



DEPARTMENT OF SCIENCE AND TECHNOLOGY

**CORPORATE
IDENTITY
MANUAL**

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Introduction

Visual portrayals are used in all Department of Science and Technology (DOST) official communication, activities, and presentation materials that serve as channels in presenting our identity as a system.

The DOST Corporate Identity Manual is published to acquaint the DOST system on the rules and guidelines on the visual portrayal of the corporate identity of the Department. This Manual guides users on DOST's logo, official colors, typefaces, and other visuals. This Manual also gives instructions on the placement and position of the DOST logo with other elements in documents and various types of communication and information materials.

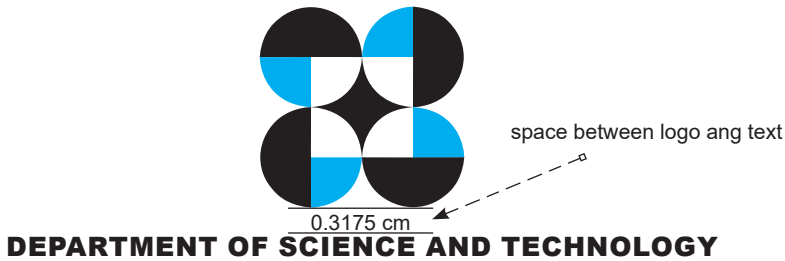
All guidelines contained in this manual shall apply to all official events and activities of the Department's internal and external communication efforts.

Compliance to the guidelines in this Manual shall help establish and maintain the official brand image and identity consistent with the mandate of the Department.

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

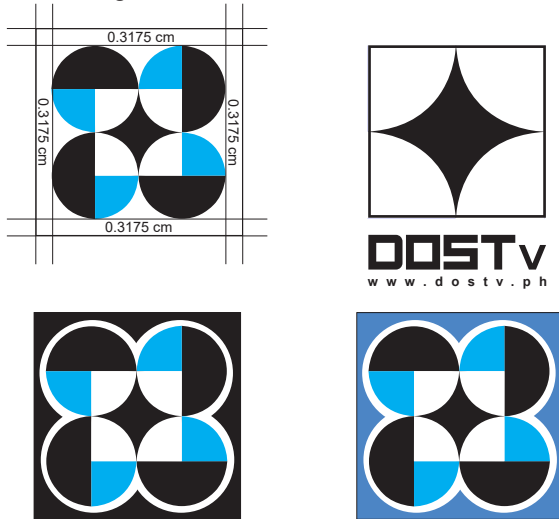
 White
R=255
G=255
B=255

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, or white outline equivalent to 1/10 of the length or width dimension of the logo should be utilized on the exterior curves of the logo when placed against a dark-colored or same-colored background.



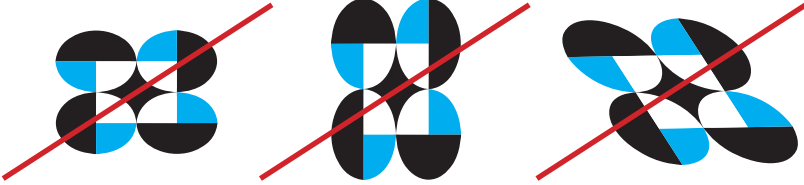
Size and Orientation

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.



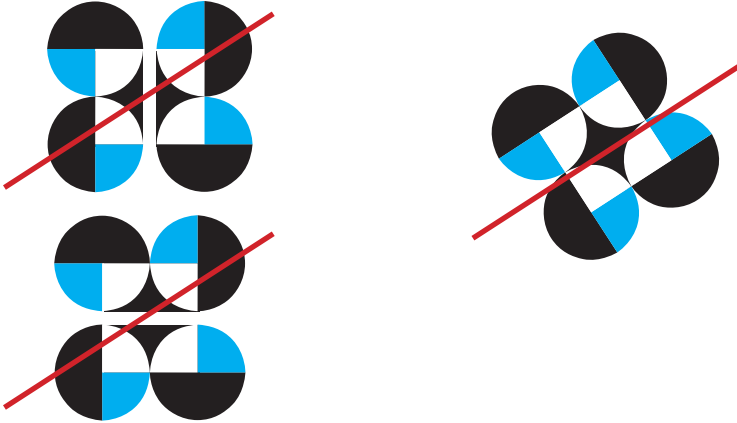
Size and Orientation

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

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

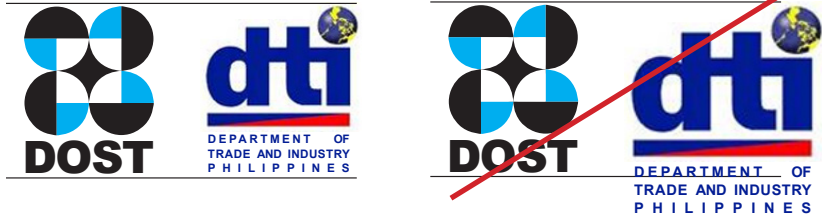


When placed against an image or a dark background, the DOST logo and acronym shall be placed inside a white box with dimensions equivalent to the brand space.



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

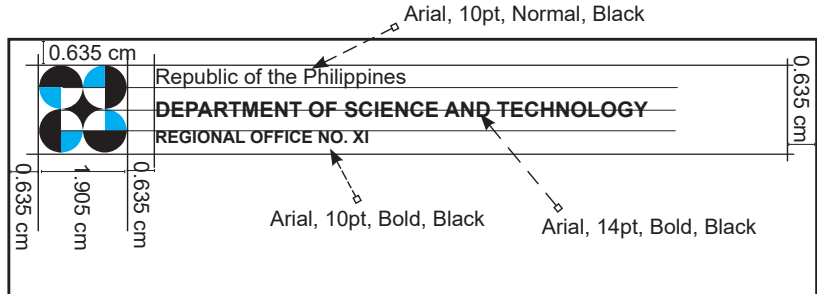
DOST

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

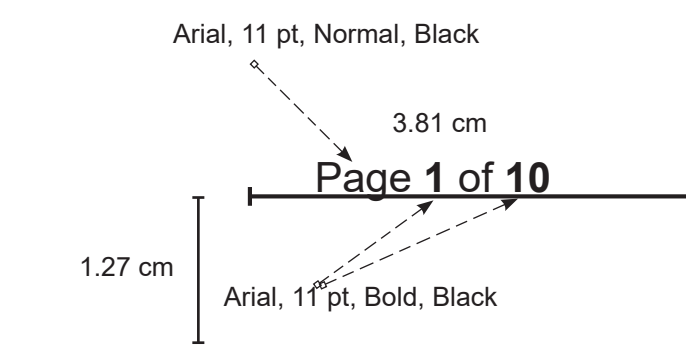
Times New Roman

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: Times New Roman, 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

Times New Roman, 12pt,
Normal, Black, Title Case

<Date>

2 spaces

Times New Roman, 12pt,
Bold, Black, All Caps

<Title><SENDEE'S FULL NAME>
<Designation>
<Address>
<Phone Number>

2 spaces

Times New Roman, 12pt,
Bold, Black, Title Case

Dear <Title>< Sendee's Last Name>:

2 spaces

Ceridium hosunit. Vales int. Scibussum potimilicet, es is hos trum ingul cii simo
C.Edo, fue turo confir la pecon tamendis hostris

2.54 cm

ervivercerur averidepoeni cles inatopos, 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

Hiliam consu cultur hoc resis sulum achus senam pere, verehem enatus alicape
rfriritam Romnihilica; hum quo imorat, di, ut at fec tercent vili, dem inte recum
spio porum nossus, C.

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

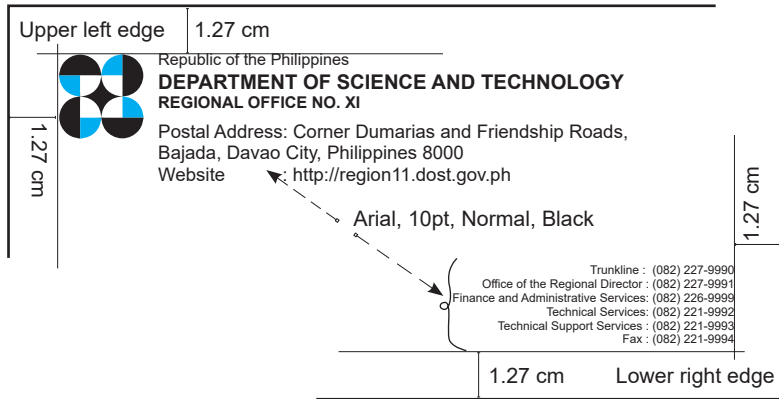
Optional Logo, Max. Size
2.54 cm by 1.905 cm

Postal Address: <Postal Address>
Website :<website>

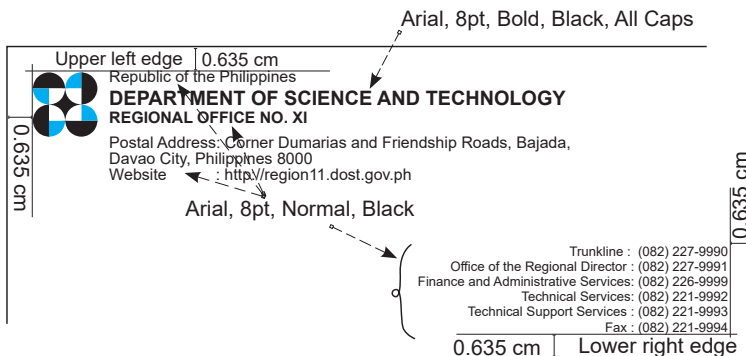
Tel. Nos.:<Designation>
Fax No. :<Fax Number>

Envelope Format

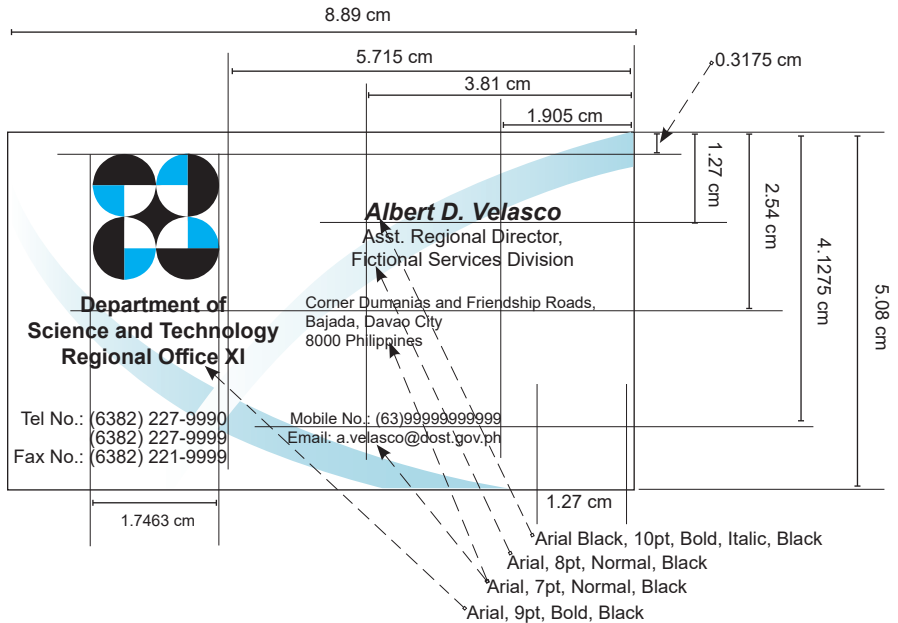
All large envelopes should contain the letterhead, as well as contact details.



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

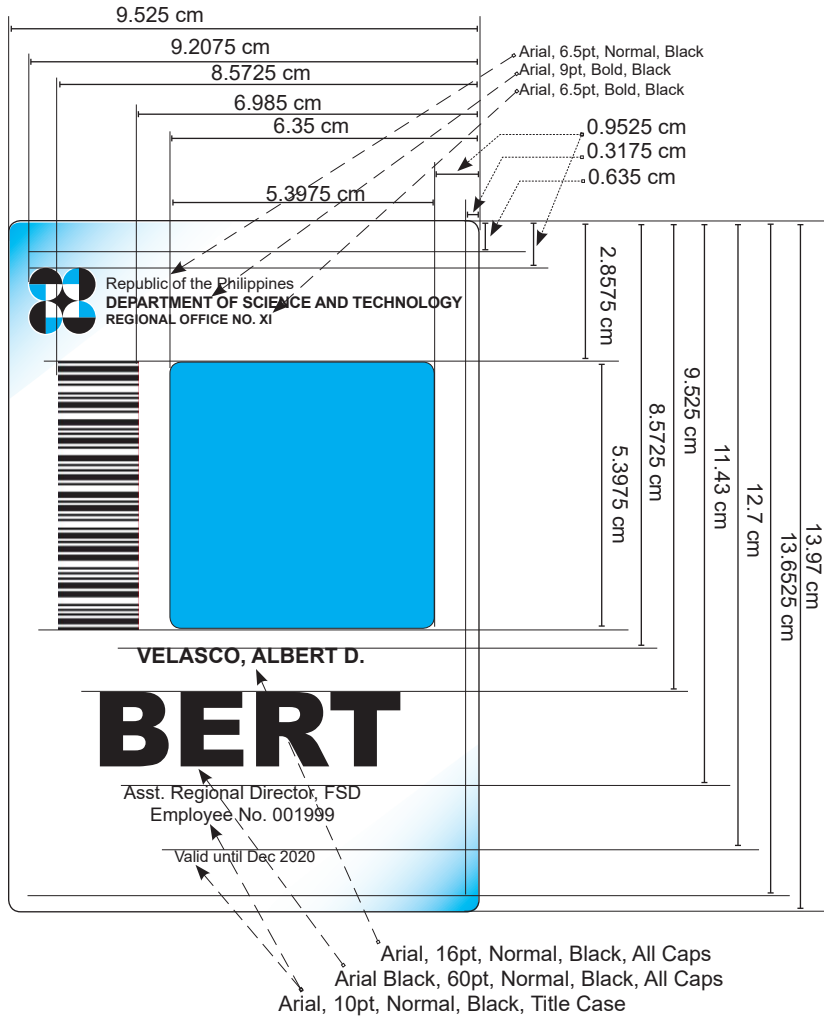
All press releases should use the official DOST letterhead.

Certificates/Tarpaulin/Streamers/Brochures

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

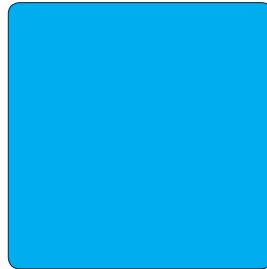
Identification Card

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

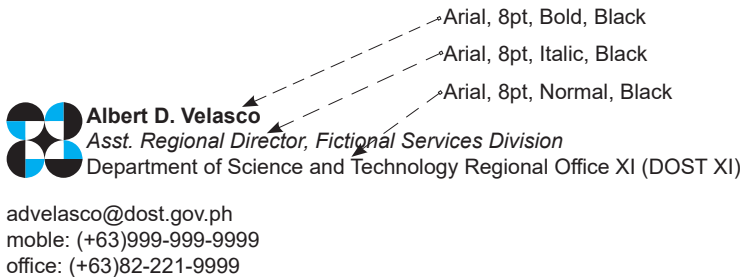
Materials: Digital

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>



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

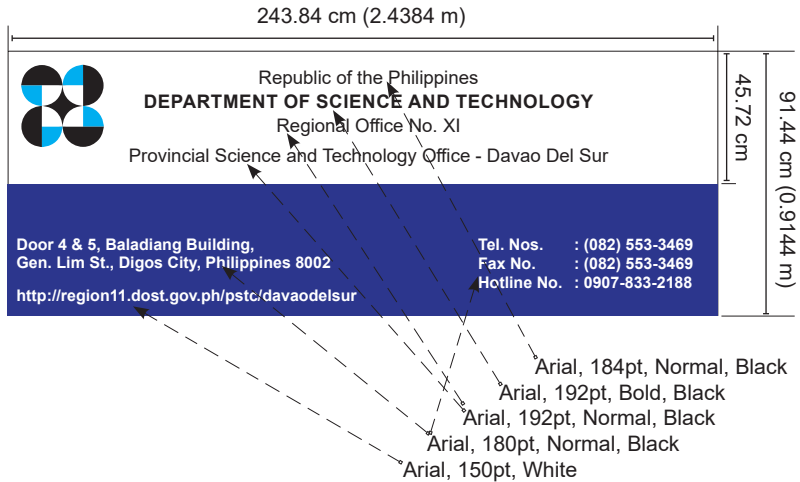


Department of Science and Technology
Regional Office XI

Signage

Office Marker

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



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