

## Development Academy of the Philippines

### MEMORANDUM

To: **All Group/Center/Office Heads**

From: The Officer-in-Charge





Subject: **Adoption of new corporate identity symbols**

Date: 27 April 2018

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Please be informed that the Academy will be adopting a new set of corporate identity symbols for all DAP collaterals as decided by members of the management team during its 26 April meeting and as a result of a survey conducted by the Corporate Communications office among center and group heads.

#### Corporate Signature Formats

a. Vertical	 Recommended for print-based communication materials such as corporate signages, brochures, flyers, posters and other small print collaterals. It should be used for certificates and backdrops in multiple partnership materials.
b. Condensed Vertical	 Recommended for portrait-oriented materials
c. Horizontal	 Recommended for letter head and letter envelope and landscape-oriented materials
d. Centered	 May be used when a centered design is preferred.

## **DAP Letterhead and Letter Envelope**

The printing of the DAP letterhead and letter envelope will be outsourced to ensure uniformity of corporate identity symbols in all external communications.

## **Official Colors**

The **official blue color** is Pantone 2746 C (for coated medium) and Pantone Blue 072 U (for uncoated), both consisting of the CMYK color values C=100, M=98, Y=7, K=2, and RGB color values R=28, G=39, B=144.

The **official yellow color** is Pantone 457 C (for coated medium) and Pantone 103 U (for uncoated), both consisting of the CMYK color values C=22, M=27, Y=100, K=1 and RGB color values R=205, G=174, B=43.

## **Production and Printing of DAP Certificates**

On the other hand, all DAP-issued certificates should be laid-out and printed at the DAPCC Pasig-Business Services Unit only. This is to ensure consistency and uniformity in the application of official colors in the corporate signatures and in the use of appropriate paper stock for all DAP-issued certificates.

The Corporate Communications office shall provide you with high-resolution files of all corporate signature formats presented above.

For your information, guidance, and immediate compliance.



**MAGDALENA L. MENDOZA**