



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

NHQ-PCG/CG-3

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CIRCULAR
NUMBER.....03-22

**GUIDELINES ON APPROVING THE CREATION, REVISION, AND USE OF OFFICIAL
LOGO FOR PHILIPPINE COAST GUARD UNITS**

I. AUTHORITIES:

- a. Republic Act No. 9993 otherwise known as the "Philippine Coast Guard Law of 2009"
- b. Chapter 4, Book I, Executive Order No. 292 otherwise known as the "Administrative Code of 1987"
- c. Chapter 6, Republic Act No. 8491 otherwise known as the "Flag and Heraldic Code of the Philippines"

II. REFERENCES:

- a. Republic Act No. 8491 otherwise known as the "Flag and Heraldic Code of the Philippines" and its Implementing Rules and Regulations
- b. Act No. 3815 otherwise known as "Revised Penal Code"
- c. Republic Act No. 8293 otherwise known as the "Intellectual Property Code of the Philippines"

III. PURPOSE:

This policy shall provide the guidelines for the creation and use of official logos for all existing PCG units without prejudice to the creation and activation of future units by the Command.

IV. SCOPE:

This Circular applies to all units of the PCG, and to all logos, wherever used or displayed and for whatever purposes with the effect of giving identity, authority, or sign of dignity to a unit or sub-unit which is connected to or in relation to PCG service.

V. DEFINITION OF TERMS:

1. PCG Units- pertains to all major commands and services, whose Commander and/or Commanding Officer is directly reporting to Commandant.
2. Official Logo- a logo that is the approved PCG graphic mark, emblem, or symbol used to aid and promote public identification of the agency and/or its unit, sub-unit or office.
3. Sub-unit- a subordinate unit under the administrative and operational control of the PCG major units to include PCG capital ships.

VI. POLICIES:

1. The Commandant, PCG shall be the sole approving authority to all requests pertaining to the approval of PCG Units Official Logo duly endorsed by Unit Commander, and appropriate general orders issued by the office of Coast Guard Adjutant;
2. Requests for the approval on the creation and revision of official logo shall be submitted to the Deputy Chief of Coast Guard Staff for Operations, CG-3 for assessment, evaluation, and preparation of complete staff work correspondence for the approval of the Commandant, PCG.
3. Request for the approval of logo may only applicable to major sub-units of PCG major units and stations and sub-stations of PCG Districts.
4. The Unit's logo must not be used in ways that may imply endorsement. It shall not be falsely advertised or otherwise represent falsely through the use of the service marks or logo, that may project, service, business in which it is engaged, or political milestone, has been in a way endorsed, authorized, or approved by PCG competent authority.
5. Request for a class logo will only be applied to the basic training from Coast Guard Officers' Course and Coast Guard Non-Officers' Course from Coast Guard Education, Training and Doctrine Command.
6. Task Force logo will not necessarily need the approval of the Command.
7. Request for the approval of any proposed or revision of official logo shall be supported and submitted with the following documents:
 - a. Endorsement from the Unit Commander
 - b. High-resolution image and description of proposed official unit logo
8. The following shall be observed in the design, creation, modification, revision and approval of logo:
 - a. Components of the logo may feature either abstract or natural emblems/visuals, representing significant aspects, or events representative or related to its history, mandates, duties, functions and visions;
 - b. Every component must be recognizable as if it is rendered or reduced to its normal required sizes;
 - c. No personal logo shall be allowed;
 - d. Symbols, names, initials, logos, pictures, silhouettes or images of PCG personnel or any persons shall not be contained in the design;
 - e. The name of the unit, command, or office must be included in the design and in a prominent position;
 - f. All proposals must be unique;
 - g. The use of the National Flag in the proposal is prohibited except where the flag has become part of its history;



h. The motto, title or phrase to be incorporated in the proposal may be in the national language or in the English language. Likewise, may limit the words to be incorporated or set maximum number of words;

i. The logo shall not be revised or changed more than once every ten (10) years, except when the unit change its organizational structure;

j. All proposals from Coast Guard Districts, Stations, and Sub-Stations shall have a standard circular shape similar to that of the PCG Logo and bearing a standard color of orange and blue;

k. The year of activation of unit, command, office must be included in the proposed design to recognize the start of its operation regardless of change of its name;

l. Future Coast Guard Districts, Coast Guard Stations, and Coast Guard Sub-stations must include its Area of Responsibility (AOR) in a map format inside the proposed design and must feature the distinct representation based on the respective AOR.

VII. EFFECTIVITY:

This Circular shall take effect upon publication.

VIII. TRANSITORY PROVISIONS:


All units and sub-units, authorized under this Circular to adopt an official logo, are allowed to continue using their respective logos; provided a request for approval shall be filed or a previous approval to adopt the same under the previous issuances has to be presented within one year upon the effectivity of this Circular without prejudice to the authority of the Commandant to disapprove the same.

IX. PENAL CLAUSE:

Violation on the provisions of this Circular shall be subjected to disciplinary action and administrative sanctions by the Command.

BY COMMAND OF CG ADMIRAL ABU:

OFFICIAL:


JAYSIEBELL B. FERRER
CG CDR
Coast Guard Adjutant

TITO ALVIN G. ANDAL
CG COMMO
Chief of Coast Guard Staff