



DEPARTMENT OF SCIENCE AND TECHNOLOGY
ADVANCED SCIENCE AND TECHNOLOGY INSTITUTE

CORPORATE IDENTITY MANUAL

Advanced Science and Technology Institute
Department of Science and Technology
Republic of the Philippines

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Table of Contents

<u>The DOST-ASTI Logo</u>	-----	5
Brand Space	-----	6
Size & Orientation	-----	7
Graphic Effects and Animation	-----	8
With Text	-----	8
With Other Logos	-----	9
Text-only Logos	-----	9
 <u>Print Materials</u>	-----	10
Typography	-----	10
Page Numbers	-----	10
Letter Format	-----	10
Letterhead	-----	11
Forms	-----	12
Press Releases	-----	12
Certificates/Tarpaulins/Streamers/Brochures	-----	12
 <u>Digital Materials</u>	-----	13
Email	-----	13
Email Signature Format	-----	13
Presentation Slides	-----	13

Foreword

OFFICE OF THE DIRECTOR

As we continue our mandate in strengthening the advanced sciences scene in the Philippines, it is also vital that the ways in which we present our institution remain up to date and consistent as a brand.

The DOST-ASTI's visual identity represents more than what meets the eye. Our official logo goes beyond giving a face to us as an institute, as it also signifies the work that we do as researchers. Its colors mark our feats and initiatives throughout the years and keep us distinct among our stakeholders and colleagues. Therefore, it is essential that we maintain consistency in the way we present ourselves especially in our communication materials.

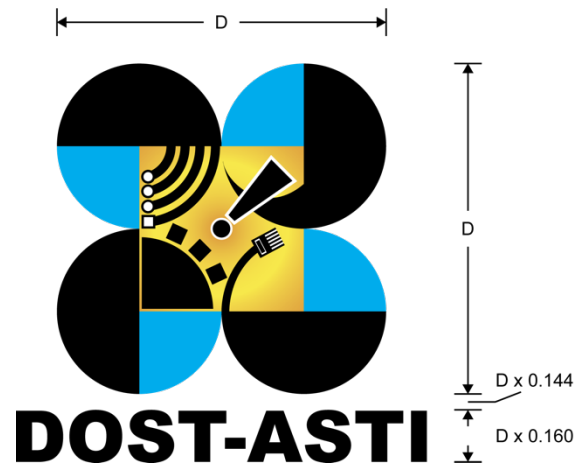
Through this Manual, we aim to promote brand uniformity and encourage suggestions for potential enhancements as we explore future branding opportunities for the agency.

I enjoin everyone to apply the set guidelines detailed in this Identity Manual as our way of strengthening the DOST-ASTI brand.

JOEL JOSEPH S. MARCIANO, Jr., Ph.D.
Acting Director

THE DOST-ASTI LOGO

The DOST-ASTI logo, when used as a single element or with other logos should have the words “DOST-ASTI” in Arial Black, all caps, underneath it.



As needed, there is also an official banner-type DOST-ASTI logos which can be used across various print and digital materials.



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Logo | **COLOR**

The official colors are Black, Cyan Blue, Yellow, and Orange as specified below:

Print:

Black
C = 0
M = 0
Y = 0
K = 100

Cyan Blue
C = 100
M = 0
Y = 0
K = 0

Yellow
C = 3
M = 4
Y = 89
K = 0

Orange
C = 4
M = 53
Y = 94
K = 0

Digital:

Black
R = 0
G = 0
B = 0

Blue
R = 0
G = 174
B = 239

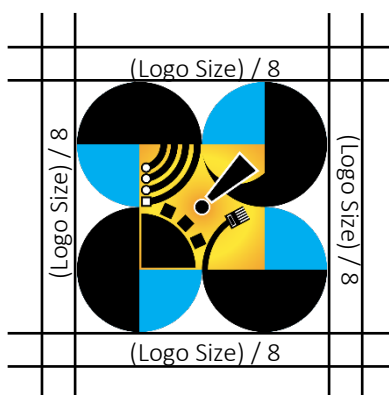
Yellow
R = 253
G = 230
B = 54

Orange
R = 238
G = 141
B = 48

Logo | **USAGE**

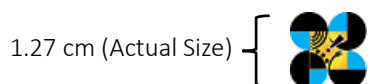
Brand Space

The brand space is the buffer zone placed around the logo to delineate it from other graphic designs and logos. This zone is especially important for co-branding. It is mandatory for all materials. An empty space equivalent to 1/8 of the length or width dimension of the logo should exist on all sides.

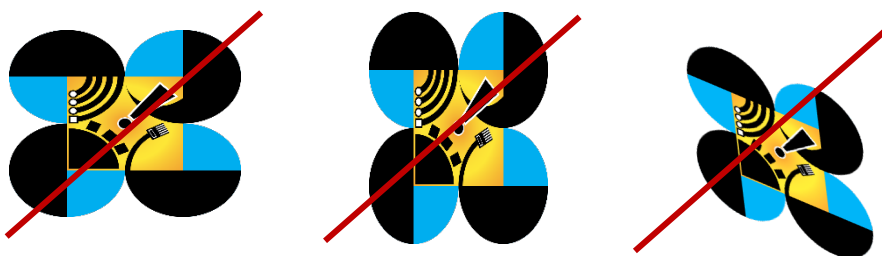


Size and Orientation

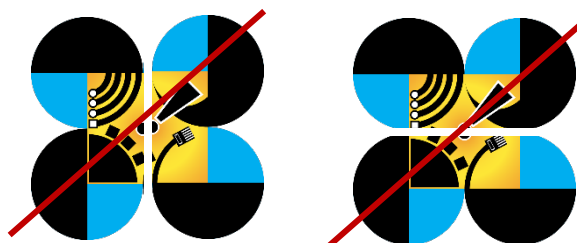
The logo may be resized down to 1.27 cm by 1.27 cm as a minimum limit. Resizing to dimensions less than this could result to non-identification of the logo. There is no upper limit to resizing.



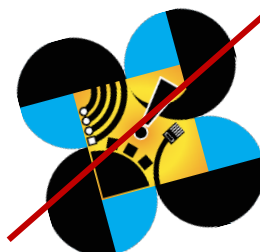
A 1:1 dimension ratio should always be maintained when resizing.



The logo must never be cut.

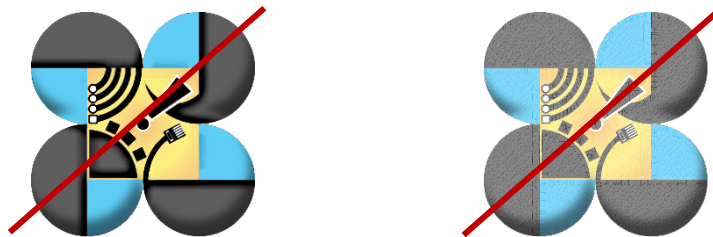


The logo must never be rotated.



Graphic Effects and Animation

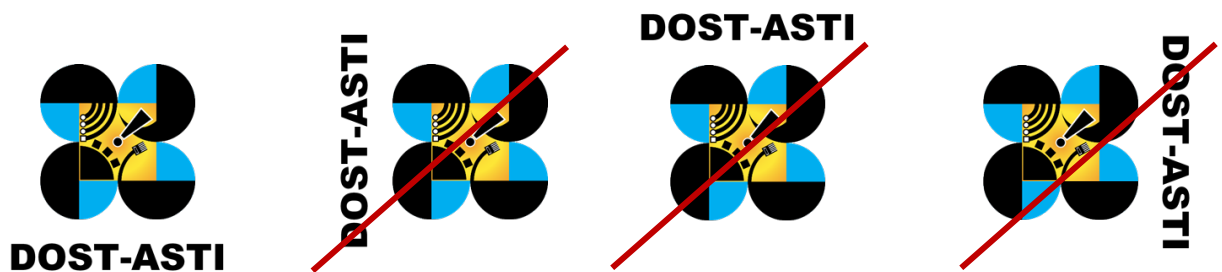
No graphic effects or additional elements should be employed on the logo (e.g., vanishing effect or shadows)



With Text

The DOST-ASTI acronym may only be placed below the logo. It must not exceed the length of the DOST logo.

Font: Arial Black



With dark background, the logo with the DOST-ASTI acronym shall be placed inside a white box with the white space equivalent to 1/16 of the length or width of the logo.

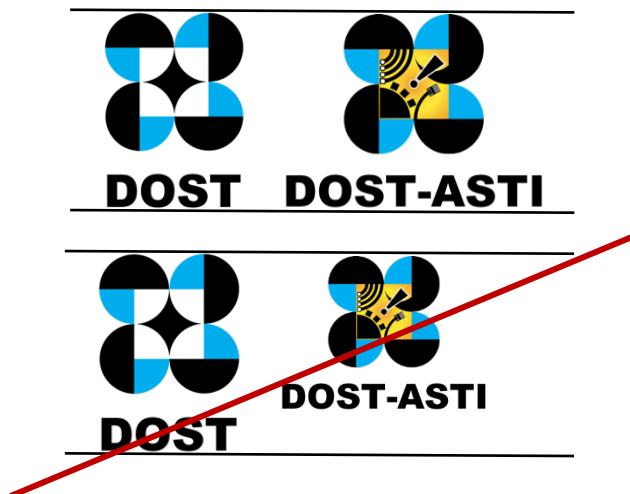


The DOST-ASTI Logo inside a white box with spelled-out DOST may also be used.



With Other Logos

The logo should not be smaller than other logos used in the same material.



Text-Only Logo

When applicable, a text-only logo may be used. The text-only logo must conform to the guidelines applicable to the graphic DOST logo. However, in case of a dark background, an inverse may be used.

Font: Arial Black

PRINT MATERIALS

Typography

Official fonts are:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

~!@#\$\$%^&*()_+`-={}:>?[];',./\|

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

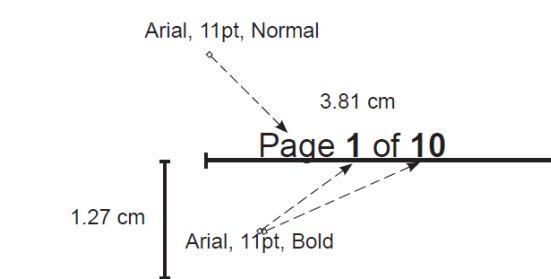
abcdefghijklmnopqrstuvwxyz

~!@#\$\$%^&*()_+`-={}:>?[];',./\|

Page Numbers

When a table of contents is not included in the material, page numbers must be placed at the bottom right side of each page.

Format: Page x of y, where x is the page number and y is the total number of pages.



Letter Format

The DOST-ASTI letterhead shall be used for all official correspondences.

Body Text: Details such as dates, locations, and time shall be in bold format. Event titles shall be italicized and in bold format.

The Letterhead



Arial, 12px, Normal ----- <Date>
2 spaces -----

Arial, 12px, Bold ----- <Title><SENDEE'S FULL NAME>
Arial, 12px, Normal ----- <Designation>
----- <Address>
----- <Phone Number>
2 spaces -----

Arial, 12px, Normal ----- Dear<Title><Sendee's Last Name>
2 spaces ----- {

Arial, 12px, Normal ----- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
1 space ----- { ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation
----- ullamco laboris nisi ut aliquip ex ea commodo consequat.

Arial, 12px, Normal ----- { Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla
----- pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt
----- mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
----- eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis
----- nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute
----- irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
----- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim
----- id est laborum.

1 space ----- {

Arial, 12px, Normal ----- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim
----- id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
----- tempor incididunt ut labore et dolore magna aliqua.

2 spaces ----- {

Arial, 12px, Normal ----- Very truly yours,
2 spaces ----- {

Arial, 12px, Bold ----- <Title><Sender>
Arial, 12px, Normal ----- <Designation>
1 space ----- {

----- XYZ/ab
----- Enclosure(s) (# of enclosures, if more than one)

Arial, 12px, Normal ----- 1) Enclosure 1
----- 2) Enclosure 2

1 space ----- {

Arial, 12px, Normal ----- cc:
Arial, 12px, Bold ----- **Person A**
Arial, 12px, Normal ----- Title/Address Person A

Postal Address : ASTI Bldg., U.P. Technology Park Complex,
CP Garcia Ave., Diliman, Quezon City 1101
Website : www.asti.dost.gov.ph
Email : info@asti.dost.gov.ph

Tel No. : +632 8249-8500
Fax No. : +632 8426-9755;
+632 8426-7423;
+632 8426-9764

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REV 1 / 13 January 2020

Forms

All internal and external forms should bear the official DOST-ASTI letterhead.

Press Releases

All press releases should bear the official DOST-ASTI letterhead.

Certificates/Tarpaulins/Streamers/Brochures

Designs of certificates and promotional materials should strictly adhere to the guidelines on logo usage.

Email


All official emails should have the contact details of the sender, located at the bottom of the page.

Email address format: FirstName.LastName + “@asti.dost.gov.ph”

e.g. <juan.delacruz@asti.dost.gov.ph>

Email Signature Format

Text Format: Arial, 8pt.



Juan Dela Cruz
[Designation], [Division/Unit]
DOST Advanced Science and Technology Institute (DOST-ASTI)

juan.delacruz@asti.dost.gov.ph
Mobile: +63 XXX XXX XXXX
Office: +62 <Area Code> <Tel. No>

Presentation Slides

Designs of slide backgrounds should strictly adhere to the DOST-ASTI Presentation Template which can be accessed through the Knowledge Base page at <https://kbase.asti.dost.gov.ph/>. The DOST-ASTI logo should be placed on the lower left corner of the slide background.

