



PAMBANSANG PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)
139 25th Street, Port Area
1018 Manila

NHQ-PCG/CG3

08 May 2024

**STANDING OPERATING PROCEDURE
NUMBER 10-24**

**PCG GUIDELINES IN THE UTILIZATION OF THE
BAGONG PILIPINAS LOGO**

1. AUTHORITY/ REFERENCES

- A. Office of the President of the Philippines Malacañang Memorandum Circular Number 24 dated 03 July 2023
- B. HPCG Standing Operating Procedure Number 03-13 dated 01 July 2013, Use of PCG Message and PCG Letter
- C. Departmental Order NO. 2024-008 dated 12 April 2024, Implementation and Compliance to the Department of Transportation Brand Identity Guidelines
- D. Philippine Coast Guard Correspondence (S-2008)

2. PURPOSE:

In accordance with the guidance from the Office of the President as specified in Memorandum Circular Nr. 24 dated 03 July 2023, all National Government agencies, Government-Owned and -Controlled Corporations (GOCCs) and State Universities and Colleges (SUCs) are directed to incorporate the Bagong Pilipinas logo into their letterheads, websites, official social media accounts, and other relevant documents and instruments related to flagship government programs. Accordingly, the Philippine Coast Guard (PCG) mandates all its units to adopt a unified identity across various communication materials particularly in its established PCG correspondence.

To facilitate this transition, revisions to the PCG Standard Communications Manual have been provided to all PCG units. These revisions align with the branding initiatives of the current administration's governance and leadership, as outlined in MC No. 24, S. 2023.

3. SCOPE:

This Standing Operating Procedure (SOP) applies to all PCG units and personnel in the execution of official correspondence and communication, encompassing the integration of the Bagong Pilipinas logo into various forms of communication materials to ensure organizational uniformity and a cohesive identity. This SOP ensures adherence to the branding and identity guidelines set forth by the current administration's governance and



leadership. Compliance with this SOP is mandatory to maintain a consistent and professional image across all PCG communications.

4. DEFINITION OF TERMS:

- A. **Bagong Pilipinas** – is the overarching theme of the Administration’s brand of governance and leadership, which calls for deep and fundamental transformations in all sectors of society and government and fosters the State’s commitment towards the attainment of comprehensive policy reforms and full economic recovery. It is characterized by a principled, accountable and dependable government reinforced by unified institutions of society, whose common objective is to realize the goals and aspirations of every Filipino.
- B. **Bagong Pilipinas Logo** – refers to the logo of the Philippine government’s branding and communications strategy.
- C. **Letterhead** - is a printed heading at the top of a sheet of letter paper that typically includes the unit and organizational logo, contact information and office address.
- D. **The Philippine Coast Guard Logo** – refers to the design adopted by the Philippine Coast Guard organization to express its organizational identity.

5. SPECIFIC GUIDELINES:

A. Utilization of PCG Logo

- a) Adopting the incorporation of the Bagong Pilipinas logo into all PCG communications, the PCG logo to be used shall be in high definition with logo margins as follows; one (1) inch or 2.54 cm in width and 2.54 cm height (**ANNEX A**).

B. Page Layout

- a) Following the guidelines stipulated in the PCG Correspondence Manual 08-01 (S-2008).
- b) The paper size shall be 8.27 x 11.69 or A4 size.
- c) The margins shall be 1-inch on top, bottom, right and left sides.

Letterhead

- a) In accordance with MC. 24, s. 2023, the adoption of the Bagong Pilipinas logo is now in effect and should be adapted in all official correspondence. When drafting a Coast Guard Memorandum transmittal, the official PCG correspondence format shall be used, with the incorporation of the Bagong Pilipinas logo placed at the bottom rightmost of the correspondence. The Bagong Pilipinas logo shall have a dimension of one (1) inch, or 2.54 cm in width and 2.54 cm in height (**ANNEX B**).
- b) When drafting a PCG letter, the official PCG correspondence format shall still be used, with the incorporation of the Bagong Pilipinas logo placed at the bottom rightmost of the correspondence. The Bagong Pilipinas logo shall have a dimension of one (1) inch, or 2.54 cm in width and 2.54 cm in height (**ANNEX C**).



- c) When drafting a civilian letter, the official PCG correspondence format shall still be used, with the adaption of the Bagong Pilipinas logo placed at the bottom rightmost of the correspondence. The Bagong Pilipinas logo shall have a dimension of one (1) inch, or 2.54 cm in width and 2.54 cm in height (**ANNEX D**).
- d) When drafting a memorandum for the sectoral offices, the official publication format shall be used, with the incorporation of the Bagong Pilipinas logo placed at the bottom rightmost of the correspondence. The Bagong Pilipinas logo shall have a dimension of one (1) inch, or 2.54 cm in width and 2.54 cm in height (**ANNEX E**).
- e) When drafting a memorandum for the Secretary of Transportation, the official publication format shall be used, with the incorporation of the Bagong Pilipinas logo placed at the bottom rightmost of the correspondence. The Bagong Pilipinas logo shall have a dimension of one (1) inch, or 2.54 cm in width and 2.54 cm in height (**ANNEX F**).

C. Flag-rank Logo

The personal flags for star rank officers are prescribed in this publication (**ANNEX G**).

6. RESPONSIBILITY:

All PCG Unit Commanders shall disseminate and ensure compliance with this SOP.


7. EFFECTIVITY:

This SOP shall take effect upon publication.

BY COMMAND OF COAST GUARD ADMIRAL GAVAN:

OFFICIAL:

HOSTILLO ARTURO E CORNELIO
CG RADM
Chief of Coast Guard Staff


JAYSIEBELL B FERRER
CG CDR
Coast Guard Adjutant

ANNEXES:

- A - PCG Logo
- B - PCG Memorandum
- C - PCG Letter
- D - PCG Civilian Letter
- F - Memorandum for Sectoral Offices
- G - Memorandum for the Secretary of Transportation
- H - Flag-rank Logo

Annex G

UTILIZED FOR COAST GUARD ADMIRAL



UTILIZED FOR COAST GUARD VICE ADMIRAL



UTILIZED FOR COAST GUARD REAR ADMIRAL



UTILIZED FOR COAST COMMODORE



A handwritten signature in blue ink, located in the bottom right corner of the page.

Annex "F"



TANGGAPAN NG KOMANDANTE
(OFFICE OF THE COMMANDANT)
PAMBANSANG PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)
139 25th Street, Port Area
1018 Manila

} 2 spaces

MEMORANDUM FOR THE SECRETARY (font size 14)

>1 space

Thru : The [Position Title] (Title case, bold)
For [Sector/Service/Division/Unit]

Standard font—
Style: Book Antiqua
Size: 12

>1 space

From : The [Position Title]
For [Sector/Service/Division/Unit]

>1 space

Subject : [NATURE OF REQUEST/TRANSACTION/ISSUE] (UPPERCASE, bold)

>1 space

Date : [Date Month Year] (Title case, bold)

>1 space

>1 space

1.0 Introduction¹

>1 space

2.0 Background

>1 space

3.0 Legal Basis

>1 line space

4.0 Recommendation

>1 line space

5.0 Sector/Office/Unit Coordination

>1 line space

6.0 Requested Action

} 3 spaces

ADMIRAL RONNIE GIL L GAVAN

} 2 spaces

[] APPROVED

[] DISAPPROVED

} 3 spaces

JAIME J. BAUTISTA
Secretary

1 inch

0.5 inch



¹ Footnote (font size 8, justified)



Annex "E"



TANGGAPAN NG KOMANDANTE
(OFFICE OF THE COMMANDANT)
PAMBANSANG PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)
139 25th Street, Port Area
1018 Manila

Arial, 13

2 spaces

MEMORANDUM Book Antiqua, 14

>1 space

For :
Colons are aligned at two 0.5" tabs

The [Position Title] (Title case, bold)
For [Sector/Service/Division/Unit]

1 tab from the colon

Thru :

The [Position Title] (Title case, bold)
For [Sector/Service/Division/Unit]

From :

The [Position Title] (Title case, bold)
For [Sector/Service/Division/Unit]

Observe one (1) space in between lines

Subject :

[NATURE OF REQUEST/TRANSACTION/ISSUE]

Date :

[Date Month Year]

Use Book Antiqua throughout the communication, 12

>1 line space

>1 line space

1.0 Introduction¹

>1 line space

2.0 Body

>1 line space

3.0 Requested Action

3 spaces

ADMIRAL RONNIE GIL L GAVAN PCG → Book Antiqua, 14, BOLD

¹ Footnote → Only if applicable, Book Antiqua, 8, regular, justified



1 inch

0.5 inch

Margin:
One inch
all sides



**PAMBANSANG PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)**

139 25th Street, Port Area
1018 Manila

- Letterhead text format:
- 1st line: Arial, 12, UPPERCASE, single spaced, **BOLD**
 - 2nd line: Arial, 12, sentence case, single spaced, **BOLD**
 - 3rd & 4th line: Arial, 12, sentence case, single space, regular

Date _____

2 spaces

2 spaces

ATTY. LUIS MANUEL M CATIBAYAN (12-point, Upper Case, Arial, Bold)
Director, Strategic Trade Management Office (12-point, Arial)
Department of Trade and Industry
3F Tara Building, 389 Sen. Gil. Puyat Avenue
1200 Makati City, Philippines

2 spaces

Dear ATTY. CATIBAYAN:(12-point, Arial, Bold)

2 spaces

Body of the letter: Arial, in 12-point, sentence case, single spaced, shall flush left and right margins.

2 spaces

Truly yours, (12-point, Arial)

4 spaces

ADMIRAL RONNIE GIL L GAVAN PCG
COMMANDANT, PHILIPPINE COAST GUARD

Arial, 12, UPPERCASE, **BOLD**

Arial, UPPERCASE, 10.5

Footer: Times New Roman, *Italicized*, 9-point



1 inch

0.5 inch

Annex "C"

0.5 inch

1" inch
right and
left
margins



1 inch, centered

PAMBANSANG PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)
139 25th Street, Port Area
1018 Manila

<1 space
(Date)
<2 spaces

From: _____

↑1 space
↓

To: _____

Attn: _____

↑1 space
↓

Via: (1) _____

(2) _____

↑1 space
↓

Subj: _____

↑1 space
↓

Ref: (a) _____

(b) _____

↑1 space
↓

Encl: (1) _____

(2) _____

↑1 space
↓

1. _____

↑1 space
↓

↔2 tabs a. _____

↑1 space
↓

↔3 tabs (1) _____

↑1 space
↓

2. _____

↑1 space
↓

3. _____

_____ Last line of the body of the letter _____

↑4 spaces
↓
↓
↓
↓

NAME
RANK



1 inch

0.5 inch



One (1")
Inch
Left and
right
margins

PAMBANSANG PUNONGHIMPILAN TANOD BAYBAYIN NG PILIPINAS
(National Headquarters Philippine Coast Guard)
139 25th Street, Port Area
1018 Manila

↑ 1 space

↓ 1 space

MEMORANDUM

↑ 1 space

For : **Commandant, Philippine Coast Guard**

↑ 1 space

Thru : **Deputy Commandant for Operations
Deputy Commandant for Administration
Chief of Coast Guard Staff**

↓ 1 space

From : **Deputy Chief of Coast Guard Staff for Operation**

↓ 1 space

Subject : **XXX**

↑ 1 space

Date : **DD MMMM YYYY**

↑ 1 space (press shift + underscore (3x) and enter to automatically draw a line)

↑ 1 space

space

1.References: If applicable

↑ 1 space

2. _____

↑ 1 space

3. _____

↑ 1 space

↓ 1 space

↓ 1 space

↓ 1 space

JUAN A DELA CRUZ (12-point, Upper Case, Arial, Bold)

CG CDR (12-point, Upper Case, Arial, Bold)

Arial, 12,
bold,



Annex A

**PCG LOGO TO BE USED FOR OFFICIAL PCG COMMUNICATIONS
AND DESIGNS**



**PCG DESIGN BELOW IS NOT AUTHORIZED TO BE USED IN ANY
PCG COMMUNICATIONS OR DESIGNS**



A small, handwritten signature in blue ink, located in the bottom right corner of the page.