



**FMB MEMORANDUM CIRCULAR
NO. 2017 - 01**

**SUBJECT : BRAND IDENTITY STANDARDS FOR THE FOREST
MANAGEMENT BUREAU**

I. Rationale

The Forest Management Bureau logo reflects its mission, vision, and goals towards the sustainable management of forest resources in the country. This design is the first of its kind and the Bureau hereby adopts it in all of its correspondence, certificates, materials and branding.

II. Objective

The objective of adopting an official logo for the Forest Management Bureau is to achieve unity and harmony in design, format and visual identity in all correspondence, certificates, materials, and brandings of the Bureau.

III. About the Logo



Figure 1. FMB Official Logo.

The logo of the Forest Management Bureau has a green circle representing unity in the Bureau in providing quality Philippine Forestry Service since its institution in 1987.

The hands inside the circle represent the different stakeholders that depend on the health and vitality of forests and the ecosystem services they provide. The hands have different shades of brown which show the diversity of stakeholders. Hands are raised with open palms to symbolize willingness and readiness of the government and various stakeholders to work together for the development of forestlands and watersheds. It is also an appeal to the citizenry to take initiative in the protection and conservation of the remaining forests.

The hands topped with leaves form five trees that symbolize multiple benefits from ecosystem services provided by forests: protection, production, environmental, social, and cultural. Alongside the trees, the name of the Bureau is a reminder of its goal to

sustain the diversity of forest ecosystem services for all Filipinos by harnessing forestry science for sustainable development.

IV. Guide for the Color Reproduction of the Logo

The FMB logo in Hexadecimal Colors are:

- a. #338c26
- b. #408340
- c. #5b550b
- d. #6e5e13
- e. #96852b
- f. #3a3201
- g. #6ea236
- h. #ffffff
- i. #009d46
- j. #8dc73f
- k. #005329

If the full colors of the logo cannot be used due to printing limitations, only one color should then be selected. In this case, it is recommended that the grayscale be followed.



Figure 2. The FMB Signature (Colored).



Figure 3. The FMB Signature (Grayscale).

V. The FMB Signature

The size of the FMB logo shall not be less than 2.0 centimeters in diameter, except for business cards.

The typeface that best complements the FMB logo is Times New Roman. It is the Bureau's standard typeface and shall be used exclusively for FMB documents. No other typeface shall be used to compose the FMB name except when it appears as part of a title or of a text (i.e. absent the logo).

When the FMB logo and FMB name are used together as a unit to compose the signature, the distance around the signature is 0.5 centimeters. This distance shall be understood as the distance between the signature and any other elements around it.



VII. Usage of the FMB Logo in Stationaries

A. Stationary

In the letterhead, the diameter of the whole logo is 2.5 centimeters.

Letterheads and envelopes should be strictly used for official communications only, never for personal purposes.

The letterhead may be printed using a digital template of the DENR Logo, the FMB Logo, and the letterhead with the following specifications:

- a. Letterhead – Times New Roman, Bold, Font Size 13 for DENR and FMB (upper case) names in hexadecimal color number #338c26, Font Size 12 for address and Arial, Font Size 10 for telephone number, fax number, website and email address.

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- b. DENR Logo is 2.5 centimeters in diameter.
- c. FMB Logo is 2.5 centimeters in diameter.
- d. Distance between the DENR Logo and the FMB Logo is 0.25 centimeters.
- e. Grayscale (Figure 2) can be used for internal memoranda.
- f. The bottom page is devoted to the FMB tactical message. It shall be in the following specification: Times New Roman, Font Size 13, Bold and Italicized and in hexadecimal color number #338c26.

Harnessing forestry science for sustainable development.

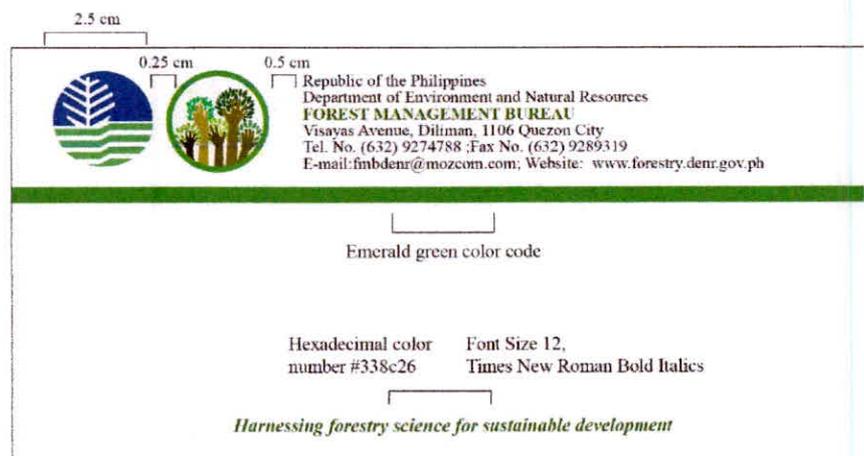


Figure 6. Letterhead for A4 and 8.5''x13''

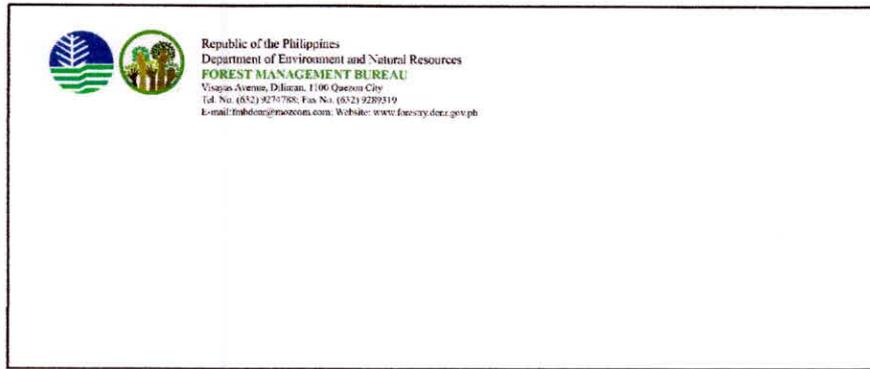


Figure 7. Business envelope (10 cm x 24 cm).

B. Business Cards

The standard size for the business card shall be 8.89 cm x 5.08 cm.

The logos of the DENR and FMB should appear at the upper left portion, with diameters of 1 cm each and a distance of 0.25 cm between the DENR and FMB logos.

The format for the information/details is:

Name: Font Size 12, Times New Roman, Bold
 Position/Designation: Font Size 10, Times New Roman
 Other Details: Font Size 8, Times New Roman

All typeface shall be in black.

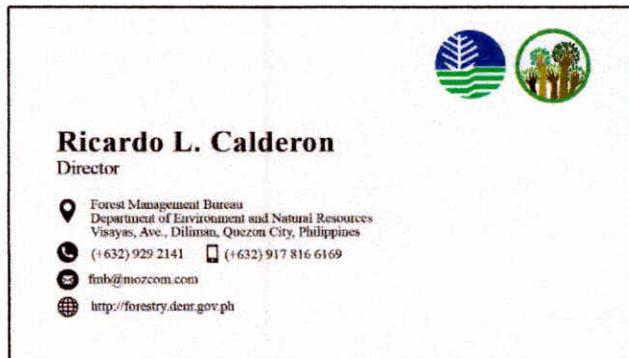


Figure 8. Business Card.

C. Identification Cards

The standard size for the identification card is 9 cm x 6 cm. It should be printed on polymerized vinyl chloride (PVC) and not on laminated paper. It shall bear the DENR and FMB logos with 1 cm diameter each and a distance of 0.25 cm between the two logos. The letterhead shall be placed adjacent to the FMB logo with a distance of 0.5 cm between the letterhead and the logo.

The letterhead for the identification card shall have the following specifications:

Times New Roman, Bold, Font Size 12 for DENR and FMB (upper case) names in hexadecimal color number #338c26, Font Size 10 for address and Arial, Font Size 8 for telephone number, fax number, website and email address.

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The following details should appear in front of the identification card:

Standard ID Picture (1"x 1")
Employee Number
Signature of the Employee
Name of the Employee (Times New Roman, Bold, Font Size 13, Black)
Position
Designation (if any)

The back of the identification card should contain the following details:

Birthdate
GSIS BP No.
Tax Identification Number
PhilHealth No.
PAG-IBIG No.
Blood Type
Person to Notify in case of Emergency
Address of the Person
Contact Number

This stipulation should also be included at the back of the identification card:

This identification card must be worn while inside the premises of the office.

If found, please return to:

FOREST MANAGEMENT BUREAU
Visayas Avenue, Diliman, Quezon City
Tel. No. (+623) 927-4788 : Fax No. (+632) 928-9319

Below the stipulation, the signature of the Director of the FMB should be placed, over his or her printed name and designation (i.e. Director).



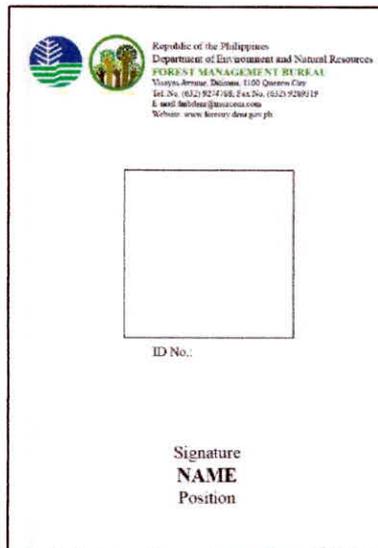


Figure 9. Identification Card.

VIII. Use of Logo and Signature in Learning Events, Workshops, and Trainings.

A. Certificates

The recommended size is 21.9 cm x 13 cm or half of the size of an 8.5" x 13" paper. There should be a 1 cm space between the bottom of the logo and the first line of the certificate's text. The size of the DENR and FMB logos should not be less than 2.0 cm in diameter. The space between the DENR and FMB logos shall be 0.5 cm.

The name of the DENR shall consist the first line of the certificate's text. It shall be in Times New Roman, Font Size 12, bold and in black.

The name of the FMB shall consist the second line of the certificate's text. It shall be in Times New Roman, Upper Case, Font Size 12, bold and in hexadecimal color number #338c26.

The following texts shall consist the body of the certificate, centered, in Times New Roman, and in black. The type of certificate and the name of the event shall be in bold, upper case.

In events hosted with other agencies, the certificates should display the logos of the DENR, FMB, and the other agencies with a space of 0.5 cm in between the logos. The name of the DENR shall consist the first line of the certificate's text, the name of the FMB shall consist the second line, and the name of the other agencies shall consist the succeeding lines of the certificate's text.

As to signatories, the Director of the FMB shall sign at the bottom right side of the page. If there is a single partner agency that co-hosted the event, the head of the partner agency signs on the bottom left side of the page. If there are multiple partner agencies, the heads of the partner agencies shall sign at the bottom left side and below the signature of the FMB Director.

The certificates should always indicate the date and place of the event.

The certificates shall only be in portrait or landscape orientation. Certificates of Appreciation should always be enclosed in a frame, while Certificates of Participation and Completion may be given without frames.

No other elements, other than the ones presented herein shall appear in any Certificates to be produced and distributed by the FMB.



Figure 10. Certificates in portrait orientation.



Figure 11. Certificates in landscape orientation.

B. Event Attire

Front

The size of the FMB logo should be 5.5. cm in diameter.

If there are other logos included (maximum of three logos), the size should be 2.5 cm in diameter for all the logos.

If the number of the logos exceeds three, the other logos should appear at the back except for the FMB logo.

The FMB logo shall be placed on the front, left portion of the shirt, chest – level.

The FMB logo to be used in event attires shall always be the colored ones. The FMB signature can be used, if the only host of the event is the FMB.

If there are other hosts of the event, the FMB signature cannot be used, even if the other hosts exceeds three.

Back

The title of the activity should appear at the back of the attire. At least 1.5 cm should be height of the text and should be positioned at the center. The typeface shall always be Times New Roman. Inclusion of the title of the activity is optional.

Color

The color of the attire should be in hexadecimal color number #338c26, black or white only.

Combination of these three colors is allowed. It is important not to reproduce the FMB logo and signature in grayscale over black or green attire, or in white or lighter color on a light background.



Figure 12. FMB Event Attire.

C. PowerPoint Presentation Deck

Title Slide

The FMB logo signature should appear on the top center portion of the slide, with the following dimensions:

Height: 1.64”

Width: 3.94”

If there are other logos to appear in the title page, the FMB logo shall be used and placed on the top left portion with the following dimensions:

Height: 1.3”

Width: 1.3”



These dimensions are the minimum requirements and both the signature and the logo cannot be smaller than these dimensions.

The title of the presentation should be in Times New Roman, Font Size 44 – 54, bold, upper case, centered.

The name, position and designation of the presenter should be in Times New Roman, Font Size 24, regular, upper case, centered and placed below the title of the presentation.

The place and date of the presentation should be in Times New Roman, Font Size 20-24, regular, upper case, centered and placed below the name, position, designation of the presenter.

The name of the event should be in Times New Roman, Font Size 20-24, upper case, bold, centered and placed below the place and date of the event.

FOREST
MANAGEMENT
BUREAU

Partner logos, if any

TITLE OF PRESENTATION

Name and Position/Designation of Presenter
Place of Presentation
Date of Presentation

Body of Presentation Deck

1st Level Heading (Title of the Slide): Times New Roman, Font Size 40, upper case, aligned left, capitalize each word.

Succeeding Headings (Subtitles, Captions): Times New Roman, Font Size 36, aligned left, capitalize each word.

Body text: Times New Roman, Font Size 30-36, regular, sentence case, aligned left.

The FMB logo shall be placed on the lower right side of the slide with a standard dimension of:

Height: 1.3”

Width: 1.3”

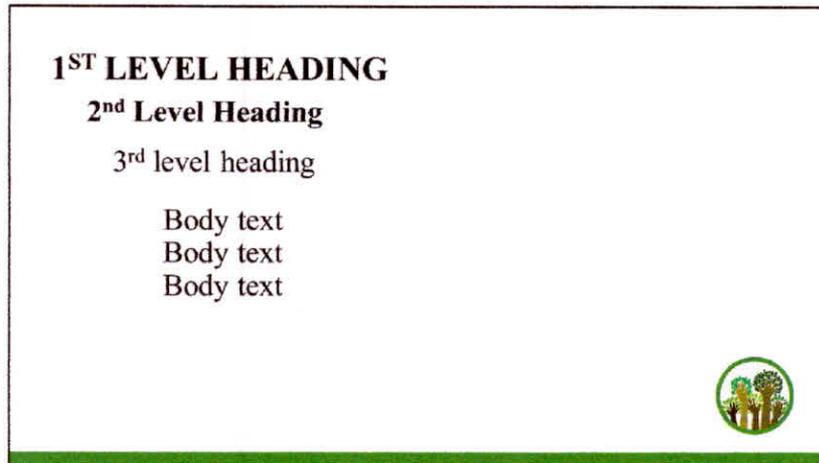
Line spacing is single.

If the body of the slide will be a combination of texts and a single image, the text shall be on the right side of the slide and the image shall be on the left.

If there will be two or more images to be put in the slide, the body shall consist of only the images, without any texts.

If there will be a table, or graph on the slide, the body shall consist of only the table or graph, without any texts.

The FMB logo should not be covered with the image, table, or graph. A space of 0.5 cm around the logo should be maintained to avoid covering any part of the logo.



Closing Slide

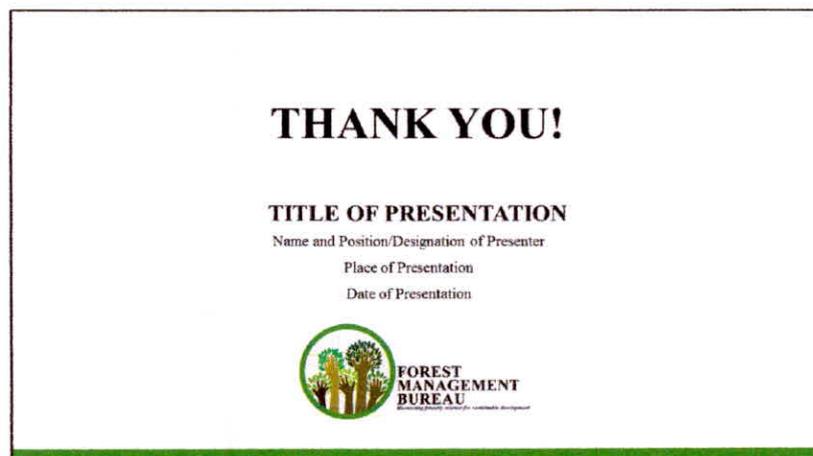
The “thank you” of the presentation should be in Times New Roman, Font Size 54, bold, upper case, centered.

The title of the presentation should be in Times New Roman, Font Size 20-28, upper case, centered.

The name, position and designation of the presenter should be in Times New Roman, Font Size 16-18, regular, capitalize each word, centered and placed below the title of the presentation.

The place and date of the presentation should be in Times New Roman, Font Size 16-18, regular, capitalize each word, centered and placed below the name, position, designation of the presenter.

The name of the event should be in Times New Roman, Font Size 16-18, capitalize each word, regular, centered and placed below the place and date of the event.



Color

The dominant color for the presentation should be R:54 G:140 R:38.



IX. Requirement

The strict observance of the brand identity standards of the Forest Management Bureau is highly enjoined.

Any part of the logo, signature, stationaries, event attire and presentation deck shall not be altered in any manner or deviate from the standards herein set forth.

This Memorandum Circular shall take effect immediately and shall be posted on the Forest Management Bureau website which shall serve as its official publication. This will also be circulated to FMB's government, civil and development partners.

FOR. RICARDO L. CALDERON, CESO III
Director