



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

CGLSC/CGIDS

19 October 2022

**CIRCULAR
NUMBER.....16-22**

**STANDARD COLOR SCHEME FOR PHILIPPINE COAST GUARD BUILDINGS
AND SIGNBOARD FOR PCG OFFICES AND OTHER FACILITIES**

I. REFERENCE

O/CG-3 Circular No. 01-01 entitled Placing of PCG Identifying Marks on PCG Buildings / Vessels / Aircraft dated 28 May 2001

II. GENERAL

The Philippines is the second largest archipelagic country in the world. It is enveloped by 36,289 km coastline. Our country counts on the maritime industry as a vital component in attaining inclusive growth and socio-economic progress. Shipping remains the major infrastructure by which islands are linked, as well as, connects the country to international commerce and trade. Our coastal waters are also life-giving and vital natural resource for the small-scale fishers and their families who rely on these to sustain the need for income and food.

The Philippine Government continuously protect our people, maritime resources and territory through establishment of pertinent laws and policies and its implementation through persistent law enforcement. The Philippine Coast Guard is an armed and uniformed law enforcement agency that is mandated and responsible in performing Maritime Search and Rescue, Maritime Law Enforcement, Maritime Safety, Marine Environmental Protection and Maritime Security. The PCG's visibility to the public can create accessibility and the perception of safety for the people.

Establishment of standard visual communication for PCG buildings and facilities professionalize the Agency's architectural identity and will be the solution for a more cohesive and public visibility of PCG facilities. This will be executed through uniform color scheme and signages of PCG buildings, offices and other facilities.

III. PURPOSE

The purpose of this circular is to set the standard color scheme and signages for PCG buildings and other facilities.

IV. SCOPE

This Circular shall cover all architectural designs of PCG Buildings Offices, Signages and any portion thereof, whether for new construction, renovation, and/or repair and maintenance to be performed by the Command or by contractors.

This shall apply to all future projects or current projects where modification shall still be allowed.

V. DEFINITION OF TERMS

1. Accent – An element in architectural design that differs from everything from the façade for aesthetics or to highlight an element in a façade.
2. Cladding – The application of one material over another to provide a skin or layer in a wall.
3. Fascia - A material such as that covers the end of rafters.
4. Ledge - A narrow horizontal surface projecting from an exterior wall which usually applied for weather protection.
5. Structural Member - Any load supporting member of a facility, such as beams, and columns.
6. Wall - Structural element which divides the space into two thus providing privacy and protection for the user or materials sheltered within the building.

VI. POLICIES

1. PCG units shall adhere to the standard color scheme and signage for PCG buildings, perimeter fences and pathways / covered walk.
2. The CGIDS shall revise/amend schematic plans, technical specifications, scope of works and cost estimate to ensure compliance with the circular.
3. The technical support services given by Coast Guard Infrastructure and Development Service (CGIDS) to PCG units shall be based on this circular.
4. All end-user units shall ensure the execution of compliance of the infrastructure projects to this Circular through supervision, monitoring, inspection and coordination to the end-user and contractor/s.



5. The complete project documents, i.e., design and schematic plans, technical specifications, scope of works and cost estimate prepared by the CGIDS must adhere to this Circular.
6. The CGIDS shall update the circular provision to the future laws, rules and guidelines regarding the standard color scheme for PCG buildings, perimeter fences, pathways / covered walk and signboard for PCG offices and other facilities.

VII. GUIDELINES

PCG IDENTIFYING MARKS ON PCG BUILDINGS (Annex A)


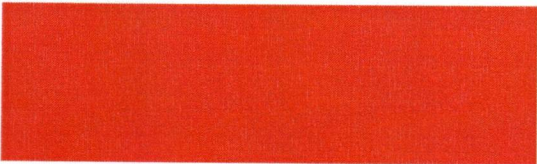
PCG stripe (international orange, white and blue) and logo with words "PHILIPPINE COAST GUARD" shall be painted in a fixed board and hanged in front of all PCG District Headquarters, Stations, Sub-Stations, Light Stations and Unit Buildings where can be best seen. The dimension of each letter of identifying marks shall be sixteen (16) centimeters in height, ten (10) centimeters width and three (3) centimeters thick, color black. The dimension of the orange stripe is forty-five (45) centimeters in height and thirty (30) centimeters thick. The white and blue stripes are forty-five (45) centimeters in height and ten (10) centimeters thick each and the PCG logo shall be painted in the center of the orange stripe with diameter of twenty-four (24) centimeters.

PCG FACILITY NAME SIGNAGE (Annex B)

TEXT SPECIFICATIONS				
TEXT AND LETTER CASE	LOCATION	STANDARD FONT STYLE	COLOR / MATERIAL	HEIGHT PROPORTION
UPPER RECTANGLE – the height is $\frac{3}{4}$ of total height of the signage.				
IN CHARGE OF MOTHER UNIT	1 st Row Text Centered	Frutiger 65 Bold (Capitalize First Letter of the Word)	Universal White (Painted / Printed) or Stainless-Steel Material (Light Color)	$\frac{1}{2}$ height of the OFFICE / UNIT NAME
SPACE 1	Below 1 st Row Text			$\frac{1}{2}$ height of the OFFICE / UNIT NAME
MOTHER UNIT	2 nd Row Text Centered	FRUTIGER 76 ITALIC (ALL CAPS)	Universal White (Painted / Printed) or Stainless-Steel Material (Light Color)	$\frac{1}{2}$ height of the OFFICE / UNIT NAME
SPACE 2	Below 2 nd Row Text			same height of the IN CHARGE


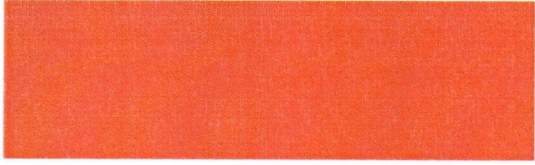
				OF MOTHER UNIT text
OFFICE / UNIT NAME	3 rd Row Text Centered, it can exceed to 2 or more rows depending on the length of name of the office/ unit	FRUTIGER 75 BLACK (ALL CAPS)	Universal White (Painted / Printed) or Stainless-Steel Material (Light Color)	Basis for Proportion
LOWER RECTANGLE – the height is 1/4 of total height of the signage.				
Location	Last Row Text; on the center of the lower rectangle	Frutiger 65 Bold (Capitalize First Letter of the Word)	Universal White (Painted / Printed) or Stainless-Steel Material (Light Color)	½ height of the OFFICE / UNIT NAME Text

LOGO SPECIFICATION		
LOGO	LOCATION	HEIGHT PROPORTION
MOTHER UNIT LOGO	-LEFT SIDE of the Upper Rectangle - The bottom of the logo is aligned to the bottom of the Mother Unit Text - distance of the height of Office / Unit Name Text from the left of the Office / Unit Name Text	3 x the height of Office / Unit name text
OFFICE / UNIT LOGO	-RIGHT SIDE of the Upper Rectangle - The bottom of the logo is aligned to the bottom of the Mother Unit Text - distance of the height of Office / Unit Name Text from the RIGHT of the Office / Unit Name Text	






COLOR SPECIFICATION		
COLOR	COLOR NAME	ALLOCATION
	PANTONE BLUE 072 C or Cyan = 100% Magenta = 88% Yellow = 0%, Black = 5%	BACKGROUND
	GLOBAL RED or Cyan = 0% Magenta = 100% Yellow = 100%, Black = 5%	PARTITION ABOVE LOWER RECTANGLE; TO BE COVERED ON THE UPPER RECTANGLE with the thickness of 1/8 of the total height of the Lower Rectangle



PCG OFFICE DIRECTORY SIGNAGE (Annex C)

COLOR SPECIFICATION		
COLOR	COLOR NAME	ALLOCATION
	PANTONE BLUE 072 C or Cyan = 100% Magenta = 88% Yellow = 0%, Black = 5%	Background of the name directory, framing
	INTERNATIONAL ORANGE or Cyan = 0% Magenta = 69% Yellow = 100%, Black = 0%	1" Border on each name directory

PCG BUILDINGS AND FACILITIES

COLOR SPECIFICATION		
COLOR	COLOR NAME	ALLOCATION
	PANTONE BLUE 7461 U or Cyan = 66%, Magenta = 26%, Yellow = 0%, Black 22%	Roofing
	PANTONE BLUE 072 C or Cyan = 100% Magenta = 88% Yellow = 0%, Black = 5%	Exterior Façade Moldings, Fascia Board, Gutter, Ledge, PCG Facility Name Entrance
	PANTONE COOL GREY 10 U or Cyan = 4% Magenta = 3% Yellow = 0%, Black = 47%	Structural Member Nosing
	BEIGE or Cyan = 0% Magenta = 0% Yellow = 15%, Black = 0%	Majority of the walling, Ceiling, Soffit
	INTERNATIONAL ORANGE or Cyan = 0% Magenta = 69% Yellow = 100%, Black = 0%	Can be applied as accent color.
LIGH COLORED CLADDING		Can be applied as accent wall finish.



VIII. RESPONSIBILITY CLAUSE

Project Proponents shall be responsible in ensuring that all infrastructure projects are presented to CGIDS for the latter's evaluation and review.

Commander, CGIDS shall ensure that all future infrastructure projects and current infrastructure projects which may still be modified should comply with the standards set forth in this Circular.

IX. RESCISSION

All publications in conflict with this Circular are hereby repealed, rescinded or modified accordingly.


X. EFFECTIVITY

This Circular shall take effect upon publication.

BY COMMAND OF COAST GUARD ADMIRAL ABU:

OFFICIAL:

TITO ALVIN G ANDAL
CG COMMO
Chief of Coast Guard Staff


JAYSIEBELL B FERRER
CG CDR
Coast Guard Adjutant

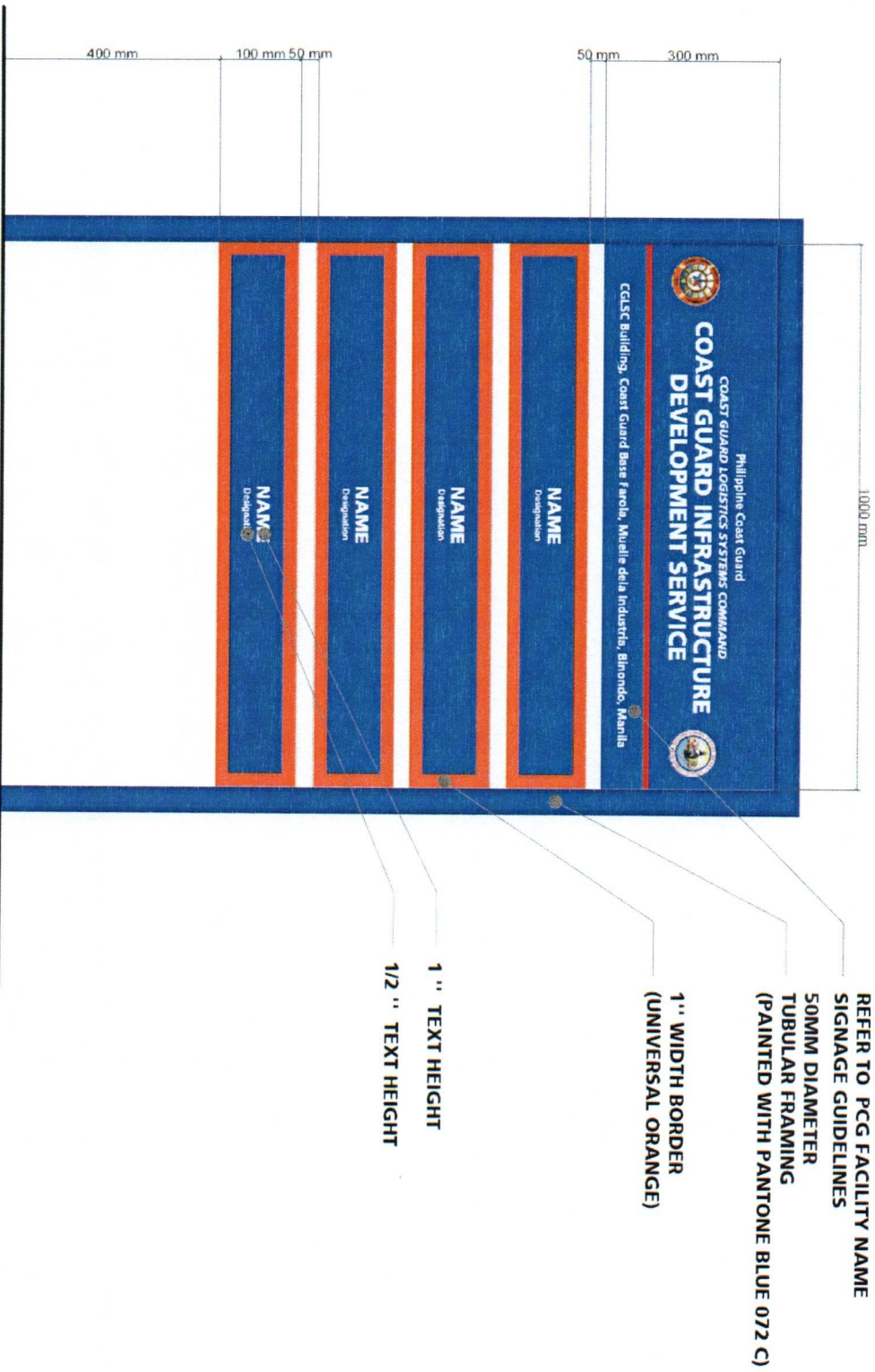
ANNEX A – PCG Identifying Marks on PCG Building
ANNEX B – PCG Facility Name Signage
ANNEX C – PCG Office Directory Signage



Annex B



Annex C



MOTHER UNIT LOGO

TEXTS ARE CENTERED ON THE UPPER RECTANGLE

THE BASE OF THE LOGO IS ALIGNED THE THE BASE LINE OF THE UNIT / OFFICE NAME

TEXTS ARE CENTERED ON THE LOWER RECTANGLE

TEXTS ARE CENTERED ON THE UPPER RECTANGLE MOTHER UNIT LOGO



OFFICE / UNIT LOGO

THE BASE OF THE LOGO IS ALIGNED THE THE BASE LINE OF THE UNIT / OFFICE NAME

TEXTS ARE CENTERED ON THE LOWER RECTANGLE



OFFICE / UNIT LOGO