



Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, Quezon City
www.dilg.gov.ph



GUIDELINES ON THE USAGE OF THE PEACE AND ORDER COUNCIL (POC) LOGO

Memorandum Circular No. 2019-51
April 3, 2019

1.0 Background

1.1 Since the creation of the Peace and Order Council (POC) in September 10, 1981 through Executive Order No. 727, s. 1981, no logo has been designed to symbolize the essence and ideals of the Council. The National Peace and Order Council (NPOC) issued Resolution No. 5, s. 2018, entitled, A Resolution Approving and Adopting the Proposed Logo of the Peace and Order Council, during the Joint NPOC and 4th Quarter Regional Peace and Order Council Clusters' Meeting on November 26, 2018.

1.2 The POC logo is designed to: (1) showcase the identity of the POC; (2) solidify its brand building on trust from the citizens; (3) help foster unity among the different sub-national Councils; and (4) continuously serve as a reminder that all policies and activities to be implemented must be aligned with the mandate of the POC.

2.0 Purpose

The purpose of this Memorandum Circular is to prescribe the general guidelines for the use of the POC logo.

3.0 Scope and Coverage

The policy shall cover 17 Regional POCs, 81 Provincial POCs, 145 City POCs, and 1,489 Municipal POCs which shall use the logo as the official seal of the POCs.

4.0 Policy Guidelines

To highlight the thrust of the Peace and Order Councils (POCs) and to guarantee their visibility, the logo of the POC shall be incorporated in all POC materials, including, but not limited to, formal documents and official correspondence, information and education communication (IEC) materials, and other collaterals such as T-shirts, vests, pins, etc.

Furthermore, to enhance the image of all POCs and to ensure consistency and uniformity in the use of the logo in the various levels of the POCs, the following guidelines shall be observed:

4.1 General Usage

- 4.1.1 The most recent version of the official POC logo shall be used in all POC activities and communication materials.
- 4.1.2 The POC logo shall be scaled proportionally, not distorted nor altered in any form.
- 4.1.3 White space shall be observed to increase legibility and preserve the integrity of the logo. The use of visual effects and other elements such as drop shadow, inner and outer glow, strokes, and other visual effects is prohibited.

- 4.1.4 Substituting the logo in the place of the letter “O” of the POC acronym is prohibited. Placing an image or an element on top of the logo is also prohibited.

4.2 Usage on Specific Documents and Materials

- 4.2.1 Administrative Issuances and Official Correspondences – The local government unit logo, with the POC logo on its right side, shall be used as the header in all administrative issuances and official correspondences relating to the POC. The name of the LGU, address, telephone number, and e-mail address shall be placed under the logos. However, the POC logo can also be used alone as the header of the said documents.
- 4.2.2 Presentations – The POC logo shall be placed on each slide/page of each presentation. The size of the logo may be adjusted accordingly as long as the logo remains proportional.
- 4.2.3 IEC Materials and Publications – The POC logo shall be incorporated in all IEC Materials. The size may be adjusted according to the type of layout and material (poster, brochure, business card, advisory, tarpaulin, etc.). The logo shall remain proportional and legible.

4.3 POC Secretariat: The DILG logo, with the POC logo on its right side, shall be incorporated in all of the abovementioned documents and materials. For the administrative issuances and official correspondences, the logos shall be followed by the name of the POC Secretariat (i.e. RPOC I Secretariat, La Union PPOC Secretariat, San Fernando CPOC Secretariat, Rosario MPOC Secretariat), address, telephone number, and e-mail address.

4.4 Distribution: The DILG, through the Interim NPOC Secretariat, shall distribute the logo in JPEG and PNG forms to all the subnational POCs.

5.0 Sanctions

Non-compliance to the provisions of this Memorandum Circular shall be dealt with in accordance with applicable laws and other pertinent issuances.

6.0 Reference

NPOC Resolution No. 5, s. 2018, A Resolution Approving and Adopting the Proposed Logo of the Peace and Order Council (POC)

7.0 Attachment

Annex A – Sample Logos

8.0 Effectivity

This Memorandum Circular shall take effect immediately.

9.0 Approving Authority


EDUARDO M. AÑO
NPOC Chairperson



10.0 Feedback

For related queries, kindly contact the Policy Compliance Monitoring Division of the Bureau of Local Government Supervision at Telephone Numbers (02) 876-34-54 or through email at lops.blgs2017@gmail.com



Font Style: Cambria
Font Size: 46
Color: Black or White

**SCIENCE CITY
OF MUÑOZ**



**DOÑA REMEDIOS
TRINIDAD**



ILOCOS NORTE



REGION I