Design and Brand Manual

www.doh.gov.ph
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About
DOH

www.doh.gov.ph
The **Department of Health (DOH)**, as the principal health agency in the Philippines, is mandated by law to ensure access to basic public health services to all Filipinos through the provision of quality health care and regulation of providers of health goods and services. The Department aspires to lead the country in the development of a productive, resilient, equitable, and people-centered health system, and propel Filipinos to become among the healthiest people in Southeast Asia by 2022, and Asia by 2040.
The Logo

www.doh.gov.ph
There are three logo variations that can be used for digital and printed materials.

Minimum size of the seal is 0.40 inches.

When resizing the logo, ensure that the original proportion is maintained. Resizing the logo out of its original proportion is considered as distortion which is prohibited by this manual.

All logo variations downloadable at: [bit.ly/DOH_Logos](bit.ly/DOH_Logos)
The DOH Seal must not be modified in any way. Distortion of the logo and application of outer strokes, drop shadow, reflection, outer glow, and any other similar effect is strictly prohibited. The DOH Seal is also prohibited to be used as a substitute for the letter “O”.

- Outer Stroke
- Drop Shadow
- Reflection
- Outer Glow
- Seal as substitute for “o”
A clear space should frame the logo at all times. The said framing should be treated as the minimum clear space allotted around the logo.
For logo placement in digital and printed materials, the DOH logo can be placed in any corner and the upper or lower center area of the available space which excludes the footer and the minimum 0.15 inches margins.
In all partnership materials, the DOH must always be on the leftmost position among all logos present.

For partnership materials with CHDs, CO Offices, Programs with Logos, and Hospitals, the DOH logo shall be approximately 0.10 inches bigger.

For partnership materials with NGAs, LGUs, NGOs, and other development and corporate partners, the DOH logo shall be of the same size with the other logos. Note that the minimum size for the seal is 0.40 inches.
Sample partnership materials with NGAs, LGUs, NGOs, and other development and corporate partners. The DOH logo shall be of the same size with the other logos.

Sample partnership material with CHDs, CO Offices, Programs with Logos. The DOH logo is 0.10 inches bigger.
In dynamic materials such as videos and animations, the DOH logo shall appear at the last portion. The frame containing the logo must follow the format below and have appropriate screen time for the logo to be recognized.

Background Color: HEX #285c4d
Text Color: HEX #ffffff

Background Color: HEX #ffffff
Text Color: HEX #285c4d

The Typography
The Department of Health uses three standard fonts for both digital and printed materials.

<table>
<thead>
<tr>
<th>Libre Baskerville</th>
<th>Roboto</th>
<th>Acumin Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Libre Baskerville</td>
<td>Roboto</td>
<td>Acumin Pro</td>
</tr>
<tr>
<td><em>Libre Baskerville</em></td>
<td><em>Roboto</em></td>
<td><em>Acumin Pro</em></td>
</tr>
</tbody>
</table>
refined beauty.

Libre Baskerville is based on Baskerville by John Baskerville in the 1750s.

Pablo Impallari’s Libre Baskerville has a taller x-height and wider counters which allows it work well on screens.
modern, yet approachable

Roboto is developed by Google for its android devices.

It pulls elements from other fonts - Helvetica, Myrida, Ronnia, and Univers. The rounded, clean lines of the typeface has a friendly appeal that is not exactly casual.
information driven

Acumin Pro is a font designed by Robert Slimbach and published by Adobe.

Slimbach focused on the subtleties of design that make a type more readable. A straightforward font that can be used for paragraphs of body text, signage for wayfinding, and everything in between.
See samples of pairings for our standard fonts.

**Headline**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Headline**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

*Headline: Libre Baskerville (Bold)*  
*Body: Roboto (Regular)*

*Headline: Roboto (Bold)*  
*Body: Roboto (Regular)*
See samples of pairings for our standard fonts.

**Headline**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**Headline**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

*Headline: Roboto (Bold)*  
*Body: Acumin Pro (Regular)*

*Headline: Acumin Pro (Bold)*  
*Body: Acumin Pro (Regular)*
For the font selection of DOH to cover a wider range of art styles and subject themes, the following alternative fonts can be used for digital materials. In cases where a different font must be used aside from those specified in this section, consultation must be made with BCMD.

**Proxima Nova**

Proxima Nova

*Proxima Nova*
See the following formatting considerations for producing accessible materials for all users.

To enhance the characters’ legibility, set the line spacing to 1.5 - 2 and consider aligning your texts to the left.

In aiding visually-impaired audience, have a clear contrast between dark and light colors in the materials especially those that contain long text portions.
The Colors
Develop a color scheme from the palette provided below while referring to the required primary colors on page 24. Consider color harmony and visual balance when choosing colors. It is highly discouraged to use more than three colors.

PMS 626c
R 40 G 92 B 77
C 80 M 21 Y 60 K 48
HEX #285c4d

PMS 7723c
R 80 G 166 B 132
C 67 M 4 Y 51 K 5
HEX #50a684

PMS 2254c
R 173 G 223 B 179
C 31 M 0 Y 34 K 0
HEX #addfb3

PMS 9063c
R 231 G 239 B 231
CMYK -
HEX #e7efe7

PMS -
R 240 G 246 B 236
C 5 M 0 Y 7 K 0
HEX #f0f6ec
Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS Code</th>
<th>CMYK Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7427c</td>
<td>R 151 G 27 B 47 C 0 M 100 Y 68 K 35</td>
<td>#971b2f</td>
</tr>
<tr>
<td>2</td>
<td>1797c</td>
<td>R 203 G 51 B 59 C 0 M 92 Y 72 K 6</td>
<td>#cb333b</td>
</tr>
<tr>
<td>3</td>
<td>4066c</td>
<td>R 235 G 160 B 165 C 0 M 42 Y 22 K 0</td>
<td>#eba0a5</td>
</tr>
<tr>
<td>4</td>
<td>9320c</td>
<td>R 242 G 222 B 233 CMYK</td>
<td>#f2dee9</td>
</tr>
<tr>
<td>5</td>
<td>-</td>
<td>R 254 G 233 B 242 C 0 M 10 Y 0 K 0</td>
<td>#fee9f2</td>
</tr>
<tr>
<td>6</td>
<td>-</td>
<td>R 0 G 0 B 0 C 75 M 68 Y 67 K 90</td>
<td>#000000</td>
</tr>
<tr>
<td>7</td>
<td>-</td>
<td>R 255 G 255 B 255 C 0 M 0 Y 0 K 0</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>
While a variety of color scheme can be derived from the provided palette, the primary colors should be any of the following.

- **PMS 626c**
  - R 40 G 92 B 77
  - C 80 M 21 Y 60 K 48
  - HEX #285c4d

- **PMS 7723c**
  - R 80 G 166 B 132
  - C 67 M 4 Y 51 K 5
  - HEX #50a684

- **PMS 2161c**
  - R 40 G 87 B 128
  - C 87 M 51 Y 9 K 26
  - HEX #285780

- **PMS 122c**
  - R 254 G 209 B 65
  - C 0 M 9 Y 80 K 0
  - HEX #fed141

- **PMS -**
  - R 255 G 255 B 255
  - C 0 M 0 Y 0 K 0
  - HEX #ffffff
Sample 2-Color Schemes

Primary: PMS 626c
- R 40 G 92 B 77
- C 80 M 21 Y 60 K 48
- HEX #285c4d

Secondary: PMS 122c
- R 254 G 209 B 65
- C 0 M 9 Y 80 K 0
- HEX #fed141

Primary: PMS 626c
- R 40 G 92 B 77
- C 80 M 21 Y 60 K 48
- HEX #285c4d

Secondary: PMS 122c
- R 254 G 209 B 65
- C 0 M 9 Y 80 K 0
- HEX #fed141

Primary: PMS 626c
- R 40 G 92 B 77
- C 80 M 21 Y 60 K 48
- HEX #285c4d

Secondary: PMS 122c
- R 254 G 209 B 65
- C 0 M 9 Y 80 K 0
- HEX #fed141
Sample 2-Color Schemes

Primary: PMS 2161c
R 40 G 87 B 128
C 87 M 51 Y 9 K 26
HEX #285780

Secondary: PMS 122c
R 254 G 209 B 65
C 0 M 9 Y 80 K 0
HEX #fed141

Primary: PMS 2161c
R 40 G 87 B 128
C 87 M 51 Y 9 K 26
HEX #285780

Secondary: PMS -
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HEX #ffffff

Primary: PMS 122c
R 254 G 209 B 65
C 0 M 9 Y 80 K 0
HEX #fed141

Secondary: PMS 7427c
R 151 G 27 B 47
C 0 M 100 Y 68 K 35
HEX #971b2f

Primary: PMS -
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HEX #ffffff

Secondary: PMS 7427c
R 151 G 27 B 47
C 0 M 100 Y 68 K 35
HEX #971b2f
Sample 3-Color Schemes

Primary: PMS 626c
R 40 G 92 B 77
C 80 M 21 Y 60 K 48
HEX #285c4d

Secondary: PMS 122c
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HEX #ffffff

Accent: PMS 626c
R 40 G 92 B 77
C 80 M 21 Y 60 K 48
HEX #285c4d

Primary: PMS 122c
R 254 G 209 B 65
C 0 M 9 Y 80 K 0
HEX #fed141

Secondary: PMS -
R 0 G 0 B 0
C 75 M 68 Y 67 K 90
HEX #000000

Accent: PMS 626c
R 40 G 92 B 77
C 80 M 21 Y 60 K 48
HEX #285c4d

Primary: PMS 2161c
R 40 G 87 B 128
C 87 M 51 Y 9 K 26
HEX #285780

Secondary: PMS -
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HEX #ffffff

Accent: PMS 122c
R 254 G 209 B 65
C 0 M 9 Y 80 K 0
HEX #fed141
Sample 3-Color Schemes

Primary:
PMS -
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HEX #ffffff

Secondary::
PMS 626c
R 40 G 92 B 77
C 80 M 21 Y 60 K 48
HEX #285c4d

Accent:
PMS 122c
R 254 G 209 B 65
C 0 M 9 Y 80 K 0
HEX #fed141

Primary:
PMS -
R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HEX #ffffff

Secondary::
PMS -
R 0 G 0 B 0
C 75 M 68 Y 67 K 90
HEX #000000

Accent:
PMS 7427c
R 151 G 27 B 47
C 0 M 100 Y 68 K 35
HEX #971b2f
The Icons
For the style of icons currently being used by DOH, please refer to the following sample. If using works from outside sources, it is the designer’s duty to ensure that these are royalty-free.

All logo variations downloadable at: bit.ly/DOH_Icons
Consistency

Consider style and colors when using icons. If you are working on your own set of icons, ensure that the color palette developed for it does not clash with the color palette of DOH. When using the work of other people, ensure that the icons you are using are of the same style. The most basic distinction among icons are flat and 3D or isometric.

Images used under license from Shutterstock.com
The Icons

Clarity

Use icons that are simple and direct to the point. Avoid mixing and matching several icons that results in overcrowded composition.

The purpose of an icon is to stand as a simplified image that visually represents the concept or message of the material. Complex icons will defeat the purpose.

Icons can also be used in simplifying and/or supporting simple sentences and bullet points. This can help in enhancing the visual composition as well as in making the messaging easier to understand for a wider group of audience.
The Layout

www.doh.gov.ph
The Golden Ratio can aid in creating organic and natural-looking compositions. Use it in estimating the sizes of elements and their position within the canvas.

For layout, start with the Golden Ratio diagram. Treat it as a grid that will help in setting proportions and placement.

The diagram can be used in portrait and landscape orientations.
Our eyes are naturally drawn to the center of the spiral. Place the focal interest of your material within it. Content is also expected to be more detailed towards the center of the spiral.

As the content becomes more detailed towards the center of the spiral, give it enough space to stand out and be legible. The text must be prioritized in space allocation. Icons and other decorative elements must be of smaller proportion as compared to the negative space in the canvas.
Example of using the Golden Spiral on image composition
For typography, multiplying the smalling font by 1.618 to get the estimate size of the bigger font.

In this case, 12.5 pt for the subtext was multiplied by 1.618 to derive the 22 pt size for the headline.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
In the Rule of Thirds, a grid can be created by dividing the canvas into three columns and three rows. The junction of these lines are your focal points and ideal spots for the essential elements of the material.

Example of using the Rule of Thirds grid
All digital materials must include a footer. Use the Roboto font in bold for the details and the following icons indicated in the sample. These details must always be present:

- Facebook page
- Twitter (if account exists)
- Website
- Contact number
The Canvas

www.doh.gov.ph
<table>
<thead>
<tr>
<th>For Facebook:</th>
<th>Width (px)</th>
<th>Height (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square Image Post</td>
<td>1080</td>
<td>1080</td>
</tr>
<tr>
<td>Portrait Image Post</td>
<td>2480</td>
<td>3580</td>
</tr>
<tr>
<td>Landscape Image Post</td>
<td>3580</td>
<td>2480</td>
</tr>
<tr>
<td>GIFs</td>
<td>1080</td>
<td>1080</td>
</tr>
<tr>
<td>Profile Photo</td>
<td>170</td>
<td>170</td>
</tr>
<tr>
<td>Cover Photo</td>
<td>820</td>
<td>360</td>
</tr>
</tbody>
</table>

Set the resolution to at least 300 ppi.

* Maximum height of footer is at 0.40 inches and maximum height for the header is at 1 inch.
For Facebook:

*Photoset Layout*

<table>
<thead>
<tr>
<th>Card A (Leftmost, Main)</th>
<th>Width (px)</th>
<th>Height (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Card B (Topmost Square)</td>
<td>165</td>
<td>166</td>
</tr>
<tr>
<td>Card C (Middle Square)</td>
<td>165</td>
<td>165</td>
</tr>
<tr>
<td>Card D (Bottom Square)</td>
<td>165</td>
<td>165</td>
</tr>
</tbody>
</table>

Set the resolution to at least 300 ppi.
For Twitter:

<table>
<thead>
<tr>
<th>Type</th>
<th>Width (px)</th>
<th>Height (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square Image Post</td>
<td>1080</td>
<td>1080</td>
</tr>
<tr>
<td>Portrait Image Post</td>
<td>2480</td>
<td>3580</td>
</tr>
<tr>
<td>Landscape Image Post</td>
<td>3580</td>
<td>2480</td>
</tr>
<tr>
<td>GIFs</td>
<td>1080</td>
<td>1080</td>
</tr>
<tr>
<td>Profile Photo</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>Header Photo</td>
<td>1500</td>
<td>500</td>
</tr>
</tbody>
</table>

Set the resolution to at least 300 ppi.

* Maximum height of footer is at 0.40 inches and maximum height for the header is at 1 inch.
### For Instagram:

<table>
<thead>
<tr>
<th>Type</th>
<th>Width (px)</th>
<th>Height (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image Post</td>
<td>1080</td>
<td>1080</td>
</tr>
<tr>
<td>Story</td>
<td>1080</td>
<td>1920</td>
</tr>
</tbody>
</table>

Set the resolution to at least 300 ppi.

*Maximum height of footer is at 0.40 inches and maximum height for the header is at 1 inch.*
### For Youtube:

<table>
<thead>
<tr>
<th>Description</th>
<th>Width (px)</th>
<th>Height (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel Profile Picture</td>
<td>800</td>
<td>800</td>
</tr>
<tr>
<td>Channel Cover Photo</td>
<td>2560</td>
<td>1440</td>
</tr>
</tbody>
</table>

Set the resolution to at least 300 ppi.
For Youtube videos:

Minimum dimensions to qualify as full HD in Youtube is 1280x720 px but the ideal dimension is 1920x1080 px. See recommended upload encoding settings that follows.

Container: MP4  
Audio codec: AAC-LC  
   Channels: Stereo or Stereo + 5.1  
   Sample rate 96khz or 48khz  
Video code: H.264  
Frame Rate: 24, 25, 30, 48, 50, or 60 frames per second  
Bitrate:

<table>
<thead>
<tr>
<th>Type</th>
<th>Video Bitrate (Standard Frame Rate)</th>
<th>Video Bitrate (High Frame Rate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2160p (4k)</td>
<td>35-45</td>
<td>53-68</td>
</tr>
<tr>
<td>1440p (4k)</td>
<td>16</td>
<td>24</td>
</tr>
<tr>
<td>1080p</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>720p</td>
<td>5</td>
<td>7.5</td>
</tr>
<tr>
<td>480p</td>
<td>2.5</td>
<td>4</td>
</tr>
<tr>
<td>360p</td>
<td>1</td>
<td>1.5</td>
</tr>
</tbody>
</table>
For Facebook videos:

Ideal dimension is 1920x1080 px. See recommended upload encoding settings that follows.

Container: MP4
Audio codec: AAC-LC
Channels: Stereo
Video codec: H.264
Frame rate: 30 frames per second or less
The Prototypes

www.doh.gov.ph
Social Media Cards: Announcements and Advisories

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

For more information, visit www.doh.gov.ph

Color scheme used:

Suggested alternative color schemes:

Use this card template for announcements. Headline must be limited to the main subject of the announcement and use the body for details and descriptions. For announcements with long text, use the portrait canvas size for Facebook (2480x3580).

Keep the proportion shown in this prototype.

Template downloadable at: bit.ly/DOH_SMCAdvisory

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Design and Brand Manual
Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Color scheme used:

Aa

Suggested alternative color schemes:

Aa  Aa

Template downloadable at: bit.ly/DOH_SMC02
Use this card template for announcements. Appropriate for announcements with brief details.

Keep the proportion shown in this prototype.

Template downloadable at: bit.ly/DOH_SMC01
Lorem Ipsum
Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_SMC03
Lorem Ipsum
Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

For more information, visit www.doh.gov.ph

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_SMC04
Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

For more information, visit www.doh.gov.ph

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_SMC05
Social Media Cards

Lorem Ipsum Dolor Sit Amet

Lorem Ipsum Dolor Sit Amet?

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_SMCInfo01
Social Media Cards

Lorem Ipsum Dolor Sit Amet

Lorem Ipsum Dolor Sit Amet?

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_SMCInfo02
Social Media Cards: Quote Cards


Lorem Ipsum Dolor Sit
Lorem Ipsum, Lorem Ipsum Dolor Sit

Color scheme used:

Suggested alternative color schemes:

Place a photo facing the text or on the trajectory of the quote and put the important lines of the quoted statement in bold.

Note that the name of the person must also be in bold and of larger font size. Place the designation of the person below the name in smaller font size.

Template downloadable at: bit.ly/DOH_SMCQuote
Digital Posters

Lorem Ipsum Dolor Sit Amet
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_DP01
Lorem Ipsum Dolor Sit Amet
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_DP01
Color scheme used:

Suggested alternative color schemes:

Digital Posters

Lorem Ipsum
Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_DP03
Digital Posters

Lorem Ipsum
Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisi.

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_DP04
Digital Posters

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Color scheme used:

Suggested alternative color schemes:

Template downloadable at: bit.ly/DOH_DP04
Title of Presentation

Name of Presenter

Position

Date of Presentation

Section Title

Department of Health, Philippines

Department of Health, Philippines

Department of Health

Template downloadable at: bit.ly/DOH_PPTSlides
CERTIFICATE OF APPRECIATION

is awarded to

Lorem Ipsum Dolor Sit Amet

In grateful recognition and deep appreciation for his invaluable service as Resource Speaker during Virtual Coordinative Meeting with Health Education and Promotion Officers (HEPVO) in Central Visayas conducted on October 27, 2020.

Given this 27th day of October 2020 in Cebu City, Philippines.

Name
Designation

Template downloadable at: bit.ly/DOH_Certificate
Business cards

Front - Contact Details
Minimum elements:
- Office Address
- Name and Extensions
- Designation
- Contact details (telephone, email, website)

Back - DOH Logo and Header

Template downloadable at: bit.ly/DOH_PCCallingCard

www.doh.gov.ph
Central Offices and Bureaus
Upper portion shall be using the standard header design with the name of the office/bureau

Bottom portion shall include all necessary contact information

Centers for Health Development
Upper portion shall be using the standard header design with the name of the Center for Health Development

Bottom portion shall include all necessary contact information and an indigenous fabric for regional identity/flair

Template downloadable at: bit.ly/DOH_PCNote and bit.ly/DOHNoteCHD
Design of the banners/streamers may change to better suit the event.

With that said, the DOH logo must be prominently placed at the top portion (either aligned to the center of the whole canvas or left side)
Backdrops

Repeating backdrops: Standard DOH logo with appropriate clear spacing shall be used on a background of solid dark green and white primary colors.

Repeating backdrops with other logos: Standard DOH logo with appropriate clear spacing shall be used on a background of solid dark green and white primary colors. Partner logo should be 15% smaller than the DOH logo if DOH is the lead agency. Otherwise, logos are same in size.
Identification card shall make use of the standard header and approved font styles.

Lanyard design shall include the official DOH logo appropriate clear spaces. Standard header design shall also be used to identify the Office/ Bureau/ Center of Health Development.

For giveaways, ensure that guidelines on logo use and placement are followed. Ensure that there will be no distortion of the DOH logo. It is also highly encouraged to use the color palette of DOH.
The Department of Health, as the primary communication agency for health, is mandated to ensure access to basic public health services to all Filipinos. In realizing this strategy, it is imperative for the DOH to strengthen its image and brand in all forms of communication with our stakeholders.

For this reason, the Department has produced a Brand and Design Manual to create a unified and distinguished image as we present information, programs, and services to the citizens. The Manual not only aims to centralize the materials design of all offices, but also to leave a dignified impression on the citizens highlighting the stately image of the Department.

Our team has established this Brand and Design Manual as your foundation when you create and design materials for your office. The Manual is best utilized with your creativity, we encourage you to express your freedom centered on the basic pillars of this Manual.

We thank you for your efforts in following the standards set in this Brand and Design Manual! These simple measures in our design process will help forward our campaign towards a centralized and unified brand for the Department.

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