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BRAND IDENTITY GUIDE

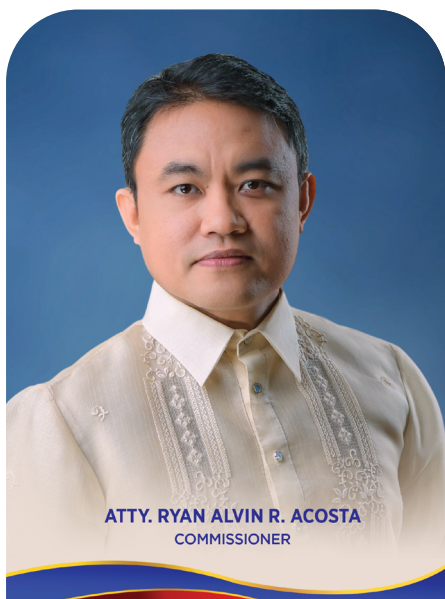
BAWAT KAWANI
LINGKOD
BAYANI



THE COMMISSION



ATTY. MARILYN B. YAP, DPA
CHAIRPERSON



ATTY. RYAN ALVIN R. ACOSTA
COMMISSIONER



ATTY. LUIS MEINRADO C. PAÑGULAYAN, CESO I
COMMISSIONER

TABLE OF CONTENTS

8 Foreword

9 The CSC Brand

9	Brand Voice
10	The CSC Logo
10	Logo Story
11	Logo Evolution
12	Logo Colors
12	Incorrect Logo Colors
12	Proper Use of the Logo
13	Logo Minimum Size and Clearance
14	Color Applications

15 The CSC Brand Revamp

15	Core Message	20	Design Concept
16	Brand Personality	20	Color Palette
17	Messaging Pillars	21	Typography
18	Message Applications	22	Imagery
18	Logo Elements		
19	Typography		
19	Color Palette		
19	Color Applications		
20	Logo Use		

TABLE OF CONTENTS

25 Office Stationery

27	Letterhead	40	Letter Envelope
28	Central Office Letterhead	41	Business Card
29	Regional/Field Office Letterhead	42	Document Folder
30	Resolution	43	Document Envelope
31	Memorandum Circular	44	Special Memo/Notepad
32	Announcement	45	Regular Memo/Notepad
33	Office Memorandum	46	News Release
34	Office Order	47	Media Advisory
35	Memorandum	48	Talking Points
36	Letter (External Issuance from CO)	49	Presentation Deck
37	Letter (External Issuance from RO)	50	Virtual Background
38	Certificate	50	Art Card Templates for CO
		51	Art Card Templates for RO

53 Office Items/Tokens

55	Notebook/Journal	60	Totebag
56	Notebook/Notepad	61	Tumbler
57	Notebook/Journal and Pen Set	62	Ceramic Mug
58	Pen	63	Polo Shirt
59	Lanyard	64	Corporate Jacket

TABLE OF CONTENTS

65 Other Design Applications

67	Lei
68	Umbrella
69	Wall Clock
69	Desk Clock
70	Paperweight
70	Sticker
71	Paper Bag
72	Gift Box
72	Ribbon

73 Signage

75	Podium
76	Vertical Banner
77	Horizontal Banner
77	Backdrop
78	Photo Wall

FOREWORD

This Brand Identity Guide establishes the standards for how the Civil Service Commission (CSC) communicates visually, verbally, and spiritually. It ensures clarity, consistency, and professionalism in all interactions, so that the public experiences a single, credible, and trusted CSC.

Every document, message, and material we release reflects the Commission's values and identity. This Guide defines standards for logos, design systems, tone of voice, and messaging, providing a unified framework for all officials and employees across offices and regions. It ensures that, wherever the CSC is seen or heard, we communicate with a clear purpose and speak with one voice.

Our guiding principle—*“Bawat Kawani, Lingkod Bayani: Puso, Dangal, at Galing Para sa Bayan”*—reminds us that excellence is expressed not only in achievements but in how we uphold the highest standards in serving the Filipino people. Professional, thoughtful, and consistent communication in itself is part of public service.

May this Guide serve as a reference and a reminder that each of us plays a role in shaping how the CSC is understood and trusted. By applying these standards faithfully, we strengthen our identity and uphold the values we stand for together, as one Commission.



ATTY. MARILYN B. YAP, DPA

Chairperson, Civil Service Commission

THE CSC BRAND

The CSC branding is strategically designed to reflect our shared mission and core values as an institution. Anchored in our mandate to uphold efficiency, integrity, and accountability in the civil service, the brand cultivates a responsive, high-performing, and future-ready institution of the people, for the people, that fosters trust, excellence, and intentional transformation. It tells the story of our growth and spirit as an institution by the people, for the people—shaped over the years by the dynamic and ever-changing Filipino society we are committed to serve.



BRAND VOICE

Direct and Professional

The CSC communicates with a voice that is clear, confident, and grounded in professionalism.

This tone reflects its role as the implementer of civil service rules and the lead institution driving strategic, future-ready management of the public sector workforce.

It speaks with purpose—firm, respectful, and forward-looking—ensuring trust, clarity, and integrity in every message.



THE CSC LOGO



The CSC logo reflects the Commission's renewed commitment to excellence and transformative public service.

Inspired by heritage, it reintroduces the original civil service colors—royal blue and scarlet red—echoing the vibrance of the Philippine flag. The blue and red strokes above the “CSC” initials signify national pride and forward momentum.

Together, the bold initials and upward strokes embody growth, movement, and a future-ready civil service. Officially approved by the National Historic Commission of the Philippines in 2018, the CSC logo aligns with the heraldic standards under Republic Act No. 8491.

LOGO STORY



The blue and red strokes above the initials “CSC” is a variation of the Philippine flag. Its upward motion represent growth and progress.

The letters “CSC” is the acronym of the Civil Service Commission. The letter “S” is in red, highlighting “service”, which is the heart of the CSC's mandate and what is required of every *lingkod bayani*—*serbisyong may puso, dangal, at galing para sa bayan*.

LOGO EVOLUTION

The use of the current CSC logo was enacted via Resolution No. 1800361 dated 10 April 2018. The logo was approved by the Office the President and the National Historical Commission of the Philippines with variations to comply with the basic heraldic rules as provided in Republic Act No. 8491.



The first logo of the CSC used from 1900 to 1982 adopted the seal of the Republic of the Philippines and the colors of the Philippine flag (i.e., royal blue, scarlet red, and golden yellow).



The second logo of the CSC was a product of a nationwide logo-making contest held in 1982 with the aim to produce a logo that will better represent the identity and direction of the Commission as a Filipino institution.



The logo design launched in 2010 embodied nationalism as it bears the colors and image of the Philippine flag, as well as the identity and direction of the CSC. It was a modern and fresh version but it retained the corporate identity of the CSC.



An enhanced logo was adopted in 2016 due to the implementation of CSC's enhanced vision, mission, values, and strategic priorities under a new Chairpersonship and administration.



The modified CSC logo in 2018 is a variation of the logo launched in 2016, which was revised to comply with the basic heraldic rules as provided in Republic Act No. 8491.

LOGO COLORS

The CSC logo is rendered in royal blue and scarlet red—the exact shades of the colors used for the Philippine flag. Follow the color guide below to preserve the exact shades of the logo:



C: 71 R: 42
M: 65 G: 51
Y: 0 B: 143
K: 44 HEX: #2a338f



C: 1 R: 236
M: 99 G: 28
Y: 90 B: 45
K: 0 HEX: #ec1c2d

INCORRECT LOGO COLORS

Any shade darker or lighter than the recommended Pantone Matching System (PMS) would be considered incorrect.

INCORRECT BLUE COLORS



INCORRECT RED COLORS



PROPER USE OF THE LOGO

When using the CSC logo, ensure that all elements remain intact and are not separated, rearranged, or replaced. When resizing, maintain the original proportions to avoid distortion. In Microsoft Word, resize the logo by dragging the corner handles rather than the horizontal or vertical edges. For best results, it is recommended to use photo editing applications when resizing the logo.

PROPER USE



IMPROPER USE



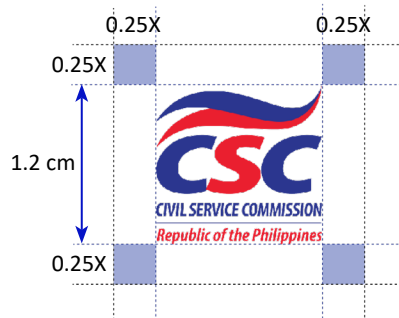
LOGO MINIMUM SIZE AND CLEARANCE

The minimum size of the CSC logo is set at 0.47 inches or 1.2 cm.

To ensure that the logo remains prominent and visually distinct in all applications, a minimum clearance or clear space must be maintained around it. This area prevents the logo from overlapping with or appearing crowded by other visual elements. The clear space requirement applies to all CSC branding materials.

Industry standards recommend that the minimum clear space around a logo should be at least 0.25X or one fourth of the logo height. This measurement defines the closest distance any text, graphic, or design element may be placed relative to the logo.

For example, for the minimum CSC logo with a 1.2 height, the required clear space of 0.25X is 0.3 cm ($1.2 \text{ cm} \times 0.25$). For larger logo applications such as posters, banners, or tarpaulins, the clear space should scale proportionally based on the formula.



COLOR APPLICATION



The grayscale version of the logo may be used both on dark or light colored backgrounds.



Whenever the logo is placed on a dark or same colored background (blue, red, or black), a white outline should be added to the logo, or the logo may be reversed to white.



The version of the logo with shadow may be used to put more emphasis on the CSC logo.



This orange version of the logo is exclusively used in support of the observance of the 18-Day Campaign to End Violence Against Women from 25 November to 12 December of every year.

THE CSC BRAND REVAMP

The CSC retains its hallmark voice—direct and professional—now strengthened by greater openness and approachability. This refreshed tone reflects the Commission's commitment to putting citizens first and fostering more meaningful engagement with its stakeholders.

Guided by the values of **heart** in service, **integrity** in action, and **excellence** in performance the CSC strengthens public trust and advances a civil service that truly works for the Filipino people.

Through this brand refresh, the CSC reaffirms its enduring purpose: ***Bawat Kawani, Lingkod Bayani: Puso, Dangal, at Galing Para sa Bayan***. This powerful call recognizes every public servant as a nation-builder—one who elevates everyday government work into extraordinary service. It affirms that all officials and employees, regardless of rank, are called to embody patriotism, integrity, excellence, and deep sense of purpose in both word and deed. United in this shared commitment, each *kawani* helps reinforce trust in government and contributes to nation-building with dedication and excellence for every Filipino.

CORE MESSAGE

***Bawat Kawani, Lingkod Bayani:
Puso, Dangal, at Galing Para sa Bayan***



Puso, Dangal, at Galing Para sa Bayan

CORE MESSAGE

Guided by the call to build a Bagong Pilipinas, the core message emphasizes the indispensable role of every *kawani* in shaping a more responsive, accountable, and citizen-centered government.

This direction aligns closely with the CSC's mission of "***Gawing Lingkod Bayani ang Bawat Kawani***". It calls on all public servants to uphold the core values of patriotism, integrity, excellence, and spirituality in the performance of their duties. By nurturing these values, the civil service strengthens public trust, promotes accountability, and ensures that governance is carried out with competence, compassion, and a deep sense of responsibility to the Filipino people.

Bawat Kawani, Lingkod Bayani (BKLB) celebrates the Filipino public servant as a modern-day hero. Coined in 2010, the phrase brings together *lingkod bayan* (public servant) and *bayani* (hero) to honor those who transform everyday government work into meaningful service.

The UP Diksyunaryo Filipino defines bayani as a "*kahanga-hangang tao na may ginawang mahalaga*"—one whose significant deeds inspire others. By placing this spirit at the center of public service, the concept elevates the image of the Philippine bureaucracy and reflects the best of the Filipino character.

As the CSC's rallying call, **BKLB** affirms that every public servant is entrusted with the responsibility to live out the core values through prompt, honest, and compassionate service. In doing so, the CSC renews its commitment to empower public servants to love God and country, serve with dedication, and uphold the highest standards of ethics and integrity—proving that even the simplest act of service can be an act of heroism.

BRAND PERSONALITY

The CSC's brand personality is defined by three key traits—***Makamamamayan, Marangal, and Magaling***. These qualities capture the essence of the Commission's identity: putting people first, acting with integrity and honor,

and delivering excellent, results-driven service. Together, they guide how the CSC communicates, engages, and serves, reinforcing trust and inspiring confidence among the Filipino people.

Trait	Description
<i>Makamamamayan</i> (citizen-centered)	expresses a citizen-centered mindset that puts people first in every policy, program, and interaction
<i>Marangal</i> (Honorable)	reflects being worthy of public trust; works with integrity, professionalism, and ethical conduct in public office
<i>Magaling</i> (Excellent)	conveys competence, excellence, and a commitment to delivering quality service

MESSAGING PILLARS

All communication—internal or external—should reinforce these key messages:

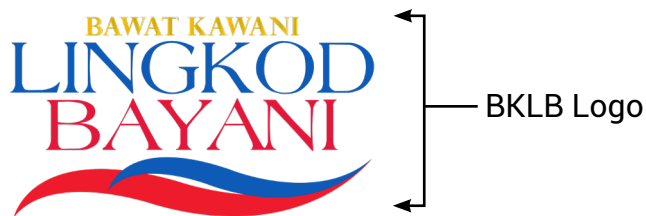
Pillar	Core Message	Supporting Idea
<i>Puso sa Serbisyo</i>	We champion the welfare and growth of public servants and the citizens they serve, placing people at the heart of every policy and program.	Every program we implement reflects our deep respect for human dignity and our commitment to compassionate governance.
<i>Dangal sa Tungkulin</i>	We safeguard public trust through transparent, fair, and accountable governance.	We build and protect public trust by institutionalizing transparency, accountability, and ethical stewardship in every action and decision.
<i>Galing sa Paglilingkod</i>	We cultivate a competent, agile, and innovative civil service.	We institutionalize continuous improvement—modernizing systems, strengthening capabilities, and optimizing processes to deliver responsive and high-quality public service.

MESSAGING APPLICATIONS

To ensure consistency, the CSC's core message should be reflected across all communications touchpoints:

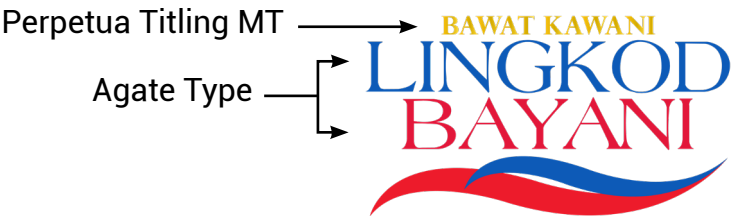
Platform	Application
Internal Communications	Employee engagement campaigns
Public Information	Posters, flyers, social media, announcements
Recruitment/HR	Career or training promotions
Official Statements	Press releases, speeches, reports
Events and Programs	Ceremony themes and stage visuals

LOGO ELEMENTS



Puso, Dangal, at Galing Para sa Bayan ← Tagline

TYPOGRAPHY



Mirante —→ Puso, Dangal, at Galing Para sa Bayan

COLOR PALETTE

					
R: 13 G: 90 B: 183	R: 226 G: 23 B: 58	R: 225 G: 218 B: 63	R: 255 G: 197 B: 21	R: 212 G: 171 B: 0	Gradient
HEX: 0d 5a b7	HEX: e2 17 3a	HEX: ff da 3f	HEX: ff c5 15	HEX: d4 ab 0	
CMYK: 91 69 0 0	CMYK: 5 100 80 0	CMYK: 1 12 86 0	CMYK: 0 23 98 0	CMYK: 19 30 100 0	
LAB: 38 7 -57	LAB: 49 72 38	LAB: 88 2 -75	LAB: 83 11 81	LAB: 72 6 73	
GrayScale: 70	GrayScale: 66	GrayScale: 17	GrayScale: 24	GrayScale: 35	

COLOR APPLICATION

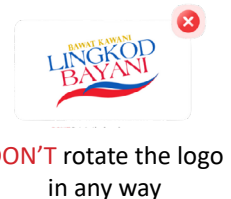
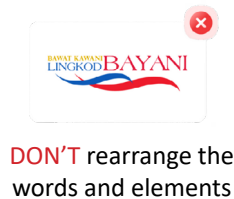
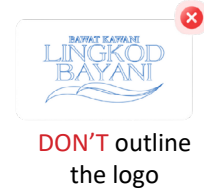
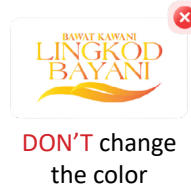


LOGO USE

Proper Use:



Improper Use:



DESIGN CONCEPT

The CSC stationery set embodies a modern, corporate aesthetic that is clean, refined, and sophisticated.

Guided by simplicity and minimalism, it features uncluttered layouts, generous white space, and carefully restrained graphic elements to achieve a polished, professional appearance.

The overall tone is contemporary and distinguished, reflecting the CSC's stature as a government institution while steering clear of outdated or overly ornamental design.

This elegant simplicity reinforces clarity of communication and conveys confidence and efficiency in every document.

COLOR PALETTE

The stationery design adheres to the CSC's official color palette, prominently featuring royal blue and scarlet red, complemented by neutral white accents.

CSC blue symbolizes authority, trust, and stability, while CSC red brings energy and focus. Together, these colors evoke national pride and cultural heritage, reflecting the colors of the Republic of the Philippines.

By using the official color palette, the stationery reinforces brand recognition while grounding CSC's identity in the nation's history and values.

This color scheme ensures consistency with the CSC logo, creating letterheads, envelopes, and memos that are cohesive and unmistakably institutional.



C: 71 R: 42
M: 65 G: 51
Y: 0 B: 143
K: 44 HEX: #2a338f



C: 1 R: 236
M: 99 G: 28
Y: 90 B: 45
K: 0 HEX: #ec1c2d

TYPOGRAPHY

Typography plays a key role in enhancing the visual identity. The selected typefaces/fonts are all modern, legible, and versatile typefaces that reflect the progressive character of CSC. It also reinforces CSC's identity as a forward-looking, culturally grounded, and service-oriented institution.

Aptos embodies clarity, modernity, and versatility.

Calibri reflects a balance of professionalism, readability, and modernity.

Roboto balances a mechanical skeleton with open curves, making it highly readable and efficient.

Mirante represents modern typographic elegance, making it ideal for branding, editorial layouts, and high-end design.

Open Sans is friendly and neutral, excellent for both digital and print communications.

Our standard typeface/font for office communication is **Aptos, 12 pt.**

This choice reflects a balance of professionalism, readability, and modernity. Aptos' clean, sans serif style makes it well-suited for digital documents and printed materials alike. It ensures our communications are accessible and consistent across platforms and devices. Aptos is the default font for all Microsoft Office applications.

When Aptos is not available, it is acceptable to use other fonts such as Calibri or Roboto, provided it maintains the same principles of clarity and professionalism.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Key Guidelines:

- Font: Aptos (Use Calibri or Roboto if Aptos is unavailable)
- Size: 12 pt
- Color: Black or automatic text color
- Alignment: Left-aligned and justified
- Spacing: Single or 1.15 line spacing
- Usage: Apply consistently across all standard documents and email correspondence

By standardizing our office correspondence typography, we promote a unified, polished brand voice in every interaction—both within our organization and with external stakeholders.

IMAGERY

Imagery serves as the visual language of the CSC brand. It strengthens recognition, evokes emotion, and helps audiences connect with and remember the organization. Visual elements are as essential as text in capturing attention, creating interest, and enhancing message retention.



The CSC's imagery system combines icons and photographs to bring written content to life. Together, these elements establish a friendly, trustworthy, and approachable brand personality that aligns with the CSC's mission of service and integrity.

Icons

Icons provide simple and clear visual representations of ideas, actions, or topics. They enhance comprehension and reinforce the structure of information.

Design Characteristics

- Style: Clean, minimal, and consistent in stroke weight and color
- Function: Summarize or represent content sections, key points, or navigation cues
- Tone: Professional yet approachable, aligned with CSC's visual identity

Usage Tips

- Use icons to complement text, not replace it.
- Maintain uniform sizing and spacing.
- Apply consistent color treatment aligned with the brand palette.



Photography

Photography conveys authenticity and human connection. It reflects real people, genuine interactions, and the CSC's values of public service, professionalism, and inclusivity.

Design Characteristics

- Subject Matter: Employees, citizens, and public service in action
- Mood: Positive, bright, and optimistic
- Composition: Clean and well-balanced with natural lighting
- Diversity: Represent different genders, ages, and backgrounds inclusively

Usage Tips

- Use high resolution, well-lit images.
- Ensure photos reflect the brand's values—integrity, service, and accessibility.

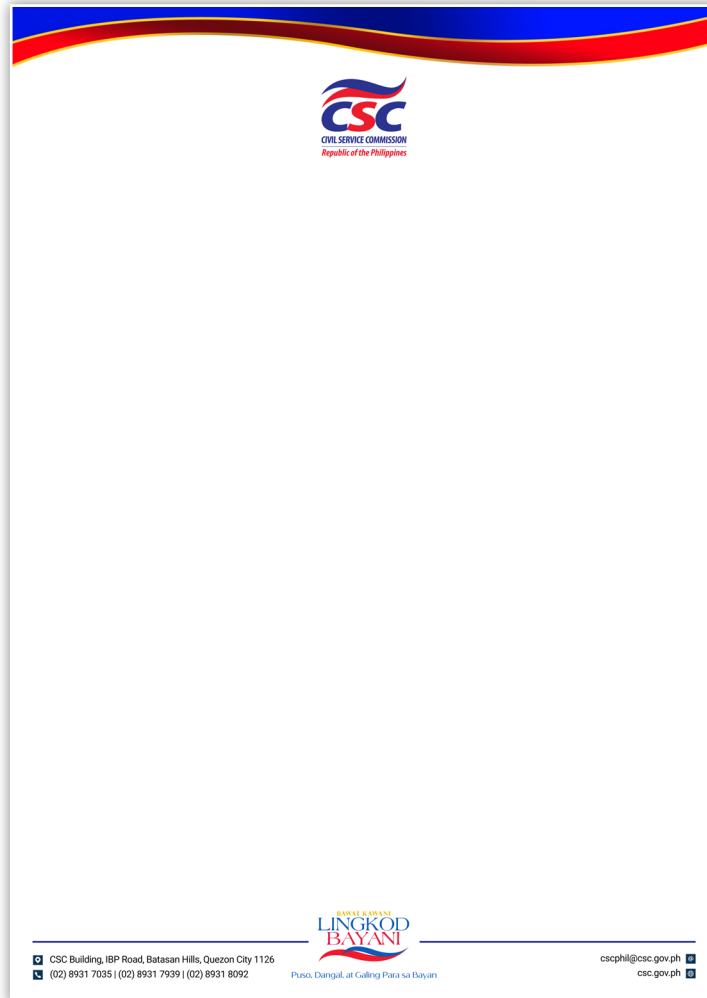


OFFICE STATIONERY



LETTERHEAD

For Internal and External Issuances and Letters (Central Office)



Usage

This letterhead stationery shall be used by the Central Office for both internal and external issuances, including Resolutions, Memorandum Circulars, Announcements, Office Memoranda, Office Orders, as well as letters to external stakeholders.

Specifications:

Size:

A4 (21 cm x 29.7 cm)

Paper Type:

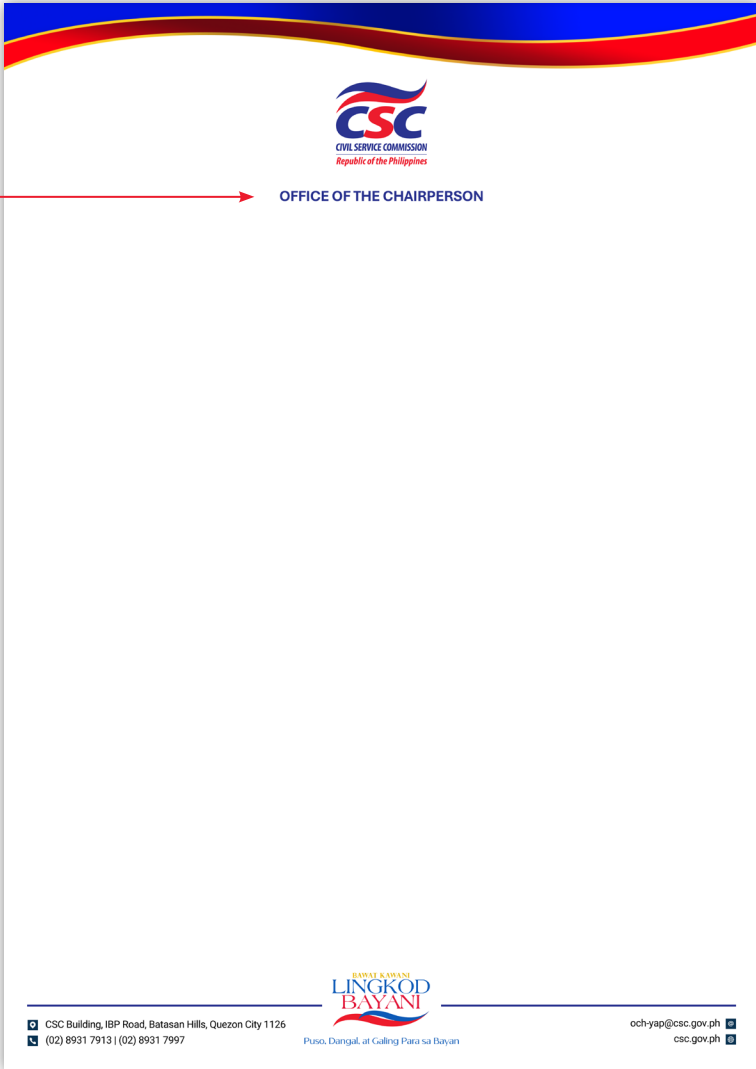
Bond paper (70-90 gsm)

Print:

Full color; customized printing with the CSC brand

CENTRAL OFFICE LETTERHEAD

For Memorandum (Internal Issuance)



The letterhead template features a decorative header with a blue and red wavy border. Below this, the CSC logo is centered, with the text "CSC CIVIL SERVICE COMMISSION Republic of the Philippines" underneath. A red arrow points from the label "Name of the office" to the text "OFFICE OF THE CHAIRPERSON". The main body of the letterhead is a large white rectangle. At the bottom, there is a footer section with contact details on the left, the "LINGKOD BAYANI" logo in the center, and email addresses on the right.

Name of the office → OFFICE OF THE CHAIRPERSON

Office contact details {

CSC Building, IBP Road, Batasan Hills, Quezon City 1126
(02) 8931 7913 | (02) 8931 7997

ochoyap@csc.gov.ph
csc.gov.ph

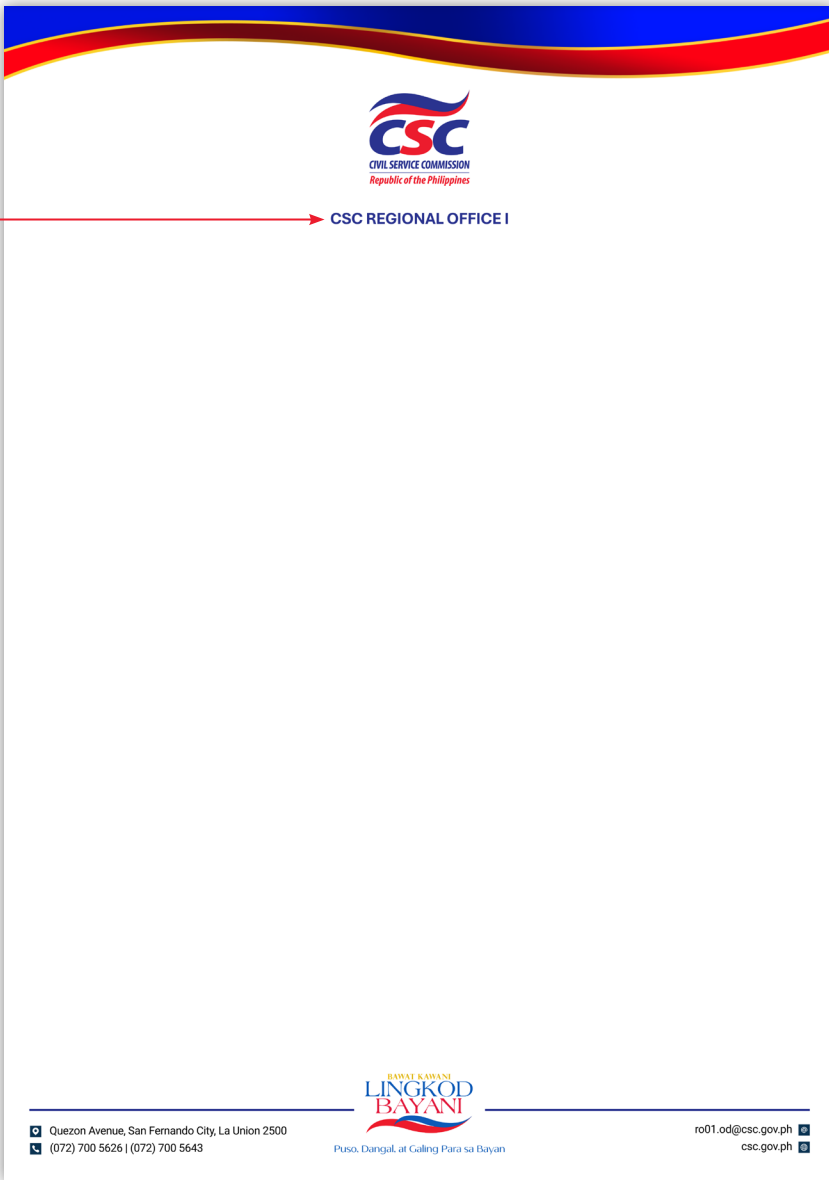
LINGKOD BAYANI
Puso, Dangal, at Galing Para sa Bayan

Usage

This letterhead stationery, bearing the name of an office in the Central Office below the CSC logo, shall be used for memorandum. It may be used by the Chairperson, Commissioners, Assistant Commissioners, and Directors of the CSC Central Office when issuing memoranda to the heads of Central or Regional Offices or to rank-and-file employees. Likewise, rank-and-file employees may use this letterhead for memoranda addressed to top management.

REGIONAL/FIELD OFFICE LETTERHEAD

For Internal and External Issuances and Letters



The letterhead template features a decorative header with a blue and red wavy design. Below this, the CSC logo is centered, with the text "CIVIL SERVICE COMMISSION" and "Republic of the Philippines" underneath. A red arrow points from the label "Name of the office" to the text "CSC REGIONAL OFFICE I". At the bottom, there is a footer section with the "LINGKOD BAYANI" logo and contact details for the Regional Office I.

Name of the office → CSC REGIONAL OFFICE I

Office contact details {

Quezon Avenue, San Fernando City, La Union 2500
(072) 700 5626 | (072) 700 5643

Puso, Dangal, at Galing Para sa Bayan

ro01.od@csc.gov.ph
csc.gov.ph

Usage

This letterhead stationery, bearing the name of the office below the CSC logo, shall be used by Regional and Field Offices for both internal and external issuances. These include Memoranda, Regional Office Orders, Announcements, as well as letters to external stakeholders.

RESOLUTION

External Issuance (Sample)

1-inch margin

1-inch margin

2 line spaces

2 line spaces

1 line space

4 line spaces

3 line spaces

2 line spaces

2 line spaces

Justified


CIVIL SERVICE COMMISSION
Republic of the Philippines

Left aligned and bold
Title of Resolution
x-----x

Right aligned and bold
Number : _____
Promulgated : _____

Center aligned and bold → **RESOLUTION**

Indent → **LOREM IPSUM**, dolor sit amet, consectetur adipiscing elit. Suspendisse orci augue, interdum a velit in, consectetur fermentum sem. Praesent fermentum tortor purus. Cras iaculis id nibh eget auctor. Sed aliquet lobortis tempor. Maecenas ultricies lacinia felis egestas auctor. Nullam efficitur elit id mauris placerat fringilla. Etiam ac ligula nec metus faucibus pellentesque faucibus at enim.

Indent → **LOREM IPSUM**, Integer finibus massa eget nibh tempor, non auctor orci ullamcorper. Duis congue velit vel sapien sollicitudin, non tristique arcu vehicula. Ut varius enim a ultrices molestie. Integer aliquet enim rhoncus, suscipit massa eu, elementum velit. Cras eget lectus vitae purus semper euismod. Vivamus at velit eu turpis mollis imperdiet.

Indent → **LOREM IPSUM**, Quisque diam purus, rhoncus eget urna eget, lacinia tempor elit. Nullam tempor urna in metus rhoncus iaculis. Interdum et malesuada fames ac ante ipsum primis in faucibus. Suspendisse sed vulputate sapien.

NAME OF CHAIRPERSON
Chairperson

NAME OF COMMISSIONER
Commissioner

NAME OF COMMISSIONER
Commissioner

Attested by:

NAME OF DIRECTOR IV
Director IV
Commission Secretariat and Liaison Office


BAWAT KAWAN
LINGKOD
BAYAN
Puso, Dangal, at Galing Para sa Bayan

 CSC Building, IBP Road, Batasan Hills, Quezon City 1126
 (02) 8931 7035 | (02) 8931 7939 | (02) 8931 8092

 cscphil@csc.gov.ph
 csc.gov.ph

Format:

- Use Aptos, 12 pt. for all texts (If unavailable, use Calibri or Roboto).
- Apply single line spacing throughout the document.

MEMORANDUM CIRCULAR

External Issuance (Sample)


CSC
CIVIL SERVICE COMMISSION
Republic of the Philippines

Right aligned and bold
MC No. 1, s. 2025

Center aligned and bold → **MEMORANDUM CIRCULAR**

TO : ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS, AND AGENCIES OF THE NATIONAL GOVERNMENT; HEADS OF MINISTRIES IN THE BARMM; LOCAL GOVERNMENT UNITS; GOVERNMENT-OWNED AND/OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS; AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : 125th Philippine Civil Service Anniversary

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse orci augue, interdum a velit in, consectetur fermentum sem. Praesent fermentum tortor purus. Cras iaculis id nibh eget auctor. Sed aliquet lobortis tempor. Maecenas ultricies lacinia felis eget auctor. Nullam efficitur elit id mauris placerat fringilla. Etiam ac ligula nec metus faucibus pellentesque faucibus at enim.

Integer finibus massa eget nibh tempor, non auctor orci ullamcorper. Duis congue velit vel sapien sollicitudin, non tristique arcu vehicula. Ut varius enim a ultrices molestie. Integer aliquet enim rhoncus, suscipit massa eu, elementum velit. Cras eget lectus vitae purus semper euismod. Vivamus at velit eu turpis mollis imperdiet.

Quisque diam purus, rhoncus eget urna eget, lacinia tempor elit. Nullam tempor urna in metus rhoncus iaculis. Interdum et malesuada fames ac ante ipsum primis in faucibus. Suspendisse sed vulputate sapien. Praesent in magna sit amet nulla feugiat efficitur a a arcu. In ornare fermentum tempus. Pellentesque suscipit, massa et vulputate congue, justo sem dapibus arcu, a hendrerit tellus lacus sed dui. Cras nunc massa, viverra sit amet diam eget, semper imperdiet lorem.

NAME OF CHAIRPERSON
Chairperson

Date


LINGKOD BAYANI
Puso, Dangal, at Galing Para sa Bayan

☐ CSC Building, IBP Road, Batasan Hills, Quezon City 1126
☎ (02) 8931 7035 | (02) 8931 7939 | (02) 8931 8092

cscphil@csc.gov.ph ☐
csc.gov.ph ☐

Format:

- Use Aptos, 12 pt. for all texts (If unavailable, use Calibri or Roboto).
- Apply single line spacing throughout the document.

ANNOUNCEMENT

External Issuance (Sample)


CIVIL SERVICE COMMISSION
Republic of the Philippines

Announcement No. 1, s. 2025

ANNOUNCEMENT

TO : ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS, AND AGENCIES OF THE NATIONAL GOVERNMENT; HEADS OF MINISTRIES IN THE BARMM; LOCAL GOVERNMENT UNITS; GOVERNMENT-OWNED AND/OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS; AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : Social Protection Month

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse orci augue, interdum a velit in, consectetur fermentum sem. Praesent fermentum tortor purus. Cras iaculis id nibh eget auctor. Sed aliquet lobortis tempor. Maecenas ultricies lacinia felis eget auctor. Nullam efficitur elit id mauris placerat fringilla. Etiam ac ligula nec metus faucibus pellentesque faucibus at enim.

Integer finibus massa eget nibh tempor, non auctor orci ullamcorper. Duis congue velit vel sapien sollicitudin, non tristique arcu vehicula. Ut varius enim a ultrices molestie. Integer aliquet enim rhoncus, suscipit massa eu, elementum velit. Cras eget lectus vitae purus semper euismod. Vivamus at velit eu turpis mollis imperdiet.

Quisque diam purus, rhoncus eget urna eget, lacinia tempor elit. Nullam tempor urna in metus rhoncus iaculis. Interdum et malesuada fames ac ante ipsum primis in faucibus. Suspendisse sed vulputate sapien. Praesent in magna sit amet nulla feugiat efficitur a a arcu. In ornare fermentum tempus. Pellentesque suscipit, massa et vulputate congue, justo sem dapibus arcu, a hendrerit tellus lacus sed dui. Cras nunc massa, viverra sit amet diam eget, semper imperdiet lorem.

NAME OF CHAIRPERSON
Chairperson

Date


BAWAT KAWANI
LINGKOD
BAYANI

 CSC Building, IBP Road, Batasan Hills, Quezon City 1126
 (02) 8931 7035 | (02) 8931 7939 | (02) 8931 8092

Puso, Dangal, at Galing Para sa Bayan

cscphil@csc.gov.ph
csc.gov.ph

Format:

- Use Aptos, 12 pt. for all texts (If unavailable, use Calibri or Roboto).
- Apply single line spacing throughout the document.

OFFICE MEMORANDUM

Internal Issuance (Sample)


CSC
CIVIL SERVICE COMMISSION
Republic of the Philippines

Right aligned and bold
OM No. 1, s. 2025

Center aligned and bold → **OFFICE MEMORANDUM**

TO : ALL HEADS OF CSC CENTRAL AND REGIONAL OFFICES

SUBJECT : Guidelines on Leave of Absences

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse orci augue, interdum a velit in, consectetur fermentum sem. Praesent fermentum tortor purus. Cras iaculis id nibh eget auctor. Sed aliquet lobortis tempor. Maecenas ultricies lacinia felis egestas auctor. Nullam efficitur elit id mauris placerat fringilla. Etiam ac ligula nec metus faucibus pellentesque faucibus at enim.

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NAME OF CHAIRPERSON
Chairperson

Date


LINGKOD BAYANI
Puso, Dangal, at Gallang Para sa Bayan

☐ CSC Building, IBP Road, Batasan Hills, Quezon City 1126

☐ (02) 8931 7035 | (02) 8931 7939 | (02) 8931 8092

cscphil@csc.gov.ph ☐

csc.gov.ph ☐

Format:

- Use Aptos, 12 pt. for all texts (If unavailable, use Calibri or Roboto).
- Apply single line spacing throughout the document.

OFFICE ORDER

Internal Issuance (Sample)


CIVIL SERVICE COMMISSION
Republic of the Philippines

Right aligned and bold
OO No. 1, s. 2025

Center aligned and bold → **OFFICE ORDER**

TO : ALL CONCERNED OFFICIALS AND EMPLOYEES

SUBJECT : Authority to Attend the Strategic Communications Training

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse orci augue, interdum a velit in, consectetur fermentum sem. Praesent fermentum tortor purus. Cras iaculis id nibh eget auctor. Sed aliquet lobortis tempor. Maecenas ultricies lacinia felis egestas auctor. Nullam efficitur elit id mauris placerat fringilla. Etiam ac ligula nec metus faucibus pellentesque faucibus at enim.

Integer finibus massa eget nibh tempor, non auctor orci ullamcorper. Duis congue velit vel sapien sollicitudin, non tristique arcu vehicula. Ut varius enim a ultrices molestie. Integer aliquet enim rhoncus, suscipit massa eu, elementum velit. Cras eget lectus vitae purus semper euismod. Vivamus at velit eu turpis mollis imperdiet.

Quisque diam purus, rhoncus eget urna eget, lacinia tempor elit. Nullam tempor urna in metus rhoncus iaculis. Interdum et malesuada fames ac ante ipsum primis in faucibus. Suspendisse sed vulputate sapien. Praesent in magna sit amet nulla feugiat efficitur a a arcu. In ornare fermentum tempus. Pellentesque suscipit, massa et vulputate congue, justo sem dapibus arcu, a hendrerit tellus lacus sed dui. Cras nunc massa, viverra sit amet diam eget, semper imperdiet lorem.

Aliquam eget risus cursus, faucibus sapien eget, ultrices mi. In hac habitasse platea dictumst. Aenean sit amet vulputate nisi, sed maximus metus. Ut eget hendrerit arcu, in pulvinar dui. Praesent elementum nunc vel sollicitudin ullamcorper.

NAME OF CHAIRPERSON
Chairperson

Date


BAWAT KAWANI
LINGKOD
BAYAN

📍 CSC Building, IBP Road, Batasan Hills, Quezon City 1126
☎ (02) 8931 7035 | (02) 8931 7939 | (02) 8931 8092

Puso, Dangal, at Galing Para sa Bayan

cscphil@csc.gov.ph
csc.gov.ph

Format:

- Use Aptos, 12 pt. for all texts (If unavailable, use Calibri or Roboto).
- Apply single line spacing throughout the document.

MEMORANDUM

Internal Issuance (Sample)

1-inch margin

1-inch margin


CIVIL SERVICE COMMISSION
Republic of the Philippines

OFFICE OF THE CHAIRPERSON

Right aligned and bold
OCH Memo No. 1, s. 2025

Left aligned and bold
MEMORANDUM

TO : ALL HEADS OF CSC CENTRAL AND REGIONAL OFFICES

SUBJECT : 125th Philippine Civil Service Anniversary

Justified

Justified

Justified

NAME OF CHAIRPERSON
Chairperson

Date


LINGKOD BAYANI
Puso, Dangal, at Galing Para sa Bayan

CSC Building, IBP Road, Batasan Hills, Quezon City 1126
(02) 8931 7913 | (02) 8931 7997

och-yap@csc.gov.ph
csc.gov.ph

Format:

- Use Aptos, 12 pt. for all texts (If unavailable, use Calibri or Roboto).
- Apply single line spacing throughout the document.

LETTER

External Issuance from Central Office (Sample)

1-inch margin

1-inch margin

3 line spaces

2 line spaces

2 line spaces

2 line spaces

2 line spaces

2 line spaces

Justified


CIVIL SERVICE COMMISSION
Republic of the Philippines

Left aligned

Date

Director General JUAN D. CRUZ
Philippine Government Agency
2/F PGA Building, Government Avenue
Government City

Dear **Director General CRUZ**:

Warmest greetings from the Civil Service Commission (CSC)!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse orci augue, interdum a velit in, consectetur fermentum sem. Praesent fermentum tortor purus. Cras iaculis id nibh eget auctor. Sed aliquet lobortis tempor. Maecenas ultricies lacinia felis egestas auctor. Nullam efficitur elit id mauris placerat fringilla. Etiam ac ligula nec metus faucibus pellentesque faucibus at enim.

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Quisque diam purus, rhoncus eget urna eget, lacinia tempor elit. Nullam tempor urna in metus rhoncus iaculis. Interdum et malesuada fames ac ante ipsum primis in faucibus. Suspendisse sed vulputate sapien. Praesent in magna sit amet nulla feugiat efficitur a a arcu. In ornare fermentum tempus. Pellentesque suscipit, massa et vulputate congue, justo sem dapibus arcu, a hendrerit tellus lacus sed dui.

Very truly yours,

NAME OF CHAIRPERSON
Chairperson


LINGKOD BAYANI
Puso, Dangal, at Galing Para sa Bayan

 CSC Building, IBP Road, Batasan Hills, Quezon City 1126
 (02) 8931 7035 | (02) 8931 7939 | (02) 8931 8092

cscphil@csc.gov.ph
csc.gov.ph

Format:

- Use Aptos, 12 pt. for all texts (If unavailable, use Calibri or Roboto).
- Apply single line spacing throughout the document.

LETTER

External Issuance from Regional Office (Sample)

1-inch margin

1-inch margin

1 line space

3 line spaces

2 line spaces

2 line spaces

2 line spaces

2 line spaces

Justified

CSC
CIVIL SERVICE COMMISSION
Republic of the Philippines

CSC REGIONAL OFFICE I

Left aligned

Date

Director General JUAN D. CRUZ
Philippine Government Agency
2/F PGA Building, Government Avenue
Government City

Dear **Director General CRUZ:**

Warmest greetings from the Civil Service Commission (CSC)!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse orci augue, interdum a velit in, consectetur fermentum sem. Praesent fermentum tortor purus. Cras iaculis id nibh eget auctor. Sed aliquet lobortis tempor. Maecenas ultricies lacinia felis eget auctor. Nullam efficitur elit id mauris placerat fringilla. Etiam ac ligula nec metus faucibus pellentesque faucibus at enim.

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Quisque diam purus, rhoncus eget urna eget, lacinia tempor elit. Nullam tempor urna in metus rhoncus iaculis. Interdum et malesuada fames ac ante ipsum primis in faucibus. Suspendisse sed vulputate sapien. Praesent in magna sit amet nulla feugiat efficitur a a arcu. In ornare fermentum tempus. Pellentesque suscipit, massa et vulputate congue, justo sem dapibus arcu, a hendrerit tellus lacus sed dui.

Very truly yours,

NAME OF DIRECTOR IV
Director IV

LINGKOD BAYANI
RAWAT KAWAN!

Quezon Avenue, San Fernando City, La Union 2500
(072) 700 5626 | (072) 700 5643

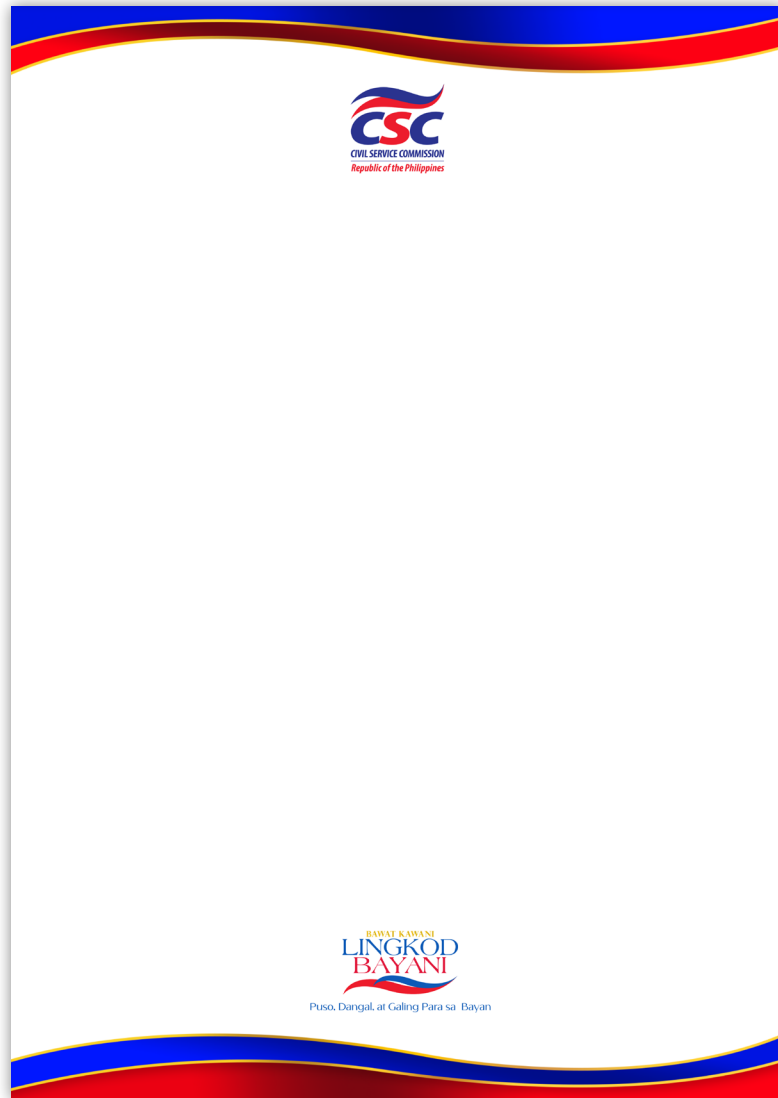
Puso, Dangal, at Galing Para sa Bayan

ro01.od@csc.gov.ph
csc.gov.ph

Format:

- Use Aptos, 12 pt. for all texts (If unavailable, use Calibri or Roboto).
- Apply single line spacing throughout the document.

CERTIFICATE



Usage

This design shall serve as the standard template for Certificates of Completion, Participation, Appreciation, and other related certificates issued for internal and external activities such as training, programs, and events involving various stakeholders.

Specifications:

Size:

A4 (21 cm x 29.7 cm)

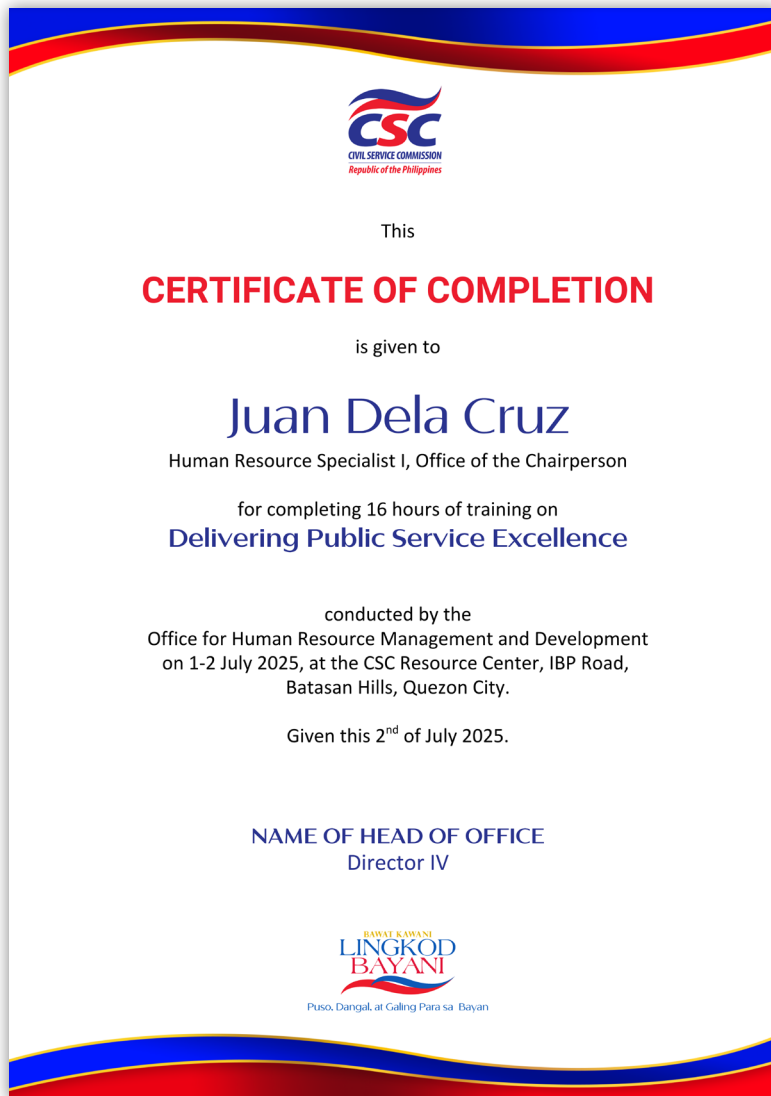
Paper Type:

Special paper (180 to 220 gsm) or sheepskin-like parchment paper

Print:

Full color; customized printing with the CSC brand

CERTIFICATE

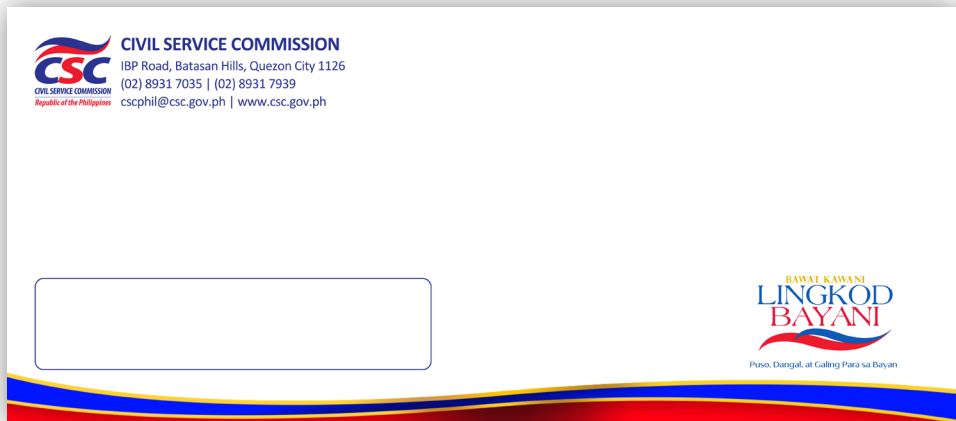


Format:

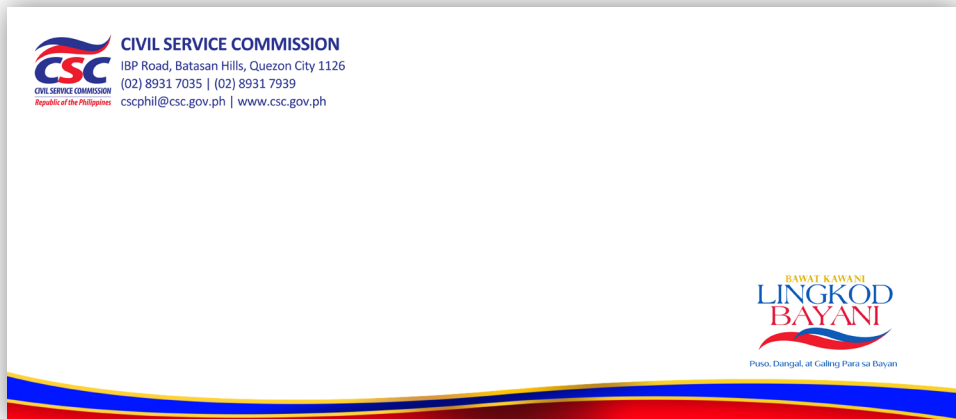
- The CSC logo is positioned at the top, below the ribbon, while the BKL B logo and tagline are placed at the bottom, above the ribbon.
- Use Roboto font in bold and CSC red color for the certificate title (e.g., Certificate of Completion).
- Use Mirante font in bold and CSC blue color for the participant's name, training title, and signatory's name.
- Use Calibri font in black for all remaining text.
- Maintain one-inch left and right margins.

Download 

LETTER ENVELOPE



Windowed



Non-windowed

Specifications:

Size:

9 1/2 inches x 4 1/8 inches (241 x 105 mm)

Paper Type:

80 gsm

Print:

Full color; customized printing with the CSC brand

[Download](#) 

BUSINESS CARD



Front



Back

Specifications:

Size:

3.5 inches (width) x 2 inches (height)

Material:

Standard card (240 gsm to 340 gsm);
matte finish

Branding:

Full color (back-to-back)

Download 

DOCUMENT FOLDER



Specifications:

Size:

9.5 inches (width) x 13 inches (height)

Paper Type:

C2S (200 gsm)

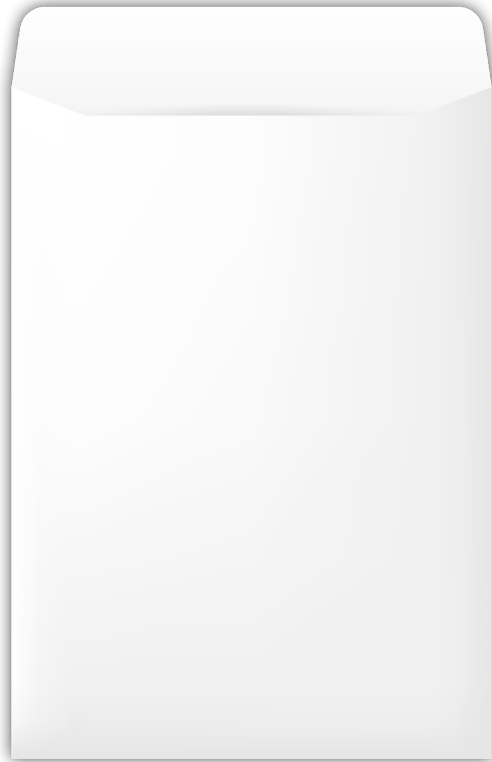
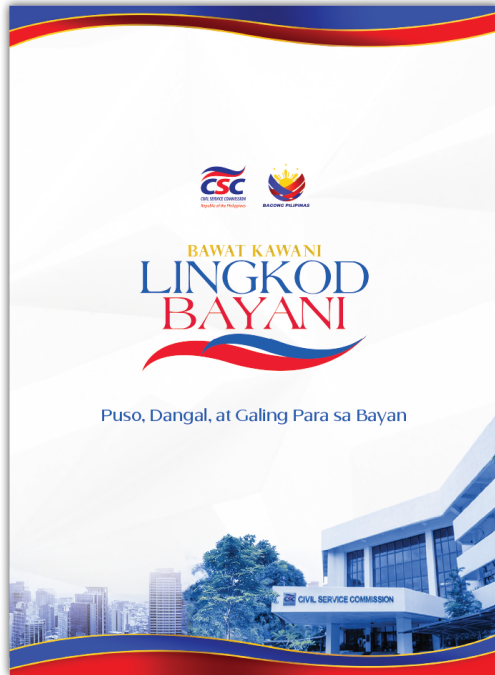
Others:

With two-inch flap; die cut

Print:

Full color; customized printing with the CSC brand

DOCUMENT ENVELOPE



Specifications:

Size:

9.5 inches (width) x 13 inches (height)

Paper Type:

C2S (200 gsm)

Others:

With two-inch flap; die cut

Print:

Full color; customized printing with the CSC brand

SPECIAL MEMO/NOTEPAD

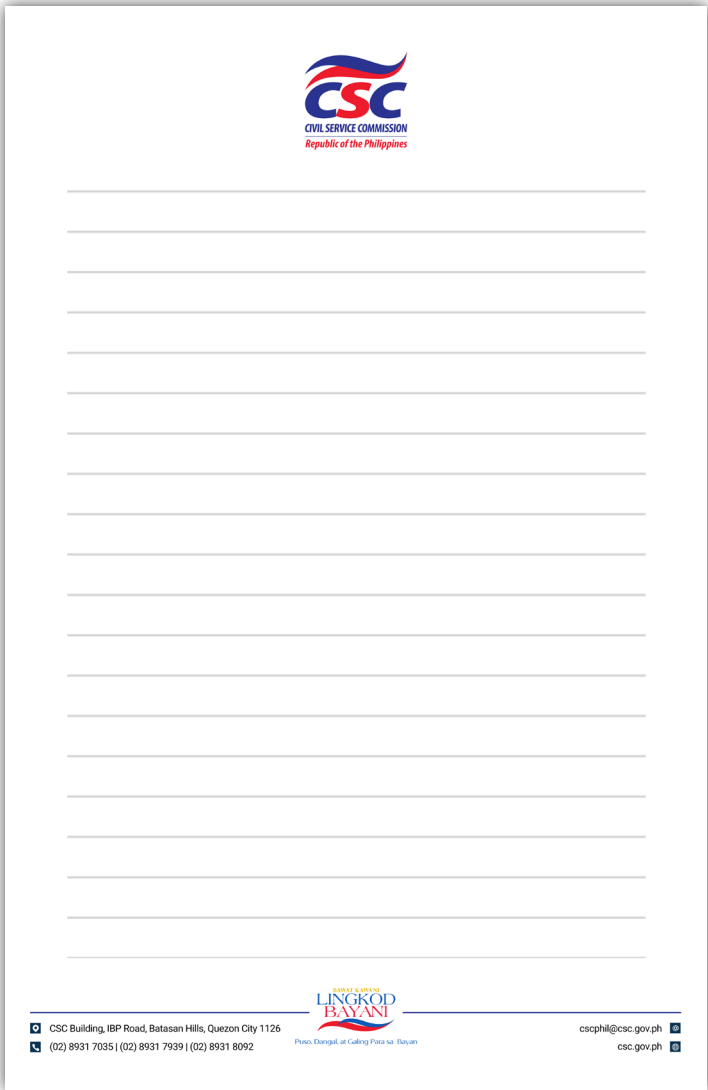


Size: 5.5 inches (width) x 8.5 inches (height)

Paper Type: Bookpaper (70 gsm)

Print: Full color; customized printing with the CSC brand

REGULAR MEMO/NOTEPAD



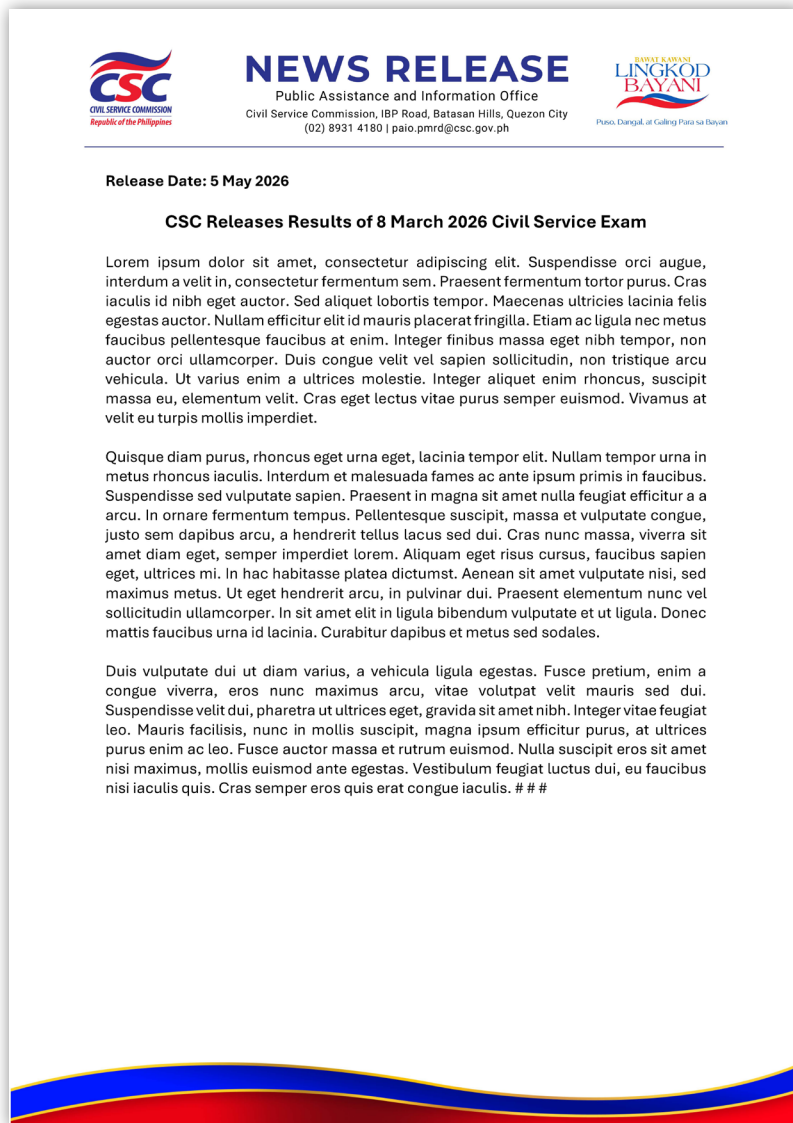
Size: 5.5 inches (width) x 8.5 inches (height)

Paper Type: Bookpaper (70 gsm)

Print: Full color; customized printing with the CSC brand



NEWS RELEASE



Format:

Size: A4

Paper Type: Standard Paper (80 gsm)

Print: Full color; customized printing with the CSC brand

MEDIA ADVISORY



MEDIA ADVISORY

Public Assistance and Information Office
Civil Service Commission, IBP Road, Batasan Hills, Quezon City
(02) 8931 4180 | paio.pmr@gmail.com



Puso, Dangal, at Galing Para sa Bayan

Release Date: 15 August 2025

125th Philippine Civil Service Anniversary Media Launch

The Civil Service Commission (CSC) will mark the 125th Philippine Civil Service Anniversary (PCSA) this September with a nationwide job fair, the prestigious Honor Awards Program, a fun run, special perks for government workers, and a series of activities organized to honor government workers and celebrate their contributions to public service.

With the theme, "Bawat Kawani, Lingkod Bayani: Puso, Dangal, at Galing Para sa Bayan", this year's milestone celebrates the vital role of civil servants in nation-building and in realizing the vision of a Bagong Pilipinas.

The PCSA is celebrated every September in observance of the establishment of the Philippine Civil Service on 19 September 1900 through Public Law No. 5, "An Act for the Establishment and Maintenance of an Efficient and Honest Civil Service in the Philippine Islands".

The celebration is also pursuant to Presidential Proclamation No. 1050, series of 1997 declaring the month of September as the Civil Service Month and mandates the holding of activities that promote, showcase, and celebrate government service.

For the complete lineup of events and official announcements, visit www.csc.gov.ph/pcs2025.

The CSC will be presenting the events lined-up for the month-long PCSA and members of the media are invited to attend. Please be guided by the following details:

WHAT:	Media Launch of the 125th Philippine Civil Service Anniversary
WHEN:	18 August 2025, Monday, 10 a.m.
WHERE:	4th Floor, Resource Center Auditorium, CSC Central Office, IBP Road, Batasan Hills, Quezon City
CONTACT:	Marie Celezthine Lappay (02) 8931 4180

LIST OF VIPs

- Atty. MARILYN B. YAP, Chairperson, Civil Service Commission
- Atty. RYAN ALVIN R. ACOSTA, , Commissioner, Civil Service Commission
- Atty. LUIS MEINRADO C. PAÑGULAYAN, Commissioner, Civil Service Commission

Format:

Size: A4

Paper Type: Standard Paper (80 gsm)

Print: Full color; customized printing with the CSC brand

TALKING POINTS



CSC
CIVIL SERVICE COMMISSION
Republic of the Philippines

TALKING POINTS

Public Assistance and Information Office
Civil Service Commission, IBP Road, Batasan Hills, Quezon City
(02) 8931 4180 | paio.pmr@psc.gov.ph



**BAWAT KAWANI
LINGKOD
BAYANI**
Puso, Dangal, at Galing Para sa Bayan

Station: Radyo 630
Program: Teleradyo Serbisyo
Program Host: Alvin Elchico
Date and Time: 1 September 2025, 7:00 - 7:30 a.m.
Interviewee: CSC Chairperson Marilyn B. Yap
Interview Platform: Live via Zoom
Topic: 125th Philippine Civil Service Anniversary

1. What is the Philippine Civil Service Anniversary (PCSA)?	The annual PCSA celebration commemorates the signing of Public Law No. 5 or An Act for the Establishment and Maintenance of an Efficient and Honest Civil Service in the Philippine Islands on 19 September 1900. The celebration is also pursuant to Presidential Proclamation No. 1050, series of 1997 signed by the late President Fidel Valdez Ramos declaring the month of September as the Civil Service Month. The Civil Service Commission (CSC) spearheads the anniversary celebration, with the participation of all government agencies and the public as well.
2. What is the theme of this year's PCSA?	“Bawat Kawani, Lingkod Bayani: Puso, Dangal, at Galing Para sa Bayan” - spotlights the contributions of the country's public sector workforce in bringing into fruition the aspirations of a Bagong Pilipinas through the display of patriotism, excellence, and integrity in the performance of their duties, especially public service delivery - supports the directive given by President Ferdinand R. Marcos Jr during the Bagong Pilipinas Kickoff Rally, for every kawani to deliver services that do not discriminate and fast, projects completed on time, deadlines met
3. What is the significance of commemorating the Philippine Civil Service Anniversary?	The PCSA is NOT the anniversary of the CSC, but of the whole Philippine civil service. While it is the CSC that was tasked to lead the month-long celebration, all government agencies and civil servants nationwide are enjoined to actively participate in this significant occasion.

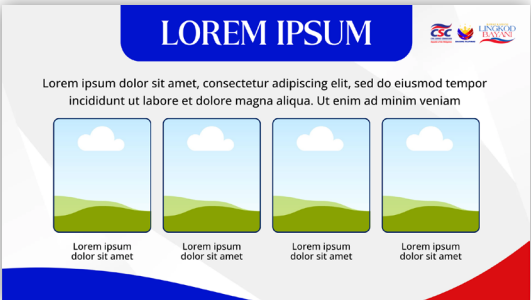
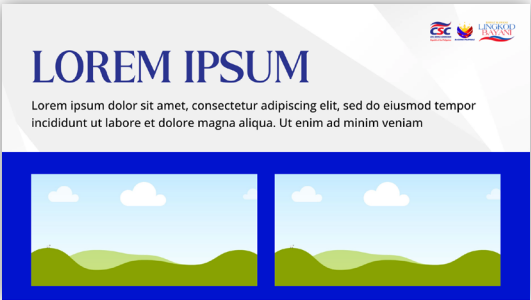
Format:

Size: A4

Paper Type: Standard Paper (80 gsm)

Print: Full color; customized printing with the CSC brand

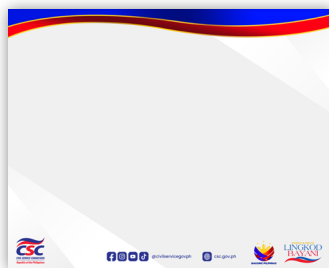
PRESENTATION DECK



VIRTUAL BACKGROUND



ART CARD TEMPLATES FOR CENTRAL OFFICE



Generic Art Card



News Release Art Card



Trendjacking Art Card

ART CARD TEMPLATES FOR REGIONAL OFFICES



Generic Art Card



Announcement



News Release Art Card



L&D Announcement

OFFICE ITEMS/TOKENS



NOTEBOOK/JOURNAL



Size: A5

Cover:

Rubber or leatherette with elastic closure

Customized printing with the CSC brand

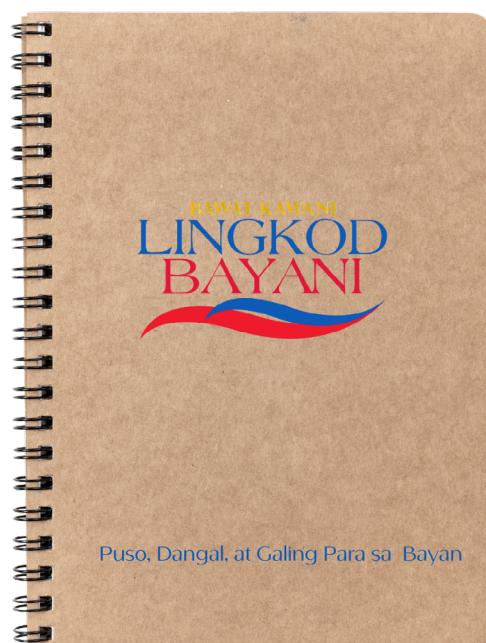
Paper Type (Inside pages):

Bookpaper (70 gsm)

Print:

One color (inside pages)

NOTEBOOK/NOTEPAD



Size: A5

Cover:

Kraft carton (180 gsm)

Customized printing with the CSC brand

Paper Type (Inside pages):

Bookpaper (70 gsm)

Print:

One color (inside pages)

NOTEBOOK/JOURNAL AND PEN SET



Size: A5

Materials:

Notebook: Rubber notebook with elastic closure, full color print on cover

Ballpen: White push or twist pen with black ink; UV print (full color);
needle tip: 0.7mm

Box: Blue, red, or white with print (full color)

PEN



Materials: Push or twist pen with black ink

Color: White

Print: BKLB logo and tagline, UV printed, full color

Needle tip: 0.7mm

LANYARD

**Material:**

Polyester band (0.7 inches), chrome-coated hook, plastic fastener (optional)

Print:

CSC logo, BKL B logo, and texts; sublimated (full color)

Font:

Myriad Variable Concept (Semi Condensed) for the "CIVIL SERVICE COMMISSION" texts and Mirante for the "PUSO, DANGAL, AT GALING PARA SA BAYAN" texts

TOTE BAG



Vertical

Horizontal

Size:

Vertical: 14 inches (width) x 16 inches (height)

Horizontal: 16 inches (width) x 14 inches (height)

Material: Canvas (katsa)

Print: CSC logo, BKLB logo, and tagline (full color)

Others: With utility pockets, side pleats, and hard material on the bottom for support

TUMBLER



Size:
800 ml/one liter

Material:
Stainless steel with vacuum wall

Print:
BKLB logo and tagline (full color or monochrome)

CERAMIC MUG



Material: Ceramic

Color: White

Size: 9.3 cm (height) x 7.7 cm (diameter)

Print: CSC logo, BKL logo, and tagline (full color)

POLO SHIRT



Material: 100% cotton, honeycomb design, ribbed collar and armbands

Color: White, blue, and red

Print: BKLBB logo embroidered on the left chest area and the CSC logo on the right armband (full color)

Others: Unisex and available in variety of sizes

CORPORATE JACKET



Material: Water-resistant or waterproof fabric, lightweight

Color: Dark blue

Print: BKLBB logo embroidered on the left chest area, while CSC logo and Bagong Pilipinas logo on the back (full color)

Others:

- Unisex and available in variety of sizes
- With two side pockets
- With chrome or silver zipper

OTHER DESIGN APPLICATIONS



LEI



Size: 2 inches (width) and 51.2 inches (length)

Material: Jacquard ribbon

Print: Traditional/ethnic pattern

Color: Blue and red

Button pin: 3 inches (diameter); one side printing of CSC brand in full color; with metal cover, pin base, and plastic protective film

UMBRELLA



Size: 32 inches

Material: Wind breaker, fiber ribs, heavy-duty

Print: CSC logo and BKLB logo with waves (full color)

Color: White or navy blue

WALL CLOCK



Material:

12 inches (diameter),
bamboo-framed design,
analog quartz mechanism

Print: CSC logo, BKLB logo, and tagline (full color)

DESK CLOCK



Material:

Bamboo design, digital LED

Print:

Laser engraved CSC logo, BKLB logo, and tagline

PAPER WEIGHT

Size:

4 inches (diameter) and 0.3 inches (thickness)

Material: Acrylic

Print: CSC brand printed directly on the acrylic, back-to-back design (full color)

With hard box (white, blue, or red)



STICKER



4 inches (width) x 3 inches (height)



5 inches (width) x 4 inches (height)

Material: Waterproof, vinyl sticker

Print: Full color

PAPER BAG



Vertical



Horizontal

Size:

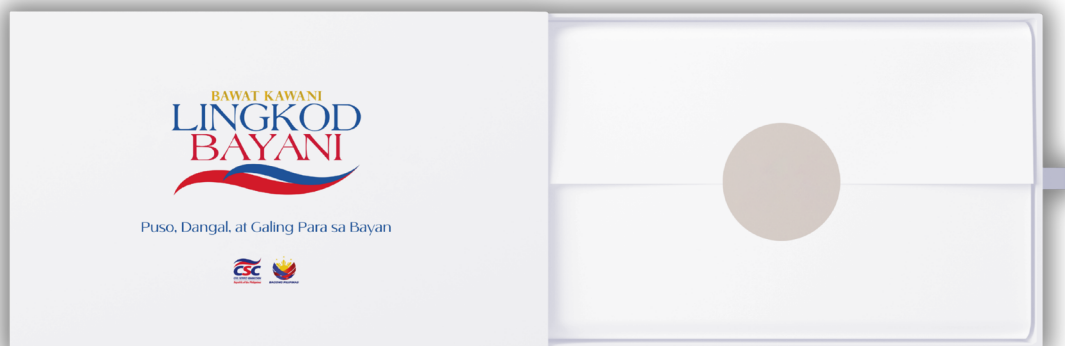
Horizontal: 16 inches (width) x 10 inches (height) x 6 inches (base)

Vertical: 9.5 inches (width) x 10 inches (height) x 4 inches (base)

Print: Full color, both sides, UV laminated

Material: C2S 220#, blue handle with eyelet

GIFT BOX

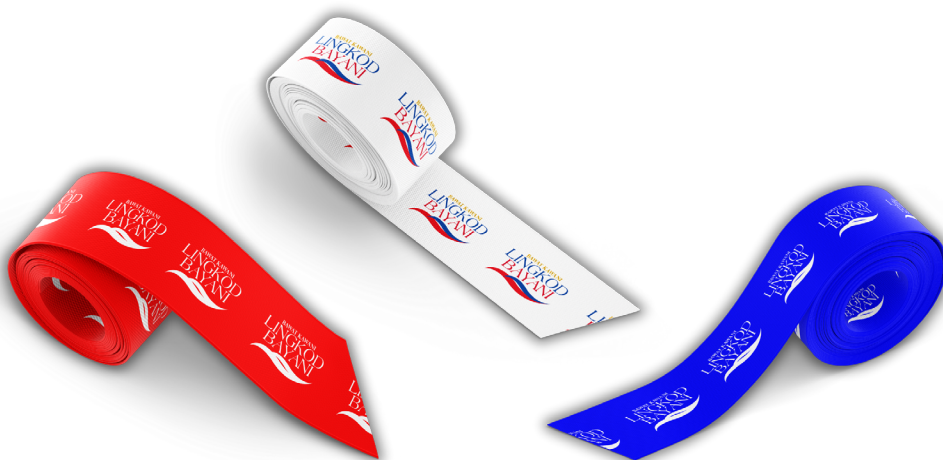


Size: 10 inches (length) x 6 inches (width) x 3 inches (height)
customized box

Color: White

Print: CSC logo, BKLB logo, Bagong Pilipinas logo, and tagline (full color)

RIBBONS



Size: 1 inch (width)

Material: Satin

Color: White, blue, red

Print: Full color or white

SIGNAGE



PODIUM



The CSC logo must be displayed on podiums, and the colored version of the logo should be used at all times.

All elements of the CSC logo must remain intact; no element should be separated, rearranged, or replaced with other elements.

VERTICAL BANNER



Size: 36 inches or 3 feet (width) x 72 inches or 6 feet (height)

The CSC and Bagong Pilipinas logos must always be at the top portion of the banner. Meanwhile, the BKLBB logo and tagline shall be placed on the bottom above the image and ribbon.

Vertical banners must always be located at the entrance to greet and inform guests about an ongoing event. It may also be placed beside the registration counter, if available.

HORIZONTAL BANNER



Size: 72 inches or 6 feet (width) x 36 inches or 3 feet (height)

For all programs headed by CSC, the CSC, Bagong Pilipinas, and BKL B logos, as well as the tagline, must always be at the top portion of the banner.

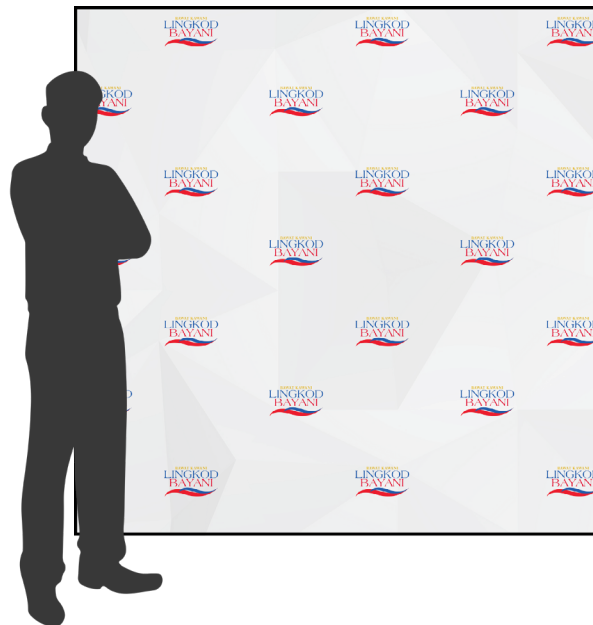
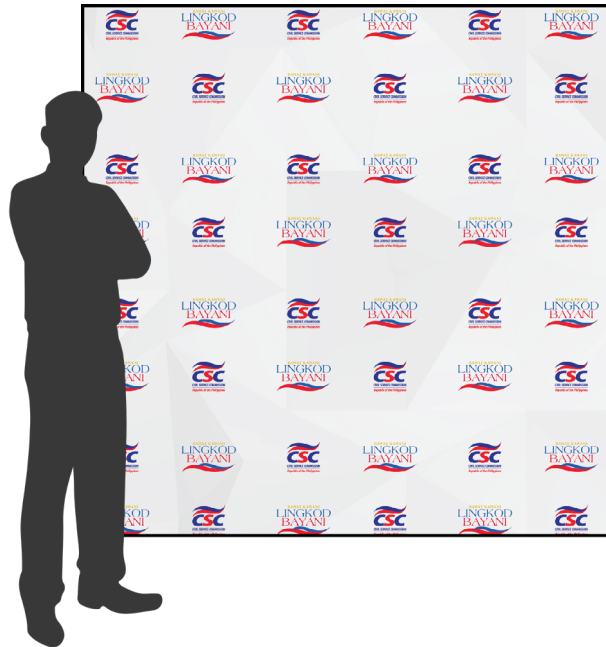
Logos of partner agencies must not be bigger than the CSC logo and must be in accordance with the protocol.

BACKDROP



For backdrop designs, the CSC, Bagong Pilipinas, and BKL B logos, as well as the tagline, should be placed at the top portion of the backdrop. It should be within eye level of the audience.

PHOTO WALL



For televised or heavily photographed event (e.g., press conference), a repeating backdrop may be used.

For events in partnership with other agencies or institutions, the logos of partners may be placed along the CSC logo and BKLB logo.

**SCAN THE QR CODE OR CLICK THE LINK
TO ACCESS ALL THE CSC BRAND
IDENTITY MATERIALS**



<https://bit.ly/CSCBrandIdentity>

BAWAT KAWANI
LINGKOD
BAYANI



Civil Service Commission
IBP Road, Batasan Hills, Quezon City 1126
Tel. No.: 8931 7913; 8931 7997
www.csc.gov.ph

