

REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF FINANCE  
**BUREAU OF INTERNAL REVENUE**

January 18, 2010

**REVENUE MEMORANDUM ORDER No. 3-2010**

SUBJECT : “Making the Public Know” theme and logo for 2010

TO : All internal revenue officers and others concerned

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**I. BACKGROUND**

The theme and slogan for 2010 shall be “**Making the Public Know**”. This theme aptly reflects the thrust of the Commissioner of Internal Revenue of pursuing a high visibility communication to all stakeholders of the BIR’s tax administration activities and initiatives. The theme also highlights the transparency policy that the BIR will be vigorously promoting. These directions will help in improving the voluntary compliance of taxpayers as they become aware of the activities of the BIR and more information on the tax compliance requirements.

**II. POLICIES AND GUIDELINES**

**1. The logo**

Attached in **Annex 1** is the logo of “Making the Public Know” campaign.

The logo incorporates a diagram of the human eye to symbolize the initiative of the BIR of letting the public know and see what are the developments in the BIR under the policy of full transparency. To reflect this, the BIR seal is shown as the “pupil” of the eye, with the outer rims symbolizing the priority areas, programs, projects, activities and strategies being pursued by the BIR to enhance its efforts and image for the improvement of taxpayer service and increasing the tax collection levels.

**2. Use of the logo and the theme**

All personnel are encouraged to use the logo in materials prepared for their activities and communication. The logo should also be incorporated in the postings in the various areas in the office.

### **3. Guidelines**

- 3.1 All Heads of offices in the BIR should ensure the use and display of the logo and theme in their respective offices.
- 3.2 Heads of offices should be actively involved in the high visibility campaign to disseminate to the public the developments in the BIR and information to assist taxpayers in their compliance. There shall be separate issuances on this matter.
- 3.3 All employees are also encouraged to do their share in this campaign.
- 3.4 Recommendations and best practices on the implementation of this campaign can be submitted to the Office of the Commissioner.
- 3.5 The Chief, Corporate Communications Division shall post the logo and theme in the BIR website.

### **III. Repealing Clause**

All revenue issuances inconsistent herewith are hereby repealed or modified accordingly.

### **IV. Effectivity**

This Order shall take effect immediately.

(Original Signed)  
**JOEL L. TAN-TORRES**  
Commissioner of Internal Revenue

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