

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

***SPECIAL CONCERNS OFFICE
First Edition
DECEMBER 1996***



**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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THE DENR LOGO

The DENR symbol is a graphic representation of the ideal environment that we aim to leave as a legacy to our people: **blue skies, white forests and green seas.**

White stands for the pristine and the life-sustaining forest ecosystems while blue represents clear sky and pure air. Emerald green symbolizes the lushness of the marine ecosystems.

All together, this wholesome state of the environment redounds to the well being of people and communities, the rightful beneficiaries of natural resources.



THE DENR LOGOTYPE

The typeface that best complements our symbol is FRITZ QUADRATA (in Letraset font), FRANCAIS (in Pagemaker font) and TRIBUNE Regular (Windows font). It is our standard logotype and should be used exclusively for DENR documents. No other typeface should be used to compose the DENR name, except when it appears as part of a title or of a text.

For instance :

(note to printer:)

**Department of Environment and
Natural Resources**

FRITZ QUADRATA

(> use real font)

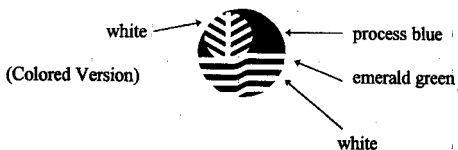
FRANCAIS

(> use real font)

TRIBUNE Regular

(> use real font)

Guide for the Color Reproduction of the Logo



The DENR logo colors are **Process blue, White and Emerald green.**

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 black and white version be followed.

(Black and White
Version)



Printing the logo in reverse must be avoided.

Guide for the Color Reproduction of the Logotype

Department of Environment and Natural Resources
(only in special cases)

Department of Environment and Natural Resources
(preferable in all usages)

SIGNATURE ARRANGEMENTS

For DENR Proper

When the logo and logotype are used together as a unit to compose the signature, the following should be observed :

I. In bold arrangements, only the "D" in Department, the "E" in Environment, the "N" in Natural and the "R" in Resources should be capitalized. In any usage, the distance between the bottom of the logo and the center of the logotype is 0.5 centimeter.

In the letterhead, the diameter of the whole logo is 2.75 centimeters. The tree in the logo is 1.25 centimeters in diameter. It can be scaled down or enlarged to size using these basic measurements, depending upon the usage.



II. In flush left arrangements, the distance between the bottom of the logo and the center of the word "Department" is also 0.5 centimeters.



III. For single color signature arrangements, black and white can be used (Please refer to A). As much as possible however, color arrangements must be used (Please refer to B).

A. black and white



black and white and gray

Department of Environment and Natural Resources

B. color illustration



Department of Environment and Natural Resources

IV. Breaking the logotype in signature usages

As much as possible, refrain from breaking the logotype into more than one line. When it cannot be avoided, cut only after the word "of" then, "and". Only the following arrangements in A or B are allowed. Logo diameter and distance are the same as those mentioned in I and II.

The logo precedes the logotype with their bases falling on the same line. In A, the distance between the logo and the first line of the logotype is 0.5 cm. while the distance of the second line of the logotype is 1.75 cm. from the base of the logo.

A.



**Department of
Environment and Natural Resources**

In B, the top line of the logotype is aligned to the base of the blue sky and the crest of the water wave with the distance between them at 2.0 cms. The base of the logo is 1.5 cm. away from the bottom line of the logotype since the font is now smaller, considering the three lines of the logotype.

B.



**Department of
Environment and
Natural Resources**

For Program Offices

For DENR program offices, the accepted signature arrangement is shown below where the Department logotype is above the name of the program office which is in smaller fonts. Follow the same diameters and distance as mentioned in I. Both logotypes are aligned flush left or else centered. In standard size and A4 stationeries, the DENR typesize is 14 points; the bureau, or program office names, 12 points.



**Department of Environment and Natural Resources
National Forestation Development Office**

or



**Department of Environment and Natural Resources
Natural Resources Management Program**

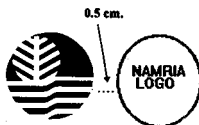
For Attached Agencies or Bureaus

With the issuance of Executive Order 192, several agencies were attached to DENR for overall supervision and coordination. To institutionalize unity within the organization, it is necessary that each agency identifies itself as belonging to the mother agency, DENR.

The general guidelines are as follows:

1. The DENR logo must always be placed on the left, side by side with that of the concerned bureau or the attached agency which produced the documents.
2. Both logos are placed at center of the page, with a 0.5 cm. distance between the two logos (See Figure A). Both logos are perched on the same baseline.
3. The DENR logotype must always be one line above the logotype of the attached agency or bureau. Follow rules in No. 1 for the distance between logo and logotype as well as diameters of the logos.
4. The DENR logotype must be in a bigger font size than the bureau logotype. (See Figure B). For instance, the DENR logotype should be set in 14 points; the bureau logotype in 12 points.

Fig. A. Attached Agency with logo



Department of Environment and Natural Resources
National Mapping and Resource Information Authority

Fig. B. Bureau without own logo



Department of Environment and Natural Resources
Environmental Management Bureau

DENR SIGNATURE USAGE IN PRINT

I. STATIONERIES - Letterheads, envelopes, memo pads should be strictly used for official communications only, never for personal purposes.

For easier identification, agency, bureau and program office letterheads must be color coded. Following are the color codes that fill in a running line after the signature that appears at the top of the page:

LMB - PURPLE (technical specifications presented here)

FMB - EMERALD GREEN (technical specifications presented here)

MGB - CHROME YELLOW (technical specifications presented here)

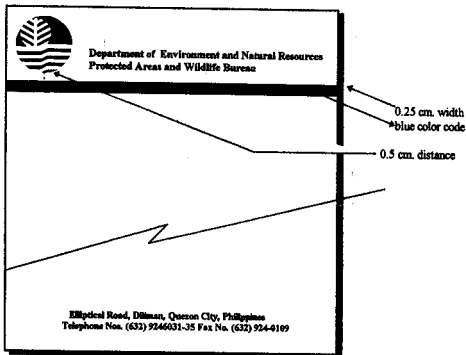
EMB - BROWN (technical specifications presented here)

ERDB - WHITE (represented by two (2) thin parallel lines 0.25 cm. in width and 0.5 cm. from the logotype)

PAWB - BLUE (technical specifications presented here)

Only correspondence from the Central Office uses non-color coded stationeries. All regional offices should have all the color-coded letterheads readily available and to be used accordingly when communicating with the Central Office and other government and private agencies. If the subject matter of the communication or document is mines related, for instance, the yellow color-coded stationery is used.

A. Letterhead (A4, 8 1/2 x 11, 8 1/2 x 14)



The bottom of the page is devoted to the agency address, telephone number/s, fax number/s, cable address and/or internet or e-mail address.



Department of Environment and Natural Resources
Ecosystems Research and Development Bureau

plain white

University of the Philippines, Los Baños, Laguna, Philippines
Tel No. (632-094) 536-3628, Fax No. (632-094) 536-2850

Special Letterheads emanating from the Office of the Secretary

The special letterhead is for the exclusive use of the Secretary for messages to the **President of the Republic of the Philippines**. There is a special text on the upper right hand corner which says, "Memorandum for H.E., THE PRESIDENT".




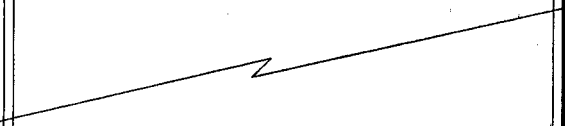
Department of Environment and Natural Resources

memorandum

FOR H. E. , THE PRESIDENT

Visayas Avenue, Diliman, Quezon City, Philippines
Telephone Nos. (632) 929-6616-29, Fax No. (632) 920-4352

Another special letterhead is for the exclusive use of the Undersecretary, Assistant Secretary, Bureau Directors, Staff Directors and Regional Executive Directors for messages to the Secretary. There is a special text on the upper right hand corner which says, "Memorandum FOR THE SECRETARY."

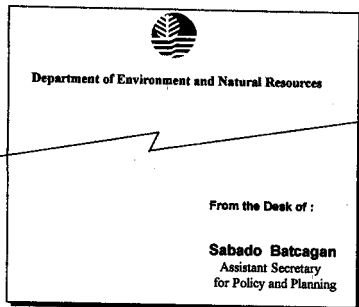
	Department of Environment and Natural Resources	memorandum FOR THE SECRETARY
		
Visayas Avenue, Diliman, Quezon City, Philippines Telephone Nos. (632) 9296626-29		

If the DENR decides to use a commemorative logo or slogan in the letterhead, the logo can be placed on the upper right hand corner of the paper, while the slogan can be situated at the bottom of the page, centered, one centimeter atop the address line.

B. Memo pads

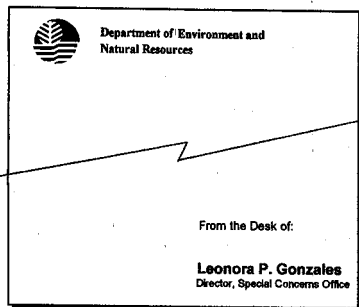
Memo pads bearing the DENR symbol can be personalized only for the use of key officials of the Department (Secretary, Undersecretaries, Assistant Secretaries, Bureau Director and Assistant Directors, Regional Executive Directors, Regional Technical Directors, Provincial Environment and Natural Resources Officers, Community Environment and Natural Resources Officers, Staff Directors and Assistant Directors).

a)



The DENR signature (logo and logotype) may be centered on the top of the page as in A or the logo may precede the logotype at the upper left hand corner as in B.

b)



The key officials' name and designation and office are placed at the bottom right hand corner with the official's name set in boldface, 11 points while the other elements are in same size but medium face.

There are two spaces between the name of the official and the complimentary close "From the desk of:"

C. Envelope

Business envelopes used are those in 10 x 24 centimeter sizes.



Department of Environment and Natural Resources
Visayas Avenue, Diliman, Quezon City, 1100
Philippines, Telephone Nos. (632) 929626-29, (632) 9296252



Department of Environment and Natural Resources
Forest Management Bureau
Visayas Avenue, Diliman, Quezon City, 1100
Philippines, Telephone Nos. (632) 9274784, (632) 9274788, (632) 9200374

II. CALLING CARDS

Only key officials are allowed to have DENR calling cards. Measurements are usually 5 X 9 cm.



Department of Environment and Natural Resources
Forest Management Bureau
Visayas Avenue, Diliman, Quezon City, 1100
Philippines

JOSE D. MALVAS
Director

Tel. No. (632) 927-4784
Fax No. (632) 920-03-74

III. OFFICIAL FORMS

All official forms used by DENR shall follow a uniform format.

A. INVITATIONS

For affairs being sponsored by DENR such as conferences, cocktails, exhibits, inaugurations, etc., the following format for an invitation card is recommended:



1 cm.

*The Department of Environment and Natural Resources
invites*

*you to celebrate with us our 9th Anniversary
in a Thanksgiving Mass
at 7:30 a.m. on June 10, 1996
DENR Main Building
Visayas Avenue, Quezon City*

Breakfast will be served at 8:30 a.m.

R.S.V.P. Call 927-6633

Preferably, there should be a 1 cm. space from the bottom of the logo and the first line of the invitation.

For affairs sponsored by DENR's attached agencies, logo arrangements should be -- DENR logo on the left side and attached agency logo on the right side, divided by a 0.5 cm. space in between.



*The National Mapping and Resource Information Authority
cordially invites
you to the awarding of winners
in the 1996 Photography contest
at 4:00 p.m. on June 10, 1996
DENR Main Building
Visayas Avenue, Quezon City*

R.S.V.P. Call 810-4831

Text can be modified depending on details of events. However, If another agency, public or private, is hosting the affair together with DENR, the Department suggest to the sponsoring agency that the DENR logo be situated side by side with the logo of the sponsor.



*The Rotary Club of Makati
and the
Department of Environment and Natural Resources
invite you to participate
in the Manila Bay Clean-up
June 28, 1996, 8:00 a.m.
Assembly at the Manila Yacht Club
at 7:30 a.m.*

R.S.V.P. Call 926-8346

B. CERTIFICATES

Certificates granted by the Department follow this format.



*The Department of Environment and Natural Resources
awards this*

CERTIFICATE OF PARTICIPATION

to

of

*in recognition of his active cooperation and
invaluable participation in the
First Seminar - Workshop for DENR Attached Agencies
held on March 30, 1996
at the Development Academy of the Philippines
Tagaytay City.*

Given this ___ day of ___, 1996 in Tagaytay City.

VICTOR O. RAMOS
Secretary

There should be a 1 cm. space between the bottom of the logo and the first line of the certificate's text.

In case the workshop is co-sponsored by another agency, the logo of the sponsoring agency must be presented atop the page, side-by-side with the DENR logo, divided by a 0.5 cm. space. Preferably, the DENR logo is placed on the left side of sponsor's logo.



*The Department of Interior and Local Government
and the
Department of Environment and Natural Resources
award this*

CERTIFICATE OF PARTICIPATION

to

of

*in recognition of his active cooperation
in the
First Seminar - Workshop on Eco-labelling
held July 30, 1996
DENR Training Center, Visayas Avenue,
Diliman, Quezon City.*

Given this ___ day of ___, 1996 in Quezon City.

VICTOR O. RAMOS
Secretary
DENR

ROBERT Z. BARBERS
Secretary
DILG

In attached agency workshops, the certificates must display the logos of DENR on the left side, and the attached agency, on its right side.

As to signatories, the head of the lead agency in the workshop signs on the bottom right side of the page. Heads of the co-sponsoring agencies sign on the lower left side. If there is a third sponsoring agency, the head of the lead agency, signs under the signatures of the heads of co-sponsoring agencies.



*The National Mapping and Resource Information Authority
in cooperation with
DENR Field Operations Office
awards this*

CERTIFICATE OF PARTICIPATION

to

of

*for his active cooperation and participation in the
Seminar on Remote Sensing
held March 30, 1996 at the
FRD Training Center, Visayas Avenue,
Diliman, Quezon City.*

Given this ___ day of ___, 1996 in Quezon City.


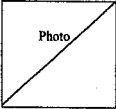
VIRGILIO Q. MARCELO
Undersecretary
Field Operations

JOSE G. SOLIS
Administrator
NAMRIA

C. IDENTIFICATION CARDS

1. EMPLOYEE'S IDENTIFICATION CARD

The official DENR employee's ID Card is shown here. Only the card bearing this format and duly signed by the designated official shall be considered valid. Identification cards of employees in the regional offices should have the region's name after the DENR logotype.


DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES Visayas Ave., Diliman, Quezon City, Metro Manila Tel Nos. 929-66-26 to 29	
	
ID NO.	
NAME	
POSITION	
<hr/>	
EMPLOYEE'S SIGNATURE	
<hr/>	
RAMON J.P. PAJE Assistant Secretary Management Services and International Environmental Affairs	

Employee's ID Card
(Front text)

EMPLOYEE'S ADDRESS	
RIGHT THUMBMARK	GSIS POLICY NO.
	T.I.N.
	BLOOD TYPE
IN CASE OF EMERGENCY, PLS. NOTIFY :	
Name: _____	
Address: _____	
Tel No. _____	

Employee's ID Card (Back text)

DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES
National Capital Region
 Aaron Bldg., Araseta Avenue, Quezon City
 Tel Nos. 7114418, 7310203, 7125278



Photo

ID NO.

NAME

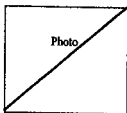
POSITION

EMPLOYEE'S SIGNATURE

CLARENCE BAGUILAT
Regional Executive Director

Regional Employee's ID Card
(Front text)

DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES
Lands Management Bureau
Plaza Cervantes, Binondo, Manila
Tel No. 242-0569 and 242-0551



ID NO.

NAME

POSITION

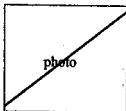
EMPLOYEE'S SIGNATURE

ABELARDO PALAD

Director

Bureau Employee's ID Card (Front text)

DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES
Natural Resources Development Corporation
CLMC Bldg., EDSA, Quezon City
Tel Nos. 926-22-26 to 31



ID NO.

NAME

POSITION

EMPLOYEE'S SIGNATURE


FRANCIS HOW

President

Attached Agency Employee's ID Card
(Front text)

2. NAME TAGS

Suggested here is a format for name tags for use during seminars and workshops.

 Department of Environment and Natural Resources ERICC WORKSHOP April 14-15, 1996 Special Concerns Office DENR, Visayas Avenue Diliman, Quezon City
NAME
AGENCY/PROGRAM

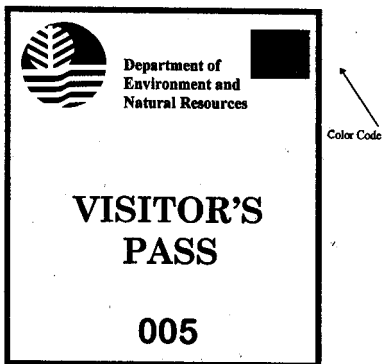
If the workshop or seminar is initiated by the bureaus or regional offices, the bureau's or region's name should appear in the line next to the DENR logotype.

If the workshop is sponsored by an attached agency, follow the signature arrangements for DENR and attached agencies with logos.

If there is a public or private agency co-sponsoring the workshop, each agency's logos must appear side by side, with the DENR's logo at the left side and the sponsor's logo at the right side. The text should mention the agencies responsible for the workshop.

3. VISITORS' ID CARD

All non-employees entering the confines of the DENR offices are required to wear the official visitor's ID card bearing the format shown here.



In the bureaus, the bureau's name comes next in line to the DENR logotype.

In the attached agencies, each agency's logo appear side by side. Follow the signature arrangement aforementioned in No. 1.

In the regional offices, the region's name comes after the DENR logotype, in smaller font.

IV. Special Media

A. STREAMERS

When the streamers must feature two logos, as in format 2, the DENR logo must be placed on the left. Additional text after the bureau or agency logo and logotype may vary in size and color. The diameter of the logo must be twice the height of the initial word.

1.



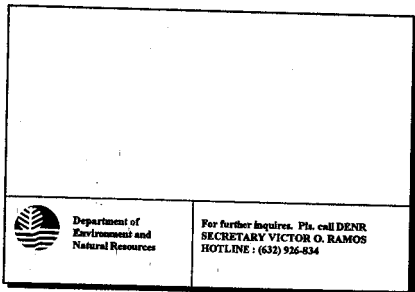
2.



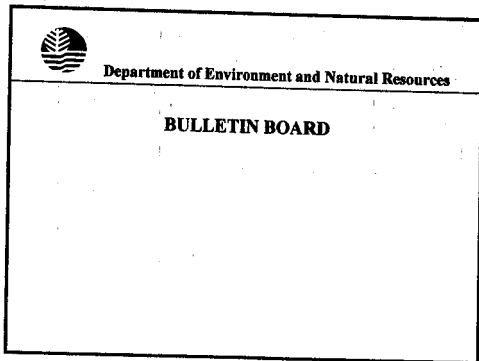
B. BOARDS

1. Billboard

Shown here is a billboard design recommended for use all over the country where there are DENR projects. The signature arrangement is always placed at the bottom left side of the billboard. Size and color for the rest of the text may vary. Suggested size for the board is 2 X 3 meters using metal-type board with weather-proof colors. Regional offices, program offices, bureaus and attached agencies can put their names under the DENR logotype, following directions in page 7 for signature usage.



2. Bulletin Board



Usually, bulletin boards are situated in strategic locations. Clearance for posting are obtained from the Public Affairs Office. Different materials like cork, wood or formica can be used as long as the logo and logotype appear on the uppermost side of the board. Regional offices, bureaus, attached agencies, program offices put their names under the DENR logotype, following directions for signature usage.

C. VEHICLES

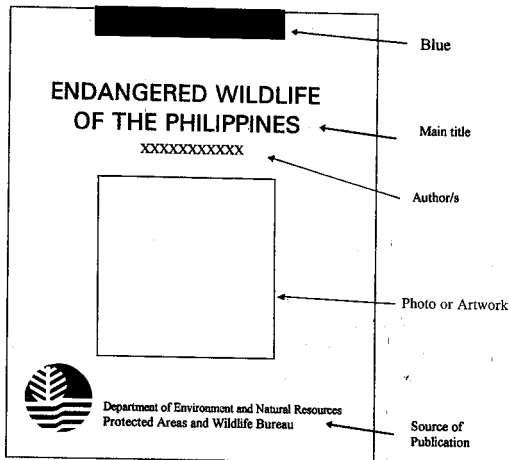
Shown below is the ideal logo/logotype design for all official vehicles of the DENR. Use luminous / reflectorized paint for legibility at night. Place signatures on both front doors of the vehicle. Add in bold capital letters "FOR OFFICIAL USE ONLY", using the minimum font size of 30.



V. PUBLICATIONS

Covers of publications should also have color codes the same as those in the running lines of stationeries. For example, a book produced by the Protected Areas and Wildlife Bureau (PAWB) should have a blue band in the cover. Refer to Figure A.

Fig. A. Books



In any IEC material published or printed by DENR, the standard cover should include the following:

- Color coding
- Title
- Source of publication with the logo and logotype of DENR appearing along side the bureaus, attached agency or program office.

The standard back cover should include the following:

"For further information and details, visit or call"

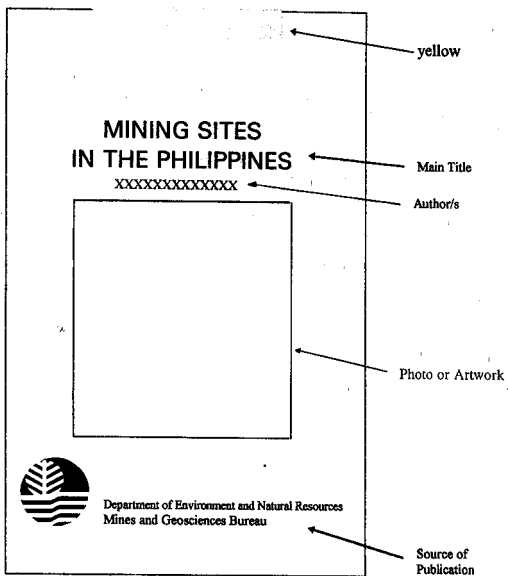
Name of Bureau
Address
Telephone Numbers
Fax Numbers

A short background information about the book shall be included at the back cover. Also include the copyright information, which is usually found at the lower portion.

There are no hard and fast rules in the presentation of the text as each individual IEC materials have their own design and layout for aesthetic appeal.

Only the cover and back page should contain the standard information and color coding.

Fig. B . Pamphlets



Basically, the standard front and back cover for the pamphlets, monographs/ reports, manuals and brochures may be the same as the book. It may vary however, with the artistic presentation of the respective DENR offices.

Fig. C. Monographs / Reports

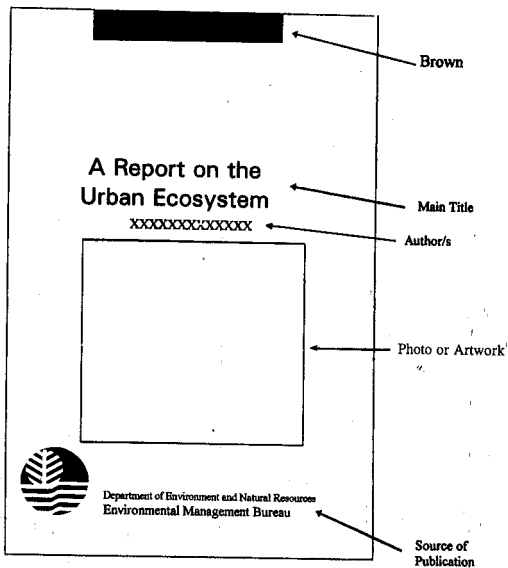


Fig. D. Manuals

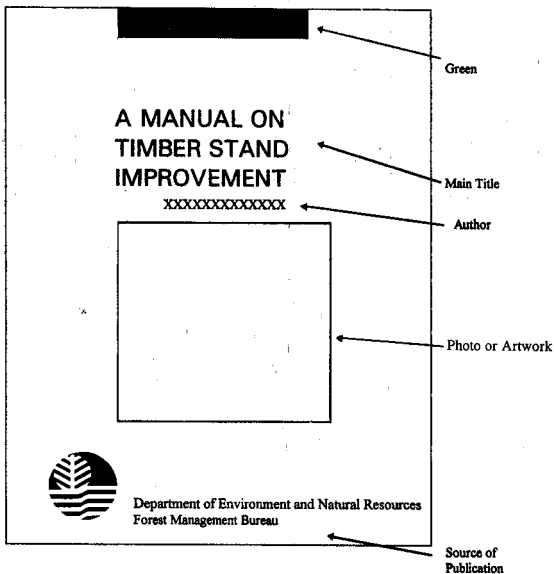


Fig. E. Brochures

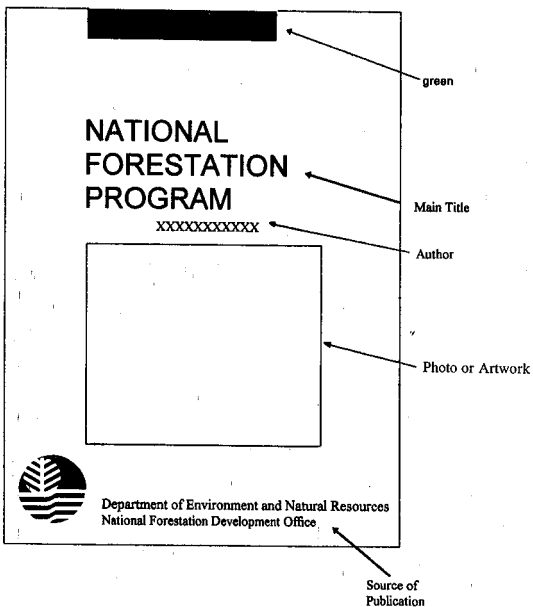
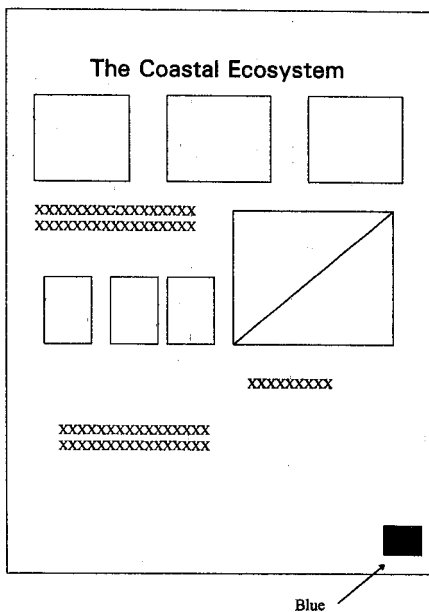
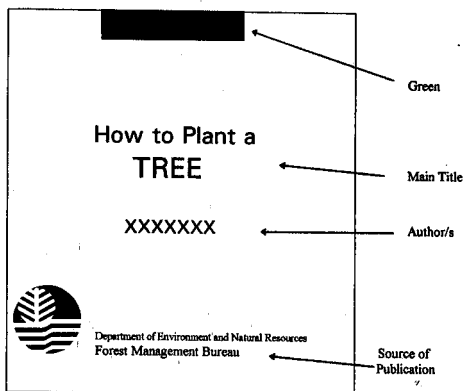


Fig. F. Posters



***II. MANUAL
OF
STYLE***

Fig. G. Flyers



DOCUMENT MANUAL OF STYLE

The Special Concerns Office (SCO) of the DENR lends support to project reporting and document formatting for the different programs, bureaus and attached agencies of the Department.

Style requirements, consistency and quality of reporting are major considerations in the writing, editing and production of DENR documents.

In this manual, the SCO suggests the manner in which documents are written and presented, in an effort to standardize reports, publications and documents generated by the department.

This manual includes a classification of publications and documents as well as formats and production specifications.

This way, the written outputs of DENR are consistent and the quality of reports better assured.

**MATRIX OF DOCUMENTS
GENERATED BY DENR**

A. Existing DENR documents.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
<p>Memorandum Order</p>	<ul style="list-style-type: none"> - Embody directives, rules, regulations, orders and/or instructions which establish new policies or implement existing laws and orders. - They are regulatory in nature, permanent and mandatory in character, and of general application. - It can grant certain authority, enforce or implement certain laws or order an action. 	<p>Secretary or his duly designated Officer-In-Charge</p> <p>(the seal of the Secretary appears in all orders and communications)</p>	<ul style="list-style-type: none"> - date - code no./ year issued Subject, states the content of the whole document in one phrase or clause - text - effectivity clause - signature and signatory's name and designation

Memorandum Order



①

Department of
Environment and
Natural Resources

January 17, 1996 ②

MEMORANDUM ORDER

No. 96- 01

③

**SUBJECT : DELEGATION OF AUTHORITY TO RED
MARIANO Z. VALERA**

④

⑤

⑥

VIRGILIO Q. MARCELO ⑦

Undersecretary for
Field Operations

- ❶ Use Regular agency stationery. Commemorative letterheads can be used but special logos should appear in the upper right side. Special slogans should appear at the bottom center of the page.
- ❷ The Records Office stamps date of actual signing of Memorandum Order.
- ❸ Times New Roman 12 points is the typeface used in the text. Only tables, charts, spreadsheets, and the like, attached to documents, can use other fonts. The "Subject" portion should be indented 8 spaces, in bold face, centered and all caps. The Memorandum Order portion is flush left, in bold capital letters. Starting 1996, documents have been numbered as 96-____, depending on their entry numbers in the Records Office logbook. Henceforth, documents produced in 1996 and succeeding years no longer have year / series numbers.
- ❹ First line of the text written in normal Times New Roman font is indented 5 spaces. Spacing between lines is single. In between punctuations, there should be one space after commas and semi-colons, two spaces after colons. Do not leave spaces between periods and letters in abbreviations or before or after hyphens. Make a dash by typing two hyphens without a space between them or on either ends.
- ❺ Allot a double line space in between paragraphs.
- ❻ Left margin is 3 centimeters while right margin is 2 cm. from the right edge of the paper. Bottom margin is 3 cm. from the edge of the paper.
- ❼ Signatory name, all in capital letters, is typed 6 spaces from the last line of the text to make room for his/her signature. Designation of signatory in capital and lower case letters, follows his full name. Signatory initials in all pages of the document except the page where his full signature appears.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Administrative Orders	<ul style="list-style-type: none"> - Provide for the organization of bureaus and offices, as well as, those that are promulgated, pursuant to existing laws, to supplement the provision thereof, by spelling out details of procedures, manner of enforcement, etc. not otherwise provided in the law. - They operate as effectively as the basic law itself upon private persons and entities. - Usually, the subjects require more force, and are therefore contained in the Administrative Order. 	Secretary or his duly designated OIC	<ul style="list-style-type: none"> - date - code no. and year issued - subject - introduction, which briefly explains the DAO's reason for being - statement of policy - text discusses in detail the title, scope and definition of terms. Can be supported by tables and appendices - separability clause is included so that in case some parts of the order are declared obsolete or void by court action, other parts of the provisions shall still remain in force - repealing clause provides that provisions which have become obsolete are deleted

			<p>-amendments state that the document can always be modified, as the need arises. Note: The code number, in case of amendments to the mother A.O., is appended with an effectivity clause that usually states that the Order becomes effective 30 days after the A.O. is published in an official gazette. -signature and designation of signatory</p>
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Administrative Order



①

Department of
Environment and
Natural Resources

② July 27, 1995

③

ADMINISTRATIVE ORDER

No. 95-24

④

**SUBJECT: GENERAL FUNCTIONAL RELATIONSHIPS
BETWEEN MINES AND GEOSCIENCES BUREAU
AND DENR REGIONAL OFFICES**

⑤

This Order shall take effect immediately.

⑥

VICTOR O. RAMOS
Secretary

⑦

- ① Use DENR Stationery.
- ② The Records Office stamps date of actual signing of the Administrative Order.
- ③ "Administrative Order" is bold, 12 pts. Times New Roman, all caps, while number and series are in capitals and lower case. Three lines are flush left. Administrative Orders issued starting 1996 no longer have year series.
- ④ "Subject" portion is in bold face, centered, all caps.
- ⑤ First line of text which is written in Times New Roman 12 points is indented. Spacing between the lines is single. Spacing between paragraphs is double.
- ⑥ Signatory name, all in capital letters, is typed six spaces from the last line of the text to make room for the signature. Designation of signatory, in capital and lower case letters, follows his/her full name. Signatory initials in all pages of the Order except the page where his full signature appears.
- ⑦ Start pagination only from page 2, if there are more than a page of the text used. Put page numbers at the bottom center of the page.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
<p>Office Circulars</p> <p>(includes memo circulars)</p>	<ul style="list-style-type: none"> - Contain administrative instructions which are directory, advisory or informative in nature, or more or less permanent in duration and requiring compliance by personnel of the issuing agency. - They usually cover such subjects as internal delegations of authority, standard operating procedures, personnel conduct and related matters. - They may also contain implementing instructions or regulations, orders, circulars, etc. from other line agencies applicable to or requiring compliance by the employees of the issuing office. 	<p>Secretary or his designated OIC</p>	<ul style="list-style-type: none"> -date -code no. and year issued -subject -basic policies/premises -purpose -supporting circulars -effectivity clause -signatory - (optional - appendix with figures, tables, matrices at the end so as not to disturb text)

Memorandum Circular



①

Department of
Environment and
Natural Resources

②

January 30, 1996

MEMORANDUM CIRCULAR ③

No. 96-01

①

TO : All Undersecretaries, Assistant Secretaries,
Bureau Directors, Regional Directors,
Service Directors and Heads of Offices
and Attached Agencies.

SUBJECT : **PRESCRIBING NEW WORK SCHEDULES**

④

This Order shall take effect immediately.

⑤

VICTOR O. RAMOS
Secretary

⑥

- ① Use regular stationery.
- ② Date stamped by the Records Office is the actual day of signing of Memorandum Circular or Office Circular.
- ③ "Memorandum Circular" is bold, 12 pts., Times New Roman, all caps, while number are in capitals and lower case. All three lines are flush left.
- ④ Addressee portion is in capital and lower case letters, and "Subject" portion are in bold face, all caps. Allow 5 spaces after the colon before addressee name and subject are typed. Allow a double space from the "addressee" line to the "subject" line.
- ⑤ Type first line of text five spaces after the last line of the subject. Indent all paragraphs. Text is in 12 pts. Times New Roman, single space. Sub-heading in the text can be written in bold face. Allot a double line space in between paragraphs.
- ⑥ Signatory name, all in capital letters, is typed at the bottom right corner, six spaces from the last line of the text to make room for the signature. Designation of signatory, in capital and lower case letters, follow full name of signatory. Signatory initials on all pages of the circular except the page where his/her full signature appears.
- ⑦ Start pagination only from page 2, if there are more than a page of text used.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Special Orders	Direct assignments and other matters affecting the status of personnel which may include: detail, designation, commendation, supervision, reinstatement, demotion, creation of committees of temporary nature and other allied matters and those that direct their undertaking of special assignment or missions for a definite period.	Secretary or his designated OIC USEC/ASEC/ Bureau Directors, regarding matters under their direct supervision.	-date -code no. -year issued -subject -text proper -effectivity clause -signature of official as well as his name and designation

Special Order



①
Department of
Environment and
Natural Resources

②
January 2, 1996

SPECIAL ORDER ③
No. 96-01

④ **SUBJECT: REASSIGNMENT OF REDS AND RTDS**

⑤

This Order shall take effect immediately.

VICTOR O. RAMOS ⑥
Secretary

- ① Use regular agency stationery or special bureau, regional or attached agency letterheads, depending on the source of the special order.
- ② Date stamped here by the Records Office is the actual day of signing of the Special Order.
- ③ After 3 spaces from the date, type "Special Order" in bold letters, also 12 points Times New Roman, flush left and in all caps.
- ④ "Subject" line is indented 8 spaces, all caps, in bold face, centered. Allow three spaces from the line indicating the Special Order number before typing the "Subject" line.
- ⑤ First line of text is indented 5 spaces and written five spaces after the last line of the subject. Indent all paragraphs of the text and allow a double line space in between paragraphs.

Text is written in 12 pts., Times New Roman, and single-spaced. Sub-headings can be written in bold face.

- ⑥ Signatory name, all in capital letters and in bold face, is typed at the bottom right corner of the page, six spaces from the last line of the text. This is to make room for the signature. Designation of signatory, in capital and lower case letters, follow the full name of the signatory. Signatory affixes initials in all pages of the special order, if there are more than a page of text used, except on the page where his/her full signature appears.

2. Internal

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Memorandum	A brief, straight- forward message to Supervisors or Subordinates regarding directions or exchange of essential information, for inter-office circulation	Officials and employees	-date -addressee (FOR is used if the addressee's position is higher than that of the sender. TO is used if the addressee's position is lower than that of the sender. THRU is used if sender wishes to course the message through his supervisor, both immediate and / or the highest authority). -sender (written after "FROM") -subject -text proper -signatory name and signature

Memorandum



①
Department of
Environment and
Natural Resources

②
March 19, 1996

③
MEMORANDUM

④ **TO** : ALL PROJECT DIRECTORS/MANAGERS
Foreign-Assisted and Special Projects

⑤ **FROM** : THE DIRECTOR
Foreign-Assisted and Special Projects Office

⑥ **SUBJECT** : **WORK ACCOMPLISHMENT OF CONSULTANTS
AND CONTRACTUALS**

⑦ _____

For information and compliance.

⑧
RAFAEL E. CAMAT, JR.

⑨ cc: Office of the Secretary

All intra-office Memoranda use recycled paper including the back of used papers.

If possible, confine memos to a single page so that all details will be appended as attachments.

If this not possible, start page 2 of the memo simply with an indented paragraph. Continue text until the signatory portion, location of signatory is same as in page 1.

- ❶ Use regular agency stationery or special bureau, regional or attached agency letterhead, depending upon source of memorandum. If memo is more than one page, the second page henceforth, is written in plain bond paper or recycled paper and paginated accordingly.
- ❷ Date indicated is the date of the signing of the memorandum.
- ❸ The word "memorandum" is in capital letters, bold, flush left and typed three spaces after the date.
- ❹ "To" portion is in all caps. Following lines can be written in caps and lower case letters. "To" is used if the addressee/s is/are under the supervision of the memo sender. "For" is used if the addressee is of a higher authority.
- ❺ The "From" portion indicates the official source of the memorandum. A double space separates the "To" and "From" lines.
- ❻ The "Subject" portion is typed in all caps.
- ❼ The first line of the text is indented five spaces and typed three lines after the "Subject" line. Text is written in 12 points Times New Roman, regular font and single-spaced. Allow double spaces in between paragraphs.
- ❽ Type the full name of the signatory all caps, bold, 5 spaces from the last line of the text at the bottom right hand corner of the page to allow room for the signature. The designation, in regular font, follows one line after. Usually, memoranda are brief and concise and would therefore need just one page. Attachments can be appended so as not to disturb the text.
- ❾ The "cc" is an abbreviation for "copy furnished" in case the document's contents need to be known by another official simultaneously. The optional "cc" portion is typed at the bottom of the page using the 8 points Times New Roman font. The source office is responsible for photocopying main documents, copies of which need to be furnished to the other office heads.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Policy Paper/ Study	Contain the official view of the department, bureau, attached agency on a policy of the department regarding a specific issue or concern.	key DENR officials	<ul style="list-style-type: none"> -cover page with title -executive summary -text proper -budget, if any -recommendations -name of service department staffers

Suggested parts of a

POLICY PAPER

Date

Title

Author

Name of Bureau, Attached agencies or unit who produced
DENR

Title Page
contains

Title of policy paper and author
with DENR logo and logotype at the bottom of the page.

Executive Summary (in one page)

PARTS

- I. Introduction - Sub-headings can be in boldface. Use footnotes to cite source of data in text. Tables can appear in between text.
 - II. Problems and Opportunities
 - III. Funding & Incentives
 - IV. Recommendations
 - V. Conclusion
 - VI. References with author, titles, publication dates and kinds of publications
-

Inside Back Page

Persons and agencies to credit in the policy paper formulation.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Development Plans	These refer to reports prepared by respective programs/units for the country, based on the location distribution of national endowments, location of major services and facilities and the functional hierarchy of sectors. Preliminary development plans are intended for restricted audiences while final reprints are for general circulation.	Concerned USEC	<ul style="list-style-type: none"> -cover and title page -introduction -situationers -opportunities,/ threats/ projections/ -statistics programs/ projects -appendices

The cover page contains the color code the title of the development plan, the logo and logotype of DENR and other agencies who have participated in the formulation of the plan.

The producer of the plan has the freedom to choose overall art design and layout of the whole document. However, the standard back cover should state "For further information, please call; Name of Agency, Address, Telephone and fax numbers".

Appendices may include, maps, photographs, joint venture agreements, Sanggunian resolutions and the like.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Working Papers	These papers present preliminary exploration of a single research concern which is part of a larger study. As base documents, they present the background, objectives, methodologies, data analysis and summary of findings and conclusions.	Concerned USEC/ASEC signs in the covering memo.	<ul style="list-style-type: none"> -cover -rationale of the paper -issues -solutions / recommendations - backcover containing names of compilers, researches, event organizers, if any.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
<p>Project/ Capsule Proposals</p>	<p>These are detailed papers prepared for purposes of obtaining funds from local and foreign sources.</p> <p>These define the objectives, establish strategies and time frames, specifies the resources required to attain the objective of a program project or study.</p>	<p>Proponent</p> <p>Secretary recommended by a USEC, if it has passed executive scrutiny and transmitted to a funding agency.</p>	<ul style="list-style-type: none"> - cover including title, page, name of proponent - executive summary - rationale - table of contents - text proper including introduction, objectives, strategies, project duration, expected outputs or gains, marketing strategies, conclusion - budget - other appendices such as budget breakdown, personnel, complement, travel, supplies, contingencies, operations matrix, Gantt Chart, references, tables, charts, illustrations, maps, organizational structure.

Suggested Format

After the cover and title page containing project title and author, a project proposal's text must include the following:

PROJECT TITLE

PROPONENT

OBJECTIVES

A. General

B. Specific

DESCRIPTION OF PROJECT COMPONENTS / IMPLEMENTING STRATEGIES ESTIMATE PROJECT INVESTMENT REQUIREMENTS AND DURATION.

ECONOMIC / FINANCIAL RETURNS

Appendices containing Gantt Charts, Maps, Photos, Resources, Breakdown of Material requirements, etc.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Status Reports	These are progress reports, usually monthly, submitted by the Central Office units, bureaus, program offices and regional Offices addressed to the Secretary and concerned USEC or ASEC.	Covered by a transmittal memo signed by key DENR official.	-Duly signed transmittal memo indicating subject of the report (Refer to next page) -Main report consist of: a) summary b) text proper with subheadings c) financial update d) problems identified e) recommendations f) other pertinent attachments like minutes of meetings, fund transfer, communications, charts, tables, etc. - signature and name of official who prepared report, duly noted by the next higher authority



Department of Environment and Natural Resources
Forest Management Bureau

April 11, 1996

MEMORANDUM

FOR : LEONORA P. GONZALES
Director, Special Concerns Office

FROM : THE ASSISTANT DIRECTOR
Forest Management Bureau

SUBJECT : SITUATIONER REPORT ON FORESTRY

In compliance with the memorandum of the Undersecretary for Environment and Programs Development relative to the above subject, respectfully forwarded is the initial draft of the Situationer Report on Forestry.

For your review and consideration.

BAYANI S. NERA

cc: The Undersecretary
Environment and Programs Development

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Manuals	Manuals deal with systems or procedures that have been studied and are proposed for wider use by the different units of the department. Generally, these are "how-to" manuscripts for general circulation.	concerned DENR Official who explains rationale of manual in the foreword or preface.	<ul style="list-style-type: none"> -cover /title page with authors' name and date produced, source of publication and color code covering memo -foreword -editor's note -text pages with graphics, illustrations, etc. detailing step by step instructions -acknowledgement page -back cover

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Special Reports	These include brochures, annual reports, directories, hand-outs and similar literature used for Information, Education and Communication purposes.	concerned DENR Official or group.	<ul style="list-style-type: none"> -cover -title page -editor's note -rationale of report (optional) - text proper -acknowledgement page -back cover

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
<p>Seminar/ Workshop Proceedings</p>	<p>These documents assemble the minutes, discussion papers, resolutions and other pertinent materials of seminars or workshops for future policy reference.</p>	<p>- cover transmittal memo to be signed by head of sponsoring office</p>	<p>-cover page indicating title of seminar/ workshop, sponsoring agency (ies), date, venue, secretariat</p> <p>-foreword from the USEC involved explaining rationale of workshop</p> <p>-text containing major issues discussed, topics tackled, resource persons, copies of their policy papers, recommendations arrived at, decisions agreed upon</p> <p>-appendices such as outputs of each workshop group, list of participants and resource persons, actual policy papers of resource persons, forms used in the workshops, programme of activities</p>

Parts of the text proper of workshop proceedings:

A. PARTICIPANTS

B. OBJECTIVES

C. PROCEEDINGS

Day 1 (Date)

Presentation Papers
Open forum, Issues and Answers
Conclusions/Recommendation
Workshop Outputs, if any

Day 2 (Date)

Presentation Papers
Open Forum, Issues and Answers
Conclusions
Workshop Outputs, if any

D. APPENDICES

Programme of Daily Activities
List of Participants
Workshop Papers, if any

GUIDELINES

1. Headings are written in 13 points of Times New Roman, bold and typed flush left.
2. Text are typed in 12 points of Times New Roman, single-spaced. The first line is indented five spaces. Profile of participants are first explained. The list of names and the organizations represented may be appended at the end of the document. Start pagination on page 2.
For clarity, justify text on the right margin.
3. Under the proceedings, explain highlights of speeches, papers presented and issues raised. A detailed discussion of workshops, if any is important. Include names of facilitators and outcome of workshop and plenary sessions.
4. Appendices appear at the end of the document so as not to disturb the text. Appendices may include the following:
 - working papers or reports of presentors
 - daily programme of activities
 - text of speeches
 - list of participants and organizations represented
 - copy of certificate of completion issued
 - photographs of field visits and workshop proceedings, if any.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
<p>Legal Documents</p>	<p>Legal documents include contracts, detailed rules and regulations, etc. framed by the Legislative Affairs Office to govern transactions with clients and clients relationships with DENR.</p> <p>Various kinds of legal documents use legal jargon and formats which are known by the legal department.</p> <p>All legal documents drafted by the different offices must pass the legal department's scrutiny before these are finalized, typed, signed and notarized to become part of the public documents.</p>	<p>USEC for Legal and Legislative Affairs and Attached Agencies and ASEC for Legislative and Local Government Affairs</p>	<p>-covering memo incorporating document abstract</p> <p>- document proper</p> <p>-acknowledgement page</p> <p>-appendices containing WFP, Schedule of releases and/or maps.</p>

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Radio Messages	<ul style="list-style-type: none"> - These are usually urgent one-page messages transmitted via radio for the field offices from the Central Office and vice versa. - Messages must be coursed through the USEC, Field Operations, except if it comes directly from the OSEC. - Language used is brief and concise. - Abbreviations are permissible. 	<p>Regional Executive Director always sends, if from the field offices.</p> <p>Key DENR official always sends, if from the Central Office, but always approved for transmission by the USEC for Field Operations.</p>	<ul style="list-style-type: none"> - date - addressee, with "Attention" for emphasis - brief text - signatory - "approved for transmission" closing with the USEC's signature - signatory's name and designation

Sample

RADIO MESSAGE (Revised format. Forms available at the radio room.
Accomplish accordingly.)



Department of Environment and Natural Resources
Visayas Avenue, Diliman, Quezon City

Outgoing Dispatch

Fm Evangeline C. Cruzado Drafted by Prudencio Aquino

To The Regional Executive Director Approved by Evangeline Cruzado

DENR, R-4, Roxas Blvd. Manila Released by VIRGILIO Q. MARCELO,
USEC for Field Operations

Info _____ Classification SECRET CONFID UNCLASS

DTG August 27, 1996 Precedence FLASH PRIORITY ROUTINE

PLS. SUBMIT TO NFDO NOT LATER THAN AUGUST 30, 1996
THE FOLLOWING FINANCIAL REPORTS AS SUPPORTING
DOCUMENTS TO FACILITATE THE RELEASE OF WORKING FUND:

1. BANK STATEMENT (MAY & JUNE, 1996)
2. BANK RECONCILIATION STATEMENT (MAY & JUNE, 1996)
3. NFDO FORM 3
4. CONSOLIDATED TRIAL BALANCE FINAL & PRELIM AS OF
DECEMBER 31, 1995 UNDER LOAN I & II (ADB & OECF)

THANK YOU STP

TOD _____ By _____

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Indorsements	<p>These are usually messages covering communication needing action.</p> <p>Since the document passes through several officials, the addressed official with no amendments to the original communication can just initial on the indorsement. In case of amendments, only then shall the concerned official make another covering indorsement.</p>	Key DENR officials	<p>- heading with date</p> <p>-text</p> <p>-sender</p>

Indorsements



①
Department of Environment and Natural Resources
Region II, Tuguegarao, Cagayan

② 1st INDORSEMENT
February 2, 1995

③ Respectfully forwarded to the Office of the Secretary, the updated list of DENR R-2 key officials.

④
For your information and ready reference.

⑤ **ELIAS SERASPI JR.**
OIC, Regional Executive Director

- ① Use regular DENR stationery with color code. Follow the suggested signature arrangement for the logo and logotype.
- ② Seven spaces after the last line of the logotype in the letterhead, type centered "1st INDORSEMENT", as the case may be, all in Times New Roman 12 points, capital letters. In the next line, type the date in capital and lower case letters, centered, using regular Times New Roman 12 points.
- ③ Three spaces after the date, type text with first line indented 5 spaces, using 12 points of Times New Roman, regular font, single-spaced.
- ④ Allow double spaces between paragraphs.
- ⑤ Five spaces after the last line of the body of the message, type the name of sender/ender, all in capital letter, flush right. In next line, type sender's designation, in capital and lower case letters.

Correspondence/Letters

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Correspondence	Letters, Communication sent, for information purposes, to external clients regarding various subjects needing action or confirmation.	DENR Employees and Officials	-Date -Addressee -Salutation -body of letter -closing -sender's name and designation -filename/ encoder

Correspondence



①
Department of
Environment and
Natural Resources

② March 2, 1996

③ **HON. AMBROCIO RAMOS**
Presidential Assistant
General and Administrative Matters
Office of the President
Malacañang, Manila

④ Dear **PA Ramos**:

⑤ _____

⑥
Very truly yours,

⑦
MA. CLARISSA MAGDARAOG
Head Executive Assistant

⑧
fm:PA/Ghil C.

- ① Use regular DENR stationery.
- ② Type flush right, actual date of letter preparation in 12 points Times New Roman.
- ③ The addressee portion is typed single-spaced, flush left, with the addressee name in bold face, all capital letters. Address can be typed in caps and lower case letters.
- ④ The salutation are in bold letters, ending with a colon.
- ⑤ First line of the text in each paragraph is indented 5 spaces. All text are in 12 points Times New Roman, single-spaced. Allow double space in between paragraphs.
- ⑥ The closing is aligned with the date and typed three spaces from the last line of the letter.
- ⑦ The sender's name is typed 5 spaces from the closing to make room for the signature. The name is in bold face and capitalized letters while the designation is in caps and lower case letters.
- ⑧ For purposes of tracking, another line with document filename of encoder typed at the bottom left part of the page, flush left, and in 8 points of the Times New Roman font.

TYPE/TITLE	DESCRIPTION	SIGNATORY	PARTS OF THE DOCUMENT
Executive Reports	<ul style="list-style-type: none"> - These reports are exclusively for the Philippine President and/ or Secretary of the Department of Environment and Natural Resources. - These may be status or accomplishment reports properly bound and covered with acetate. 	USECs and ASECs or by the Secretary, in case of reports to the President	<ul style="list-style-type: none"> -transmittal memo letter on color coded paper, in case of long reports. -executive summary -recommen-dations -table of contents -dividers - it is bound by dry binding.

Transmittal Memo for the Executive Report



①

Department Environment and Natural Resources

MEMORANDUM FOR
The Secretary

② FOR : THE SECRETARY
FROM : UNDERSECRETARY, FIELD OPERATIONS
SUBJECT : UPDATE ON MFPC IN QUEZON
DATE : 30 March 1996

④

①

⑤

For information.

①

VIRGILIO Q. MARCELO

- ❶ Use special letterhead.
- ❷ Text is written in 12 points of Times New Roman. The "FOR", "FROM", "DATE" and "SUBJECT" portions are all in capital letters.
- ❸ Type a broken line through the page.
- ❹ Indent all paragraphs 5 spaces. Type the first line 2 spaces after the broken line.
- ❺ Allow double spaces between paragraphs.
- ❻ Signatory name and signature must be at the lower right hand corner.

*Manual on Presentation during
Cabinet Meetings
including Memorandum for the
President*

FOREWORD

All members of the cabinet were sent notices by the Office of the President (OP) last June 1996, enjoining them to follow a format for the presentations to the President during cabinet meetings for greater clarity and facilitating in decision making. This section is especially reprinted from the Office of the President Memorandum for the benefit of DENR officials and staff who prepare the Secretary's report to the President. By following the formats suggested herein, we cut time spent on reformatting documents to suit the requirements of the OP.

**MANUAL ON AUDIO-VISUAL
PRESENTATIONS DURING CABINET MEETINGS
OR STAFF MEETINGS**

I. OBJECTIVES

- Upgrade the quality of presentations to the President or to the Secretary by setting the minimum standards and specifications to ensure that such presentations are in proper form and clarity, and are able to project effectively key ideas, facts, figures, and other relevant information required for decision making.
- Enjoin all government departments, agencies, instrumentalities and offices to conform with these standards and specifications.
- Facilities coordination between the presenting offices, agencies and the Office of the President, through the Presidential Management Staff, on the scheduling and other requirements regarding presentations during Cabinet Meetings or through the Office of the Head Executive Assistant for Staff Meetings within the Department.

II. STANDARDS AND SPECIFICATIONS

- A. LENGTH OF PRESENTATION - Ten (10) to 15-minute running time is ideal. The first 5 minutes should be devoted to the presentation proper and the next 5 to 10 minutes to interactions, comments and questions.
- B. CONTENT - The flow of the presentation follows this general format:
1. *Opening* - Identify the objectives of the presentation and the action/s required from the body.
 2. *Key Decision Points* - State the major points of discussion in the form of the presentation outline. Limit the number of major points to four for a focused and compact presentation. Presentations should have fulfilled the requirements of Complete Staff Work (CSW).
 3. *Details* - Discuss key points in detail. Focus on key decision points, not procedural concerns.
 4. *Closing* - Recap the key decision points and recount to the body the next action/steps required.
- C. WHEN TO USE VISUALS - Visuals are tools for emphasis and easier understanding. Use them when there is a need to highlight relevant and critical information that will facilitate

decision-making, and when they can make the audience understand better the information being presented.

D. CREATIVE VISUALS - Effective visuals during Cabinet and other high-level meetings are characterized by:

1. *Readable, consistent typeface/font types*

a. Type - The sans serif typefaces are preferred in terms of readability e.g. ARIAL, HELVETICA;

b. Consistency - Use one, at most two, different typefaces, so that audience is not distracted.

c. Size - **Use BIG PRINTS.** It is best to maintain, at most, two types of font sizes on a visual, the bigger one for the heading and for highlighting the most critical information. The smallest size must be 18 points.

2. *Limited information, to the most important details.*

- Use phrases or buzzwords, not sentences. Sentences on visuals make for ineffective communication. They clutter the visual.
 - Use few phrases on one visual. Refrain from putting too many items in one visual.
 - Use tables or matrices that are light to look at. Ideally, data in tables or matrices are best converted into graphs or charts. Should there be no better option, the tables or matrices must be limited to the most important details, to fit in a few columns and rows, say 4 x 4 at the most.
3. Use color and art to emphasize points. Color and art can enliven presentations. They must be both interesting and simple, and must not serve to make the participants brood over what the different colors and art forms are supposed to signify.
4. Use heading and marked phrases. Heading on visuals give the audience an easier time to follow the framework of the presentation. Sub-headings, if any however, should not be repeated on subsequent visuals. If there is a listing of phrases, they should be marked with numbers, letters or bullets, examples are:

MARKED PHRASES

I Roman Numerals

or

1.

II

2.

A. Capital Letters

2.1

B.

2.2

1. Numbers

2.2.1

2.

2.2.2

a. Small Letters

b.

● Bullets

5. *Use graphics, charts, or pictures whenever possible* - Graphics, charts and pictures are more interesting than text. However, they should serve only to amplify and clarify meaning, and not attract attention to themselves, otherwise they distract attention from the presentation.

E. TYPES OF VISUALS - Considering the size of the Cabinet Meeting/Staff Meeting, the most preferred ones are:

1. Overheads (use when ensuing discussions are expected to require retrieval of visuals)
2. Computer-generated
3. Slides/Slides on film
4. Video

III PRE-PRESENTATION REQUIREMENTS

- A. Clean hard copies of the visuals used during presentations and hand-outs, if any, containing details of the subjects presented, must be furnished the President (for the Staff Meeting, the Secretary) before the presentation. The hand-outs must be readable, clear and in support of the information presented; and they must be limited to a few number, to make sure that they are read.
- B. If the presentation comes with a script/text, a copy of this should be given to the Presidential Management Staff (for Cabinet meetings) or the Office of the Head Executive Assistant (for Staff meetings) after the presentation to aid in documentation. Scripts for the President and or the Secretary should use a font size of at least 14 points.
- C. The presenting agencies should inform PMS, through the Conference Management Office (CMO), of any presentation that will require the use of equipment ahead of time (at the least, the day before). The setting up of all equipment during Cabinet and other meetings with the President must be completed at least an hour before the meeting.

D. Documents for submission to the President.

1. Use the standard formats of the following (contained in Annex A, B, C).
 - Memorandum for the President from the Secretary
 - Proposed Proclamation for the President's signature
 - Proposed Executive Order for the President's signature
2. Documents exceeding four (4) pages should have an executive summary. Attach the necessary action papers (e.g. draft E.O. or Proclamation)
3. Clearly indicate the action requested, e.g., "recommend approval" or "for the President's information and further instructions. "Do not be ambiguous by asking the President "for his consideration."
4. Do not put action documents with five (5) pages or less in folders as these clutter/disrupt Presidential paperwork.

IV. ON ATTENDANCE OF OFFICIALS AND STAFF TO CABINET/STAFF MEETINGS

- A. Only Cabinet (Staff) members, regular Cabinet (Staff) attendees and concerned support staff will be allowed to attend the Cabinet (Staff) meetings. The PMS (HEA) should know the names of officials/staff who will assist, at least 24 hours before the Cabinet (Staff) Meeting.
- B. During the meeting proper, unnecessary movements/activities that will disrupt the proceedings should be strictly avoided.

V. COMPUTERIZED MULTI-MEDIA PRESENTATIONS

All Cabinet and high level presentations should be computerized multi-media presentations: computer-based integration of 1) text, 2) photos, 3) graphics (drawings or clip-arts), 4) full-motion video, 5) animation and 6) sound-using the equipment set-up at the meeting hall.

A. Equipment for presentations

1. Presently installed at SDR:
 - Overhead camera.
 - Barco projector and projection screen (simultaneous projection using computer monitors spread around the table at SDR).

2. Available upon request:

- Power PC (Macintosh computer) - uses a graphics-based metaphor or graphical interface (GUI) similar to Microsoft Windows '95
- VCR-beta format
- Slide projector

B. Use of equipment

1. the use of the video visualizer (overhead document camera) is limited to rush presentations or presentations with less than 5 slides.
2. Slides printed on paper using the video visualizer should have proper lay-out and color.
3. Use a laser printer (red dot) for dynamic and direct emphasis during explanations and clarifications.

C. Lessons from PFVR's high-level presentations when he was Secretary of National Defense (SND).

1. PFVR personally corrected the script and previewed the visual aids (by OP or Barcovision Computer projector) days before or the night before (for rush requirements) the presentation. During the preview, the following were present for consultations, comments or corrections:
 - an USEC (who might have to substitute for him in case he is unable to attend the actual presentation),
 - all concerned ASECs
 - selected staff

The then SND either required revisions or approved the script and the audio-visual presentation. A second preview is scheduled if a major revision is made.

2. A set of overhead transparencies were prepared as back-up to the computer generated frames.

3. A staff member went to Malacañang or to the designated venue to check the technical lay-out of the equipment (Barcovision or overhead projector) or compatibility with those available. The equipment were installed and the audio-visual presentation was tested hours before the presentation.
4. The then SND had a collection of at least 125 transparencies, properly arranged, numbered and listed by title, which covered practically every conceivable aspect on the department. These transparencies were regularly updated and checked for currency on a monthly basis, whether or not there was a scheduled presentation.
5. Transparencies were made on 3M IR (infrared) transparencies which allow the use of color by superimposing 2 to 6 transparencies or overlap of different color on a single frame.
6. The then SND's staff used to bring a twin-bulb overhead projector (a flick of a switch changes over a new bulb in case of a busted one) and a portable projector screen, plus a smaller back-up overhead projector.

Format of a Memorandum for the President to be signed by the Secretary

MEMORANDUM FOR *H.E.*, THE PRESIDENT

(All caps, bold, large -H.E., in italics form)

THROUGH : **HON. EXECUTIVE SECRETARY RUBEN D. TORRES**
(All caps, bold)

FROM : **Secretary Victor O. Ramos**
(bold, italics form)

SUBJECT : **(ALL CAPS, bold)**
* if this is in response to a handwritten instruction of the President,
cite HWI and Doc. No.

DATE : (leave this space blank, to be stamped upon signing by the
Secretary)

(line separating the above from the actual contents of the memorandum)

I. For proposed proclamations to be approved by the President.

Starting paragraph (Generally starts with a) This refers to b) Respectfully forwarded herewith....)

Background:

Legal Basis:

Coordination with other agencies:

Agencies involved:

Potential problem:

Always end this type of memorandum with **"FOR HIS EXCELLENCY'S SIGNATURE."** (All caps, bold).

VICTOR O. RAMOS (All caps, bold)
Secretary

*should there be attachments

Attachments: Contains list of documents that must be included in the memorandum (small)

II. Other Memoranda for the President

Please follow the above format. However, actual body content is different from the contents of the memorandum recommending approval of proposed proclamation or directives.

Memoranda for the President must be direct, e.g., For signature; For Information; For instruction. Do not equivocate by using "For consideration".

All recommendations for the President's approval or signature must contain the necessary documents, e.g. proclamation, executive order, memorandum order, etc. Attachment or enclosures must be enumerated at the bottom of the transmittal memo.

Format of Proposed Proclamations for the President's approval

MALACAÑANG (center, all caps)
Manila

PROCLAMATION NO. ____ (center, all caps)

THE TITLE OF THE PROCLAMATION SHALL BE INDENTED ALL, ALIGNED STARTING FROM THE SECOND LINE (BOLD, ALL CAPS).

(Two spaces in between the title and the body of the Proclamation)

The body starts as follows:

Upon recommendation of the Secretary of the Department of Environment and Natural Resources and by virtue of the powers vested in me by law, I, FIDEL V. RAMOS, President of the Republic of the Philippines, do hereby...

Technical descriptions:

All provisions that we want included in the proclamation follows.

Signatories:

The name of President Fidel V. Ramos must not be typed at the bottom, only that of Executive Secretary Torres'.

By the President:

RUBEN D. TORRES (All caps, bold)
Executive Secretary

Format of Draft Executive Orders for the President's approval

MALACANANG (center, all caps)
Manila

EXECUTIVE ORDER NO. ____ (center, all caps)

**THE TITLE OF THE EXECUTIVE ORDER SHALL BE INDENTED AND
ALIGNED STARTING FROM THE SECOND LINE (BOLD, ALL CAPS).**

(Two spaces in between the title and the body of the Proclamation)

WHEREAS, (all caps, bold, state rationale for the E.O., e.g. state of the environment as the need for action on an important concern)

WHEREAS...

NOW, THEREFORE, I, FIDEL V. RAMOS (all caps, bold), President of the Philippines by the power vested on an important concern)

SECTION 1. (bold, all caps)

SECTION __. *Funding* (Italic, bold)

SECTION __. *Non-Applicability* (Italic, bold)

SECTION __. *Implementing Rules.* (Italic, bold). The ____ hereby directed to prepare and adopt guidelines to implement the specific provisions of this Executive Order.

SECTION __. *Transitory Provision* (Italicized, bold)

SECTION __. *Repealing Clause.* (Italicized, bold)

SECTION __. *Effectivity.* (Italicized, bold) This Executive Order shall take effect immediately (or add, "after publication in a newspaper of general circulation in the Philippine.")

DONE (bold, all caps), in the City of Manila, this ____ the day of (month) in the year of Our Lord Nineteen Hundred and Ninety Six.

(Signatories: The name of President Fidel V. Ramos must not be typed at the bottom, only that of Executive Secretary Torres')

By the President:

RUBEN D. TORRES (All caps, bold)
Executive Secretary

SOME GENERAL REPORT FORMATING GUIDELINES

1. Spacing

Text is usually single-space. Follow rules for spacing in the context of other matters of style as they relate to quotation, footnotes, bibliographies, tables, illustrations and appendix, table of contents, list of tables, figures, etc.

In spacing between punctuations, have one space after commas and semi-colons, two spaces after colons. Do not leave space between periods and letters in abbreviations. Leave no space before or after a hyphen. Make a dash by typing two hyphens without space between them nor on either end.

2. Margins

At least, leave 2.5 cm. margins on top and below the page, 2 cm. at the right and 4 cm. to the left.

3. Block Style-Flush left

The text is in a vertical area 4 1/2 inches wide, measured from the right margin of 3/4 inch. Make no indention except for quotations and enumerations.

4. Preliminary pages cover 5 1/2 inches wide. Horizontal lines measuring 4 1/2 inches are used as dividers between sections or running lines below and above text.

5. Pagination

Start pagination with the first page of Chapter 1 and continue throughout the report. If there are too many preliminary pages, use lower case Roman numerals as pagination. Page numbers are typed below the bottom running line in the lower right hand corner.

6. Major divisions

Begin major divisions on a new page. The title should be in capital letters between the running lines above the text.

7. Headings

These are in capital letters. Subheadings are in capital and lower letters on the left of the text area. Type titles of chapters or parts of the report at the bottom of the page below the bottom running line, flush left of the text area.

8. **Enumerations**

Use numbers to enumerate items when they run in on the text or are in outline form.

9. **Quotations**

These should be typed in quotation marks, running not more than four lines. Longer quotations should be typed separately two spaces below the text and indented 10 spaces to the right. Use Arabic numerals to indicate footnote reference.

10. **Footnotes**

These cite the authority for statements made in text, to make comments on text discussion, or to make cross references. Place footnotes in one same page where text references appear. Type in numerical order at the foot of the page, one footnote number below a 15 - space line, and the entry below one footnote number.

11. **Tables**

Tables are ideally situated after its mention in the text or on the next page, if the table requires one whole page. Text tables are those with direct references in the text. There should be accompanying discussion on data presented, otherwise they can be used as appendix tables. Important features are title and number (Arabic for text tables and Roman for appendix tables); Capital/lower case is used for headings except TOTAL or PHILIPPINES. Double lines start and end tables.

12. **Maps**

Maps are 53.34 cm x 60.96 cm. in size which are easier to handle and keep. Use mylar film for originals that are 53.34 cm in width.

Draw border line 3.81 cm from the edge, along the binding size and 1.25 cm from the edge of the other 3 sides. Draw border lines .8 mm thick.

Location of legend depends on the shape of the area to be mapped and its layout on the sheet. It may be in the upper or lower left corner of the paper or on the upper right corner.

The **title block** should be on the lower portion of the paper, which is divided into three boxes, each measuring 16 cm x 4.5. The middle box is for the title of the map, the left box for graphical scale, north arrow, the name of the municipality and the province, and right box contains the name of agency who prepare the map.

13. **Figures**

Use complete titles for legends, maps, charts, graphs, etc. and Arabic numerals for numbering these.