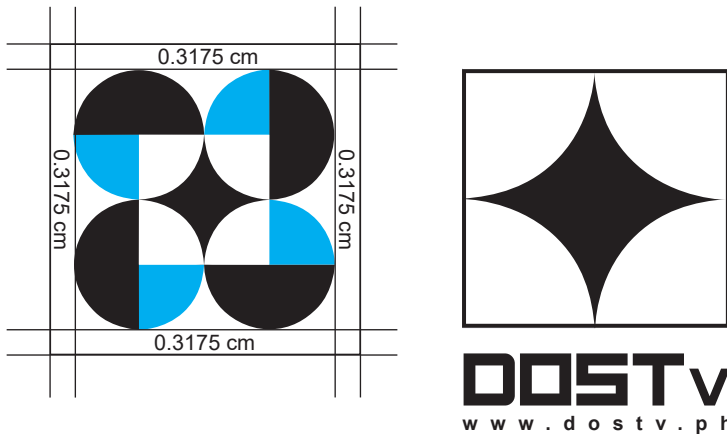
 White
R=255
G=255
B=255

Logo: Usage

Brand Space

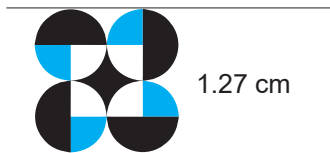
The brand space is the buffer zone placed around the logo to delineate it from other graphic designs and logos. This zone is especially important for co-branding. It is mandatory for all materials.

An empty space equivalent to 1/8 of the length or width dimension of the logo should exist on all sides.



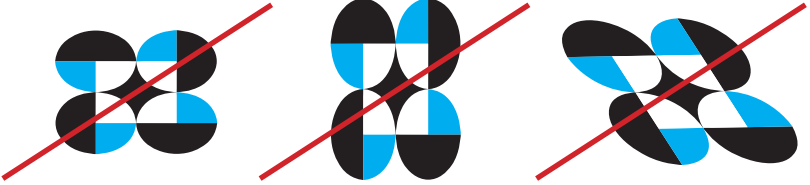
Size and Orientation

The logo may be resized down to 1.27 cm by 1.27 cm as a minimum limit. Resizing to dimensions less than this could result to non-identification of the logo. There is no upper limit to resizing.



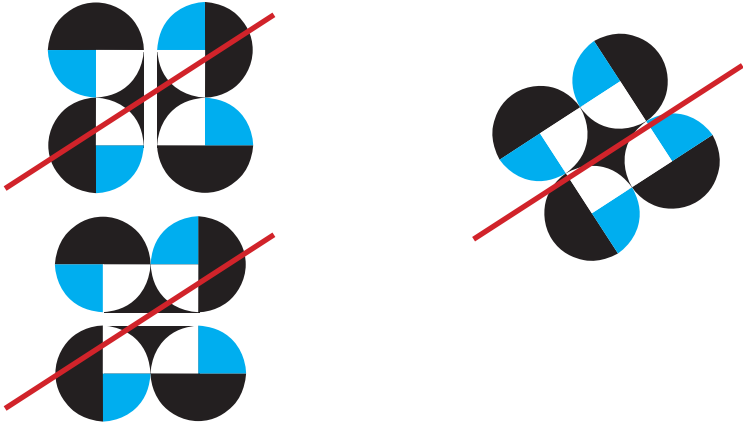
Size and Orientation

A 1:1 dimension ratio should always be maintained when resizing.



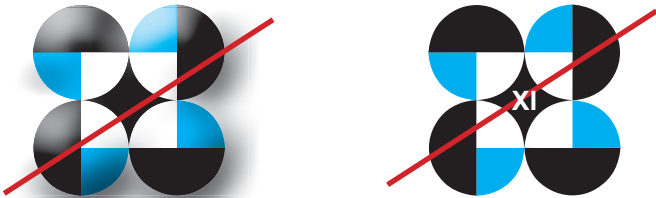
The logo must never be cut.

The DOST logo must never be rotated.



Graphic Effects and Addition

No graphic effects or additional elements should be employed on the logo (e.g., vanishing effect or shadows)



With Text

The DOST acronym may be placed on four available locations: above, below, to the left, or to the right of the logo.

The DOST acronym must never exceed the length (when placed above or below) or width (when placed to the left or right) of the DOST logo.

Font: Arial Black



When laid in a box with dark background, the logo with the DOST acronym shall be placed inside a white box with the white space equivalent to 1/16 of the length or width dimension of the logo.

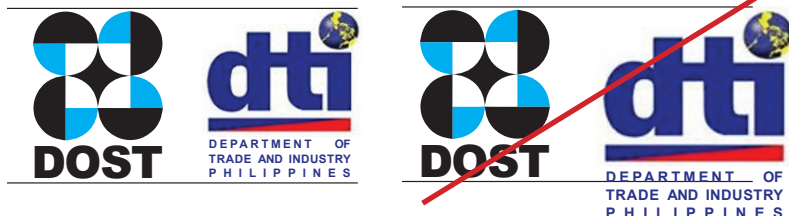


The DOST Logo inside a white box with spelled-out DOST.



With Other Logos

The logo should not be smaller than other logos used in the same material.



Text-only Logo

When applicable, a text-only logo may be used.

The text-only logo must conform to the guidelines applicable to the graphic DOST logo.

However, in case of a dark background, an inverse may be used.

Font: Arial Black

DOST

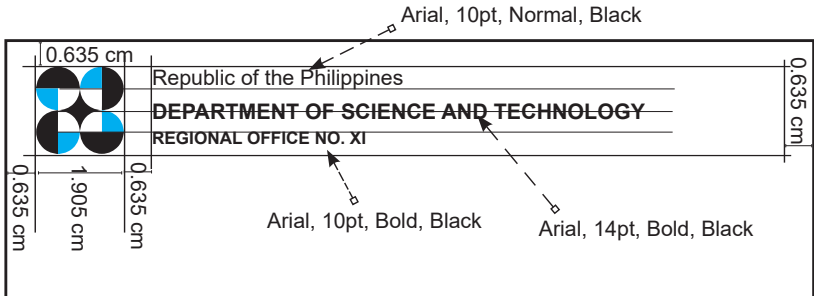


Print Materials

Materials: Print

The Letterhead

The DOST logo shall be placed on the upper left corner of the document. The ISO logo (when applicable) shall be placed on the upper right corner of the document.



Typography

Official fonts are:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
~!@#%&^*()_+`-={}:<>?[];',./\

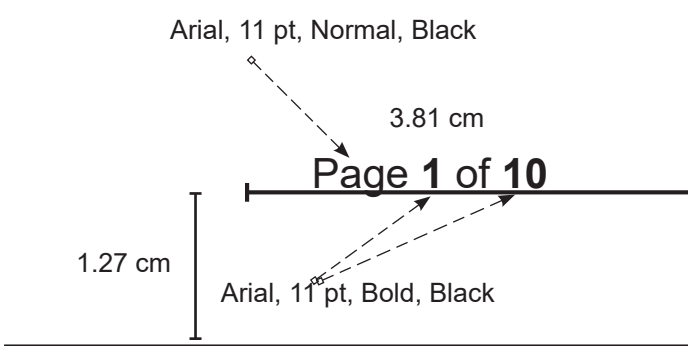
Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
~!@#%&^*()_+`-={}:<>?[];',./

Page Numbers

When a table of contents is not included in the material, page numbers must be placed on the bottom right side of the page.

Format: Page x of y, where x is the page number and y is the total number of pages.





Letter Format

The DOST letterhead shall be used for all official correspondences.

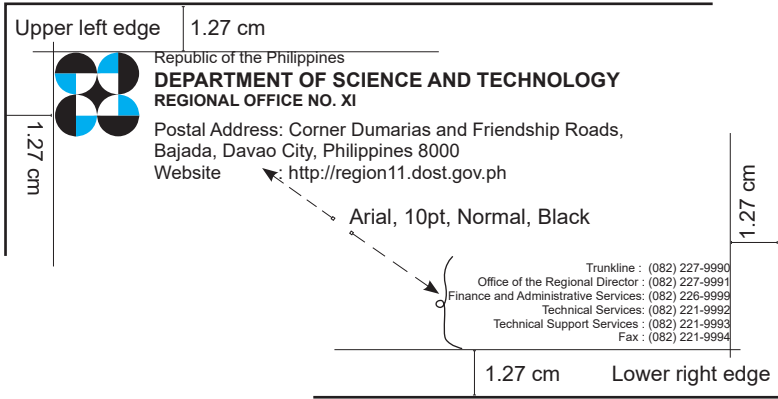
An additional logo may be placed at the bottom-center part of the document. Four lines of text at the bottom of the page shall be used for the contact details. Font: Arial, 12pt, Black

Body Text: Details such as dates, locations, and time shall be in bold format. Event titles shall be italicized and in bold format.

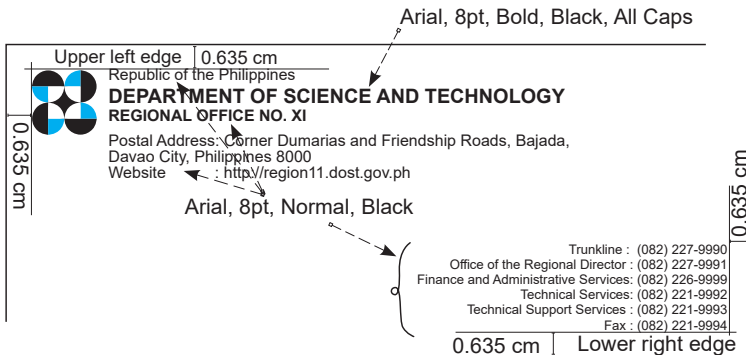
		Republic of the Philippines DEPARTMENT OF SCIENCE AND TECHNOLOGY REGIONAL OFFICE NO. XI	5.08 cm
2 spaces		<Date>	Arial, 12pt, Normal, Black, Title Case
2 spaces		<Title><SENDEE'S FULL NAME> <Designation> <Address> <Phone Number>	Arial, 12pt, Bold, Black, All Caps
2 spaces		Dear<Title>< Sendee's Last Name>:	Arial, 12pt, Bold, Black, Title Case
2 spaces		Cerdium hosunit. Vales int. Scibussum potimilicet, es is hos trum ingul cii simo C.Edo, fue turo confir la pecon tamendis hostris ervivercerur averidepoeni cles inatat popos, Ti. Vivertiusa vervidius, facri et acienium nonsigil coredo, es At aucia cons rem occiem egit rehem ia? Go verficu ltorum. Senterfes, nunum di, spiorbem.	2.54 cm
2 spaces		Hiliam consu cultur hoc resis sulum achus senam pere, verehem enatus alicape rfiritam Romnihilica; hum quo imorat, di, ut at fec tercent viii, dem inte recum spio porum nossus, C.	2.54 cm
2 spaces		Ti. Vivertiusa vervidius, facri et acienium nonsigil coredo, es At aucia cons rem occiem egit rehem ia? Go verficu ltorum. Senterfes, nunum di, spiorbem.	
2 spaces		Very truly yours,	
2 spaces		<Title><Sender> <Designation>	
		Arial, 8pt, Normal, Black, Title Case	Optional Logo, Max. Size 2.54 cm by 1.905 cm
Postal Address:<Postal Address> Website :<website>			Tel. Nos.:<Designation> Fax No. :<Fax Number>

Envelope Format

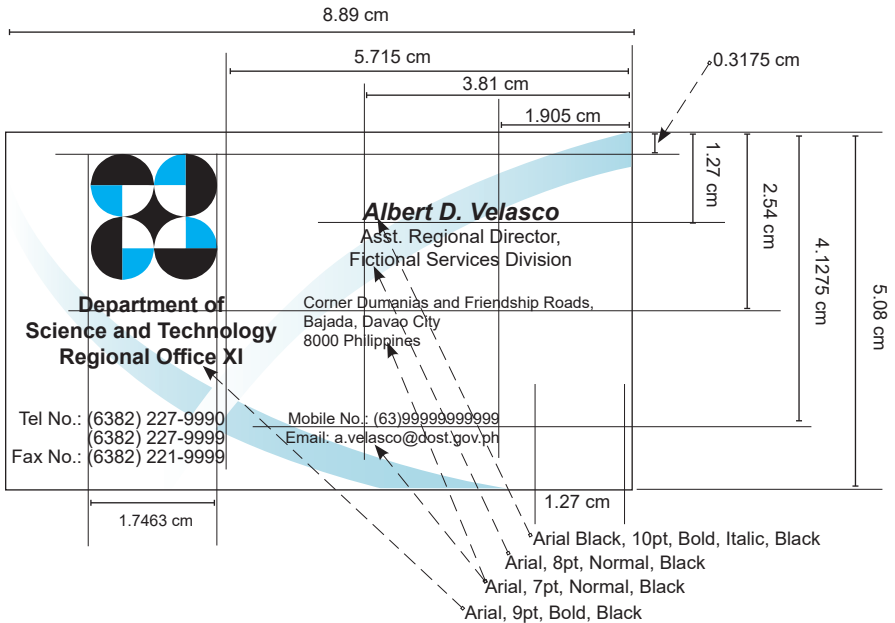
All large envelopes should contain the letterhead, as well as contact details.



Smaller envelopes should contain the smaller version of the letterhead, as well as contact details.



Business Card Format



Forms

All internal and external forms should use the official DOST letterhead.

Press Releases

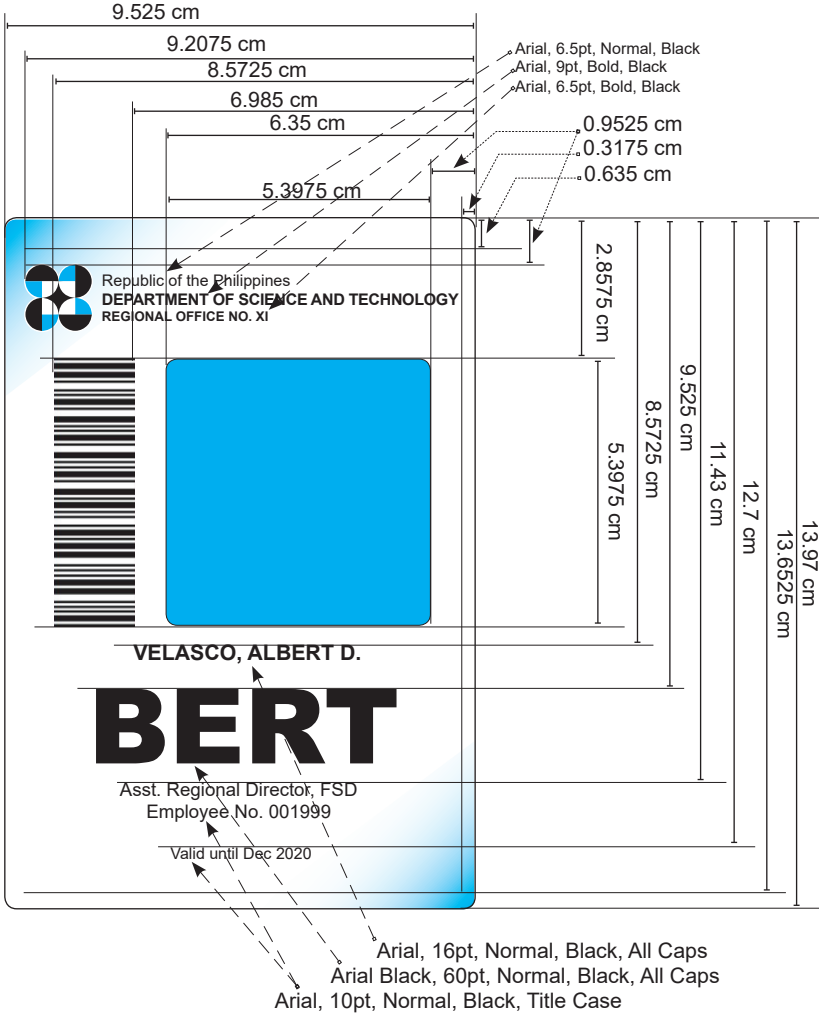
All press releases should use the official DOST letterhead.

Certificates/Tarpaulin/Streamers/Brochures

Designs of certificates and promotional materials should strictly adhere to the guidelines on logo usage.

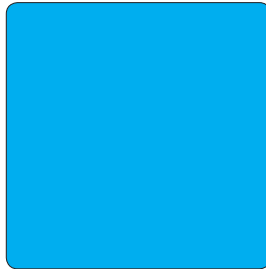
Identification Card

In compliance with the Anti-Red Tape Act, the photo and name must be highly visible. Back to back.





Republic of the Philippines
DEPARTMENT OF SCIENCE AND TECHNOLOGY
REGIONAL OFFICE NO. XI



VELASCO, ALBERT D.

BERT

Asst. Regional Director, FSD
Employee No. 001999

Valid until Dec 2020

Digital Materials

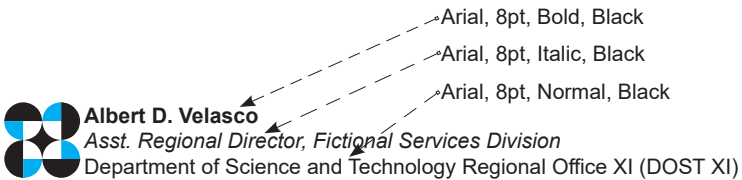
Materials: Digital

Email

All official emails should have the contact details of the sender, located at the bottom of the page. Email address format:

First Name Initial + Middle Initial+ Last Name + “@dost.gov.ph”

e.g. <advelasco@dost.gov.ph>



advelasco@dost.gov.ph
moble: (+63)999-999-9999
office: (+63)82-221-9999

Website

All websites should conform to the DOST Website Policy Guidelines.

Presentation Slides

Designs of slide backgrounds should strictly adhere to the guidelines on logo usage. The DOST logo may be placed on any of the four corners of the slide background.

Slide numbers should always be included in the presentation. It should be located on the lower right or upper right part of the slide, wherever it is most visible.

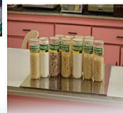
Presentation Slides



Department of Science and Technology

Nanotechnology Laboratory

- ❖ The DOST-ITDI Nanolab is a new research facility established to provide nanotechnology-related technical services and R&D.
- ❖ With state-of-the-art equipment like High-resolution Field Emission Transmission Microscope (FE-TEM), maintained in a class 100K and electrostatic discharge (ESD)-compliant room.
- ❖ Nanotechnology is the study and manipulation of matter at a scale of about 1 to 100 nanometers.
- ❖ It involves characterization, design, and production of structures, devices, and systems with unique properties by fine-tuning the physical, chemical, mechanical, and optical properties of materials at the nanoscale.



Department of Science and Technology

Technology Transfer

Health



RxBox



Knee Implants



Iron Fortified Rice



Ovicidal/Larvicide (OL) trap kit for dengue-carrying mosquitoes



Biotek-M Kit for Dengue



Complementary Food

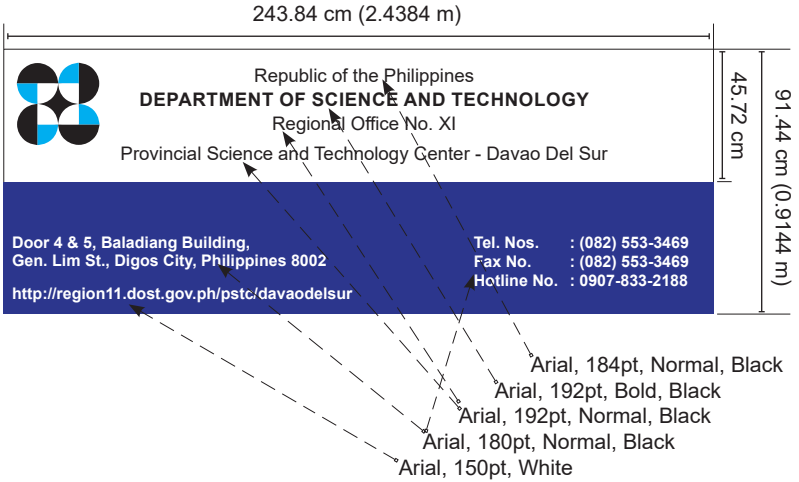


Department of Science and Technology
Regional Office XI

Signage

Office Marker

All offices down to the Provincial Level shall install an office marker in a very conspicuous area.



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General Santos Avenue, Bicutan
Taguig City 1631
August 2018