

***IDENTITY DESIGN
SYSTEM
and
MANUAL OF STYLE***

***SPECIAL CONCERNS OFFICE
First Edition
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**DEPARTMENT OF
ENVIRONMENT AND
NATURAL RESOURCES**

***I. IDENTITY
DESIGN
SYSTEM***

FOREWORD

Our logo is a symbol of our vision, mission, character and goals. At all times, this symbol shall reflect our philosophy of environmental stewardship and shall serve as a reminder of the direction of all our undertakings.

If our logo is to be a potent representation of our Department, its bureaus and attached agencies, we must defer to it with strict reverence.

Let us, therefore, maintain a system which will guide the proper use and production of our logo. Once and for all, let us avoid incidents of our logo being grossly misused and misreproduced as in the past.

This Manual is composed of two parts. Part I is a comprehensive collection of design for items that require logo applications from official stationery, brochures, manuals and other pertinent documents to certificates, vehicles and streamers. Rules have been drafted to guide all Department personnel on the proper use of all items bearing the DENR symbol.

Part II is the prescribed style in the typing and presentation of official documents.

I hope that this Identity Design System and Manual of Style shall be a useful reference material for all DENR officials and employees as well as its partners so that a fitting visual identity for the agency is maintained.



VICTOR O. RAMOS

Secretary

Introduction

The Identity Design System Manual of the Department of Environment and Natural Resources (DENR) is the first of its kind in this agency. The objective is to achieve unity and harmony in design, format and style of all DENR documents and text usage requiring the department's visual identity among its component offices, both central and regional, as well as from its bureaus and attached agencies.

Necessary changes and revisions have been incorporated in various documents that make use of the DENR symbol to guide the many divisions and units of the department.

All those concerned are enjoined to observe the rules and other guidelines contained in this manual in order to properly identify offices and units within the overall structure of the organization.

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