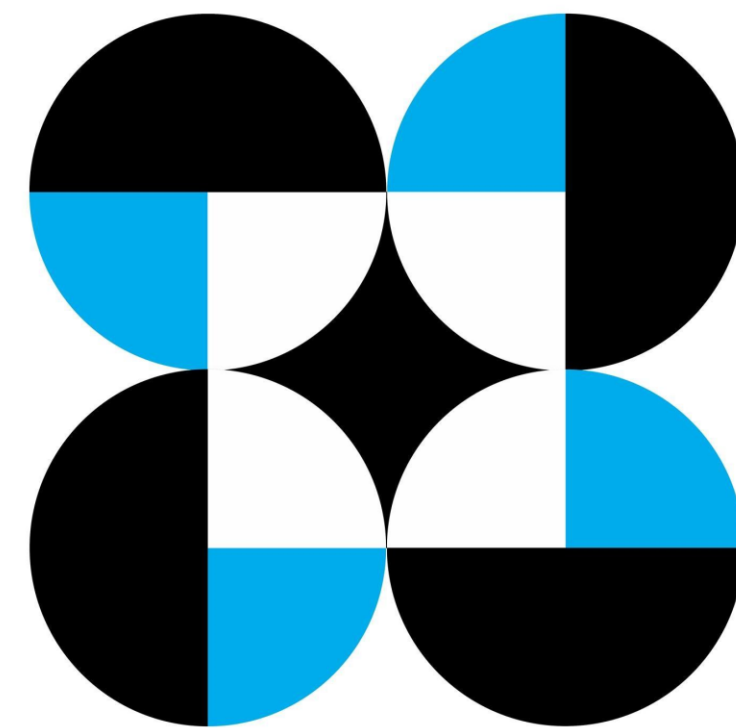


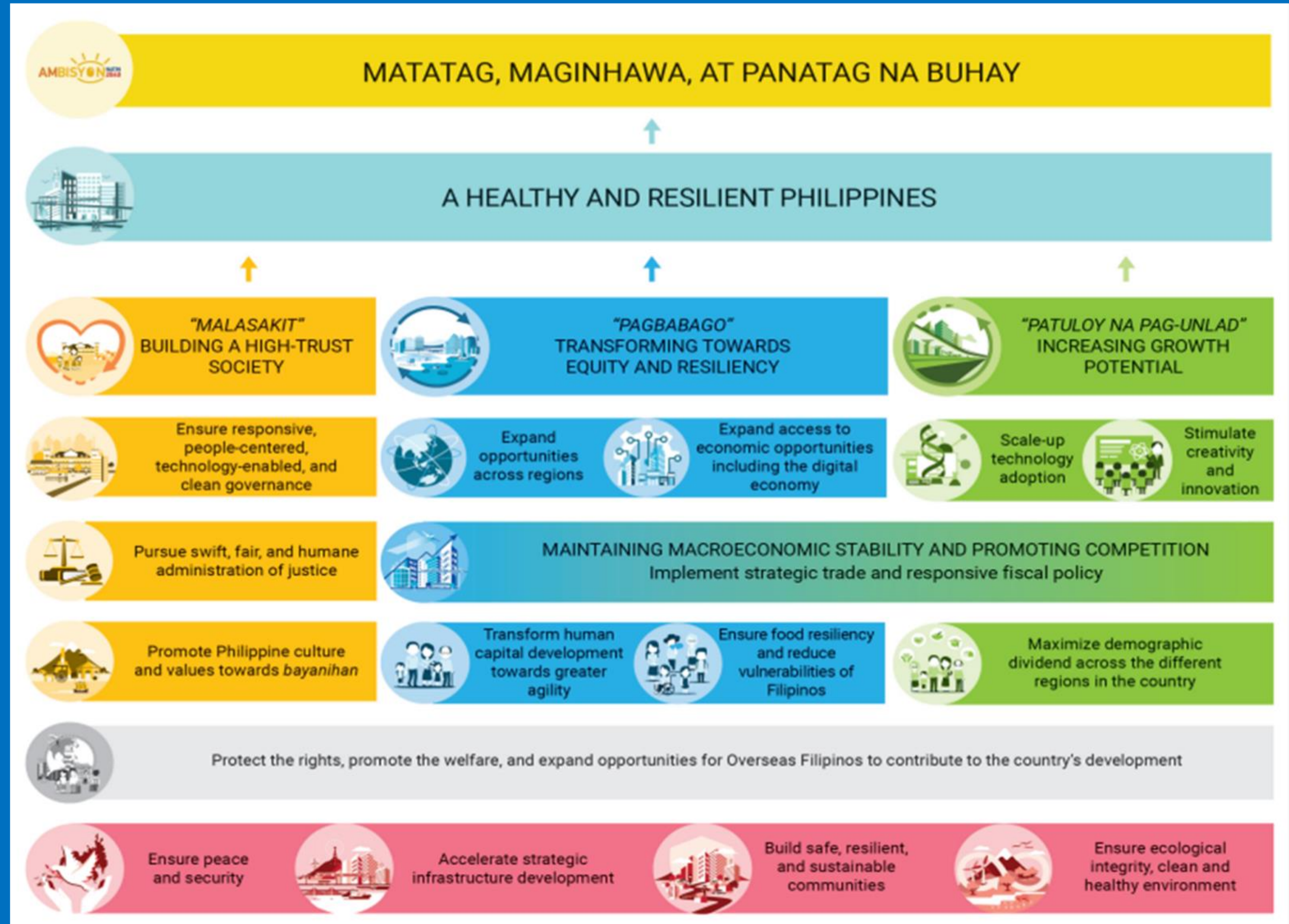
Visual Brand Guide

OneDOST4U

A Communication Campaign

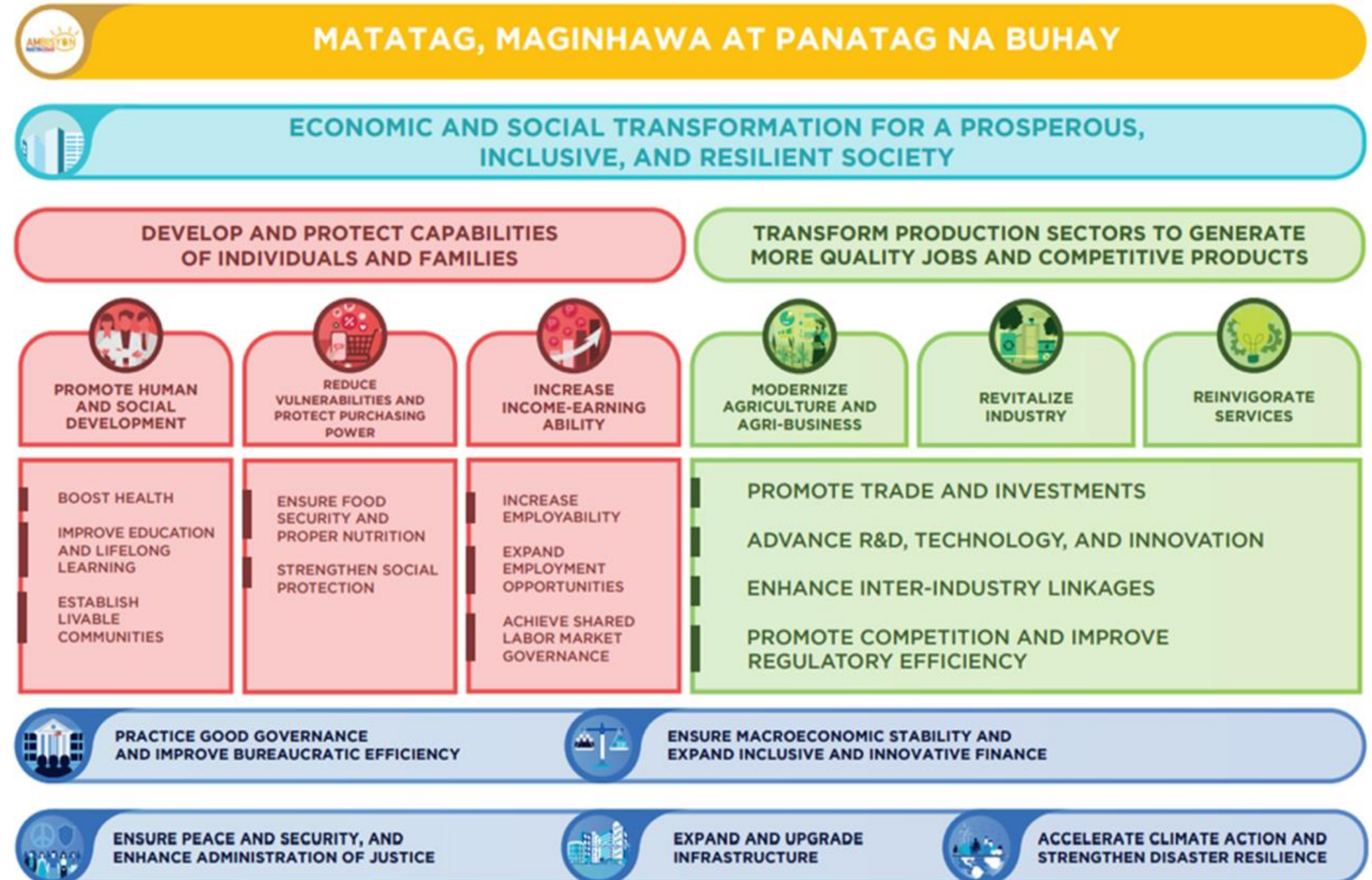


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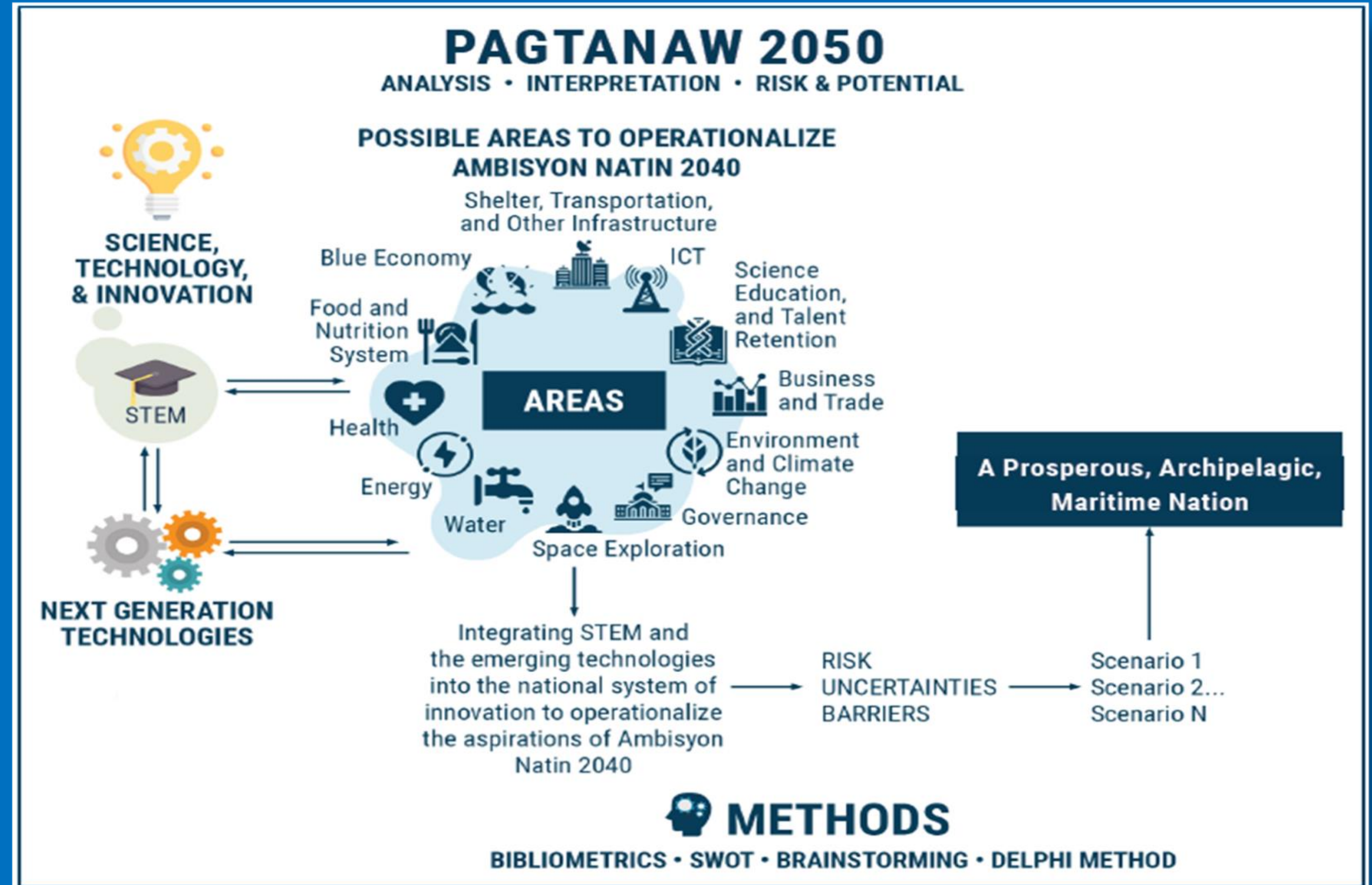


Philippine Development Plan 2023-2028

Figure 1.1 Strategy Framework of Philippine Development Plan 2023-2028

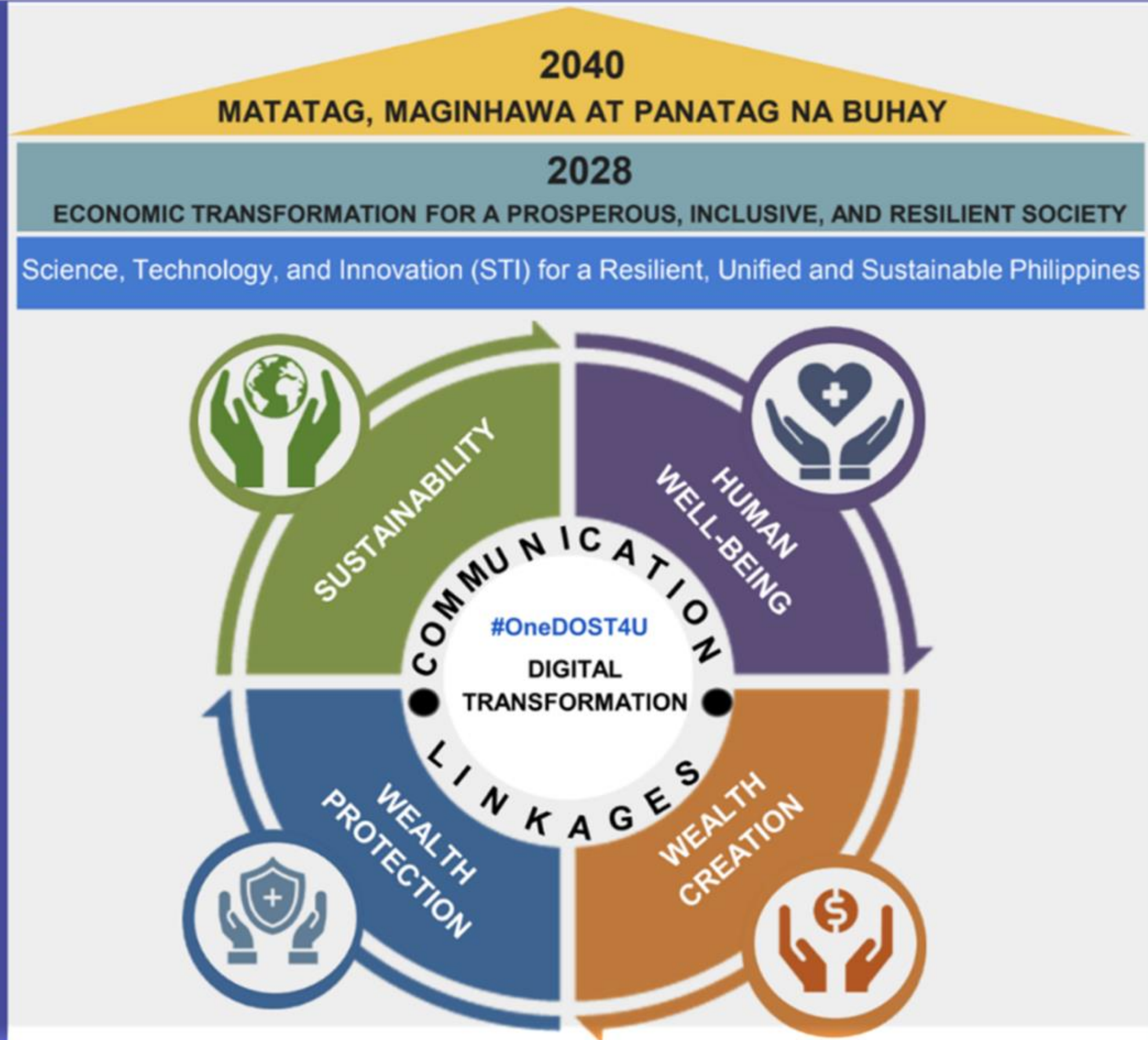


PAGTANAW 2050: The Foresight



DOST Strategy Framework 2023-2028

PAGTANAW 2050 - TO BECOME A PROSPEROUS, ARCHIPELAGIC,
MARITIME NATION BY 2050



DOST Strategies



HUMAN WELL-BEING

- Accelerate generation of knowledge, technologies and innovations to:
 - ensure food security
 - boost health/strengthen health systems
 - improve quality of life
- Develop human resource through Science, Technology and Innovation (STI) interventions
- Build a strong STI culture

R&D on Environment, Agriculture & Health, S&T Scholarship Programs, Balik Scientist Program, Human Capacity Building



WEALTH CREATION

- Enhance productivity and competitiveness of industry, agriculture, fisheries through transfer and commercialization of R&D outputs/knowledge and appropriate technologies
- Support S&T-based regional development
- Nurture start-ups and spin-off companies
- Scale-up/upgrade technology-based enterprises and provide livelihood opportunities to communities
- Develop capabilities and application of new and emerging technologies (4IR, artificial intelligence, blockchain, etc)

R&D on Agriculture, Forestry, and Natural Resources, Industry, Energy S4CP, SETUP, CEST, IFWD iSTART, TBI, STARTUP, and TECHNICOM



WEALTH PROTECTION

- Intensify development and transfer of more-climate and disaster-resilient technologies
- Provide STI-based information and services for warning, disaster preparedness and mitigation

R&D on Disaster Risk Reduction and Climate Change Adaptation DRR-CCA Services



SUSTAINABILITY

- Strengthen R&D for environmental preservation and conservation
- Protect R&D outputs ownership rights through Intellectual Property application and management
- Establish, enhance and improve access to R&D, testing and innovation facilities and expertise
- Recognize and reward outstanding S&T achievements/achievers
- Widen market-base reach through online digital platform
- Strengthen STI partnerships and governance
- Provide STI smart solutions for addressing challenges in sustainable development
- Integrate smart practices for managing governance, services, data and systems across the city in an open, collaborative, citizen-centric and digitally enabled way

R&D, Intellectual Property Management, S&T Infrastructure Development, Recognition and Rewards System, DOST Digitalization Program, Partnerships and Linkages

DOST MANDATE, MISSION, AND VISION

MANDATE

Provide central direction, leadership and coordination of scientific and technological efforts and ensure that the results therefrom are geared and utilized in areas of maximum economic and social benefits for the people.

MISSION

To direct, lead, and coordinate the country's scientific and technological efforts geared towards maximum economic and social benefits for the people.

LONG-TERM VISION

The DOST is the “provider of world-class scientific, technological and innovative solutions that will lead to higher productivity and better quality of life.

RATIONALE: OneDOST4U Communication Campaign

The Department of Science and Technology (DOST) has been providing various scientific and innovative services, research and development (R&D) programs and projects across all sectors that include agriculture (food insecurity), transport and logistics, health and nutrition, livelihood generation, education, emerging technologies, and disaster risk reduction and management. These areas are addressed by our 18 Core Institutes/Agencies/Councils, 16 Regional Offices, and 80 Provincial S&T Offices.

The DOST aims to **consolidate and harmonize all the efforts and initiatives** of its different institutes, agencies, sectoral councils, advisory body, and regional offices in finding science-based solutions to socioeconomic problems. For example, in the disaster preparedness efforts, aside from the technical services provided by DOST-PAGASA and DOST-PHIVOLCS, we can also highlight the other initiatives of other DOST agencies such as Ready-to-Eat Emergency Food of DOST-ITDI, F-Shelter House of DOST-FPRDI, and SARAI of DOST-PCAARRD, to name a few, to create synergy.

Anchored on **OneDOST4U**, for the next six years, **the entire DOST system is committed** to create a substantial impact on the lives of every Filipino by **working closely together, in harmony**, to generate positive numbers for a sustainable future now and for the next generation – One DOST for everyone – **OneDOST4U!**

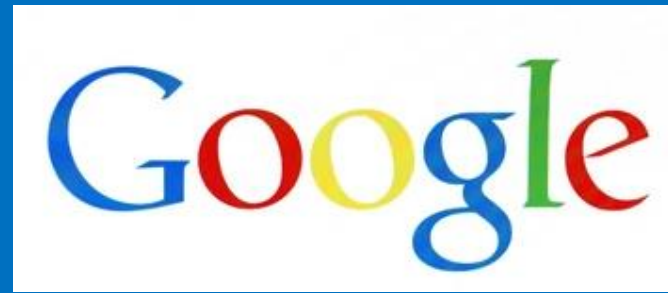
KEY MESSAGES: ONE VOICE

- We **make Science and Technology work for U [You]** through the concerted efforts of the 18 Core Institutes, 16 Regional Offices, and 80 Provincial Science and Technology Offices by harnessing the power of science, technology, and innovation
- Working as One, we aspire to **help improve the lives of Filipinos**
- Working as One, we explore possibilities to **provide solutions** to societal problems
- Working as One, we strive together to **promote a Culture of Science** in the country
- **One Organization, One Goal, One Commitment, One Promise, OneDOST4U!**

ONEDOST4U: THE VISUAL BRAND

Who are we?

THE BRAND IDENTITY



TOYOTA



The principles behind the **brand**, the design system, are not just from an aesthetic point of view.

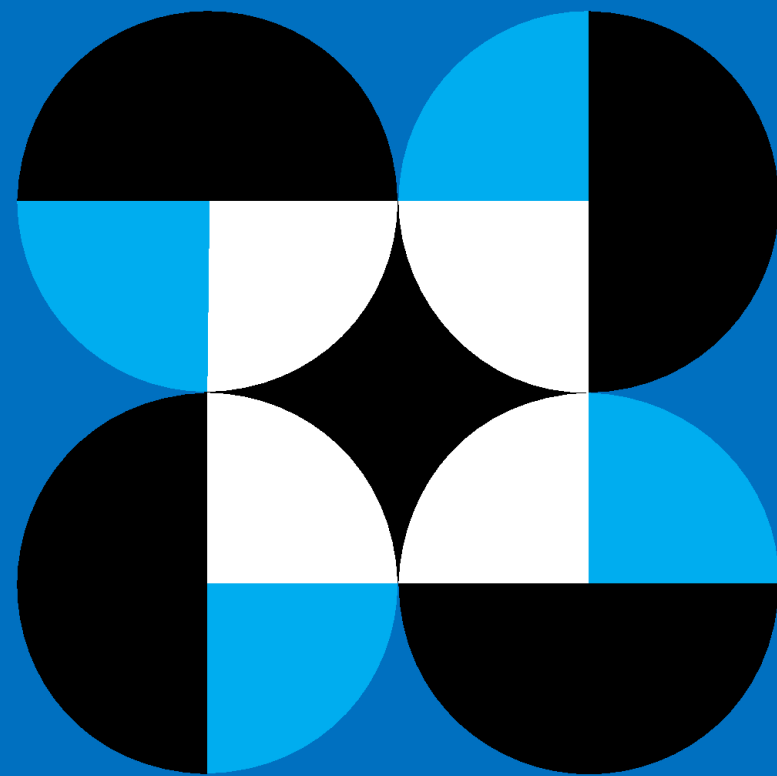
The brand design is created to drive our audience to experience it, intending to **create character and personality** that embody consistency, dependability, reliability that aim to build equity through easy recall, trust, and loyalty, thereby creating positive influence on our target audiences.

Our brand shall dictate how our target audiences will perceive us; appreciate our programs, projects, and activities; and how they will respond and engage with us, to make science and technology relevant to them.

As you navigate thru this guideline, the same three core principles inform the design solutions as we gear to the next level.

General Design Principles

The DOST and OneDOST4U:
The Next Level



DOST

OneDOST4U Brand Guide

The Logotype

OneDOST4
U

This brand design introduces the new Icon Design System for OneDOST4U – logotype using **Manila Sans Bold**.

It tells you what all our icons should look like in all our markets and categories and explains how best to present them.

Designed to bring consistency to all our current variants and platforms, as well as our future innovation, OneDOST4U will make sure that our brand never loses sight of who we are, where we've been, or where we're going.

This brand design will guide us in packaging our products and services into one 'distinct' brand.

OneDOST4U

The logotype should not be italicized, should not change its character and form and should not distort it in any way to preserve its integrity.

~~OneDOST4U~~

~~*OneDOST4U*~~

~~OneDOST4U~~

~~oneDOST4U~~

~~OneDOST4U~~

Graphic System
Design Elements
The Script

Manila Sans Bold

- Unique: no other characteristics
- Straightforward
- commands authority, prominence, and stability.

Design System

OneDOST4U

Scale

- Proud, scaled up trademarks
- Intuitive hierarchy
- Elevated iconicity

Color

- 100% cyan
- Logo color equals variant
- Background color equals flavor

Restraint

- Uncluttered layout
- Edited and crafted
- Timeless beauty

Design Principles

Three core principles form the foundation of our design system. Intended to guide everything that we do, it is important that it is strictly followed at all times to avoid upsetting the balance of our brand design.

Design System
OneDOST4U

Design Principles
Scale

One**DOST**4U

Proud, elevated and uplifted, our brand logotype works at scale to increase our visibility, while creating greater impact, clarity and consistency. Scale is the not-so-secret key to building intuitive, simple and effective communication.

OneDOST4U

OneDOST4U

OneDOST4U

OneDOST4U

Design System

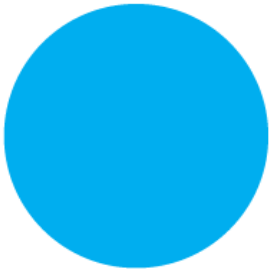
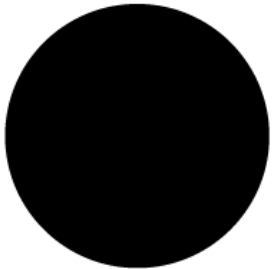
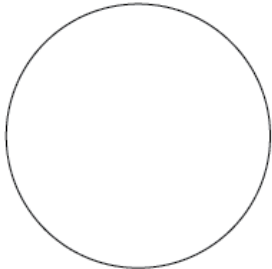
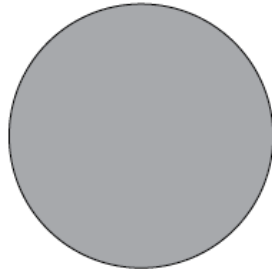


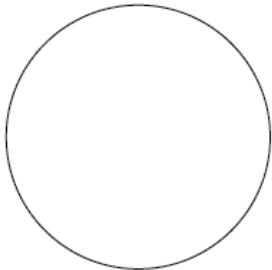
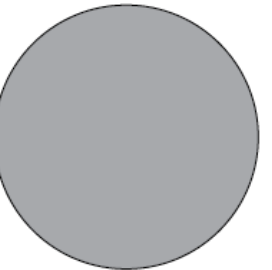
OneDOST4U

Design Principles

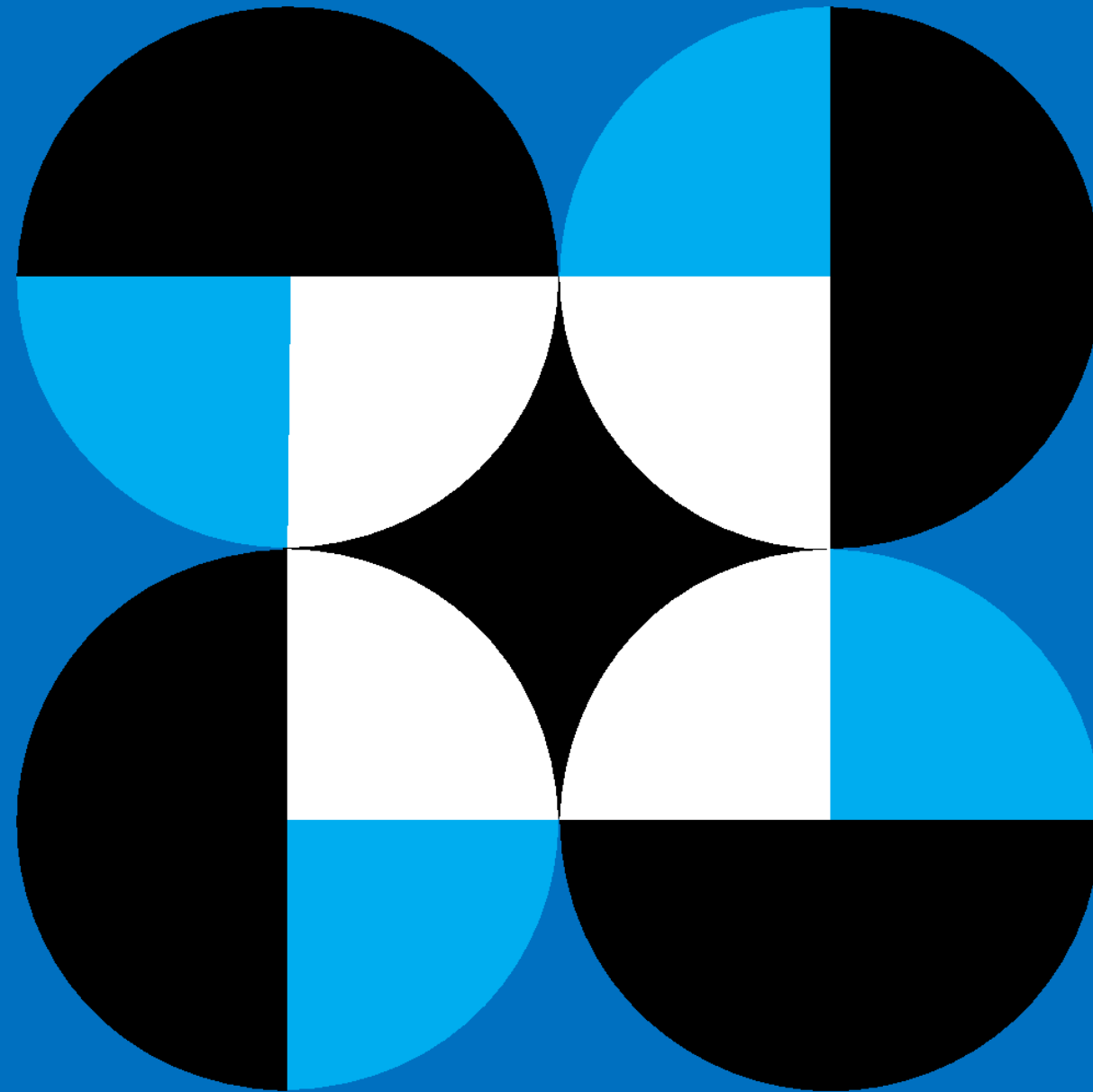
Color

We own 100% cyan. Always our most dominant color, our smart, intuitive and timeless color system makes our brand easy to navigate and even easier to expand. We use our color system to differentiate our products and services in a way that always compliments and emphasises our trademark cyan.

COLOR PALETTE (Excluding background)

	BLUE	BLACK	WHITE	
CMYK MODE				
	C - 100	C - 0	C - 0	C - 0
	M - 0	M - 0	M - 0	M - 0
	Y - 0	Y - 0	Y - 0	Y - 0
	K - 0	K - 100	K - 0	K - 40
<hr/>				
	BLUE	BLACK	WHITE	
RGB MODE				
	R - 42	R - 0	R - 100	R - 167
	G - 172	G - 0	G - 0	G - 169
	B - 226	B - 0	B - 0	B - 172

COLOR PALETTE (CIM)



DOST

Design System

OneDOST4U

Design Principles

Restraint

The most important principle of all.
Aligning with the DOST logo... simple,
straightforward and clutter-resistant, with
the primordial aim to maintain the iconic
value of our “mother” brand. Restraint
shows off the distinctive beauty of our
brand and signals DOST’s quality through
our bold, timeless,
classic, and confident design.

Graphic System

The Typeface

Not one of us...

Clarity is life...

Consistency is the key...

Use it to send the message across.

Please Do Not...

- 1 Rotate typography on extreme angles
- 2 Change the font to anything other than Manila Sans Bold family
- 3 Use any other color than specified
- 4 Add any unwanted embellishments
- 5 Add any visual effects
- 6 Rearrange the typographic hierarchy
- 7 Outline typography unless directed
- 8 Create challenging type layouts

Headline
Subline

1

Headline
Sub

2

Headline
Sub

3

/Headline
Sub

4

Headline
Sub

5

Headline

Sub

6

Headline
Sub

7

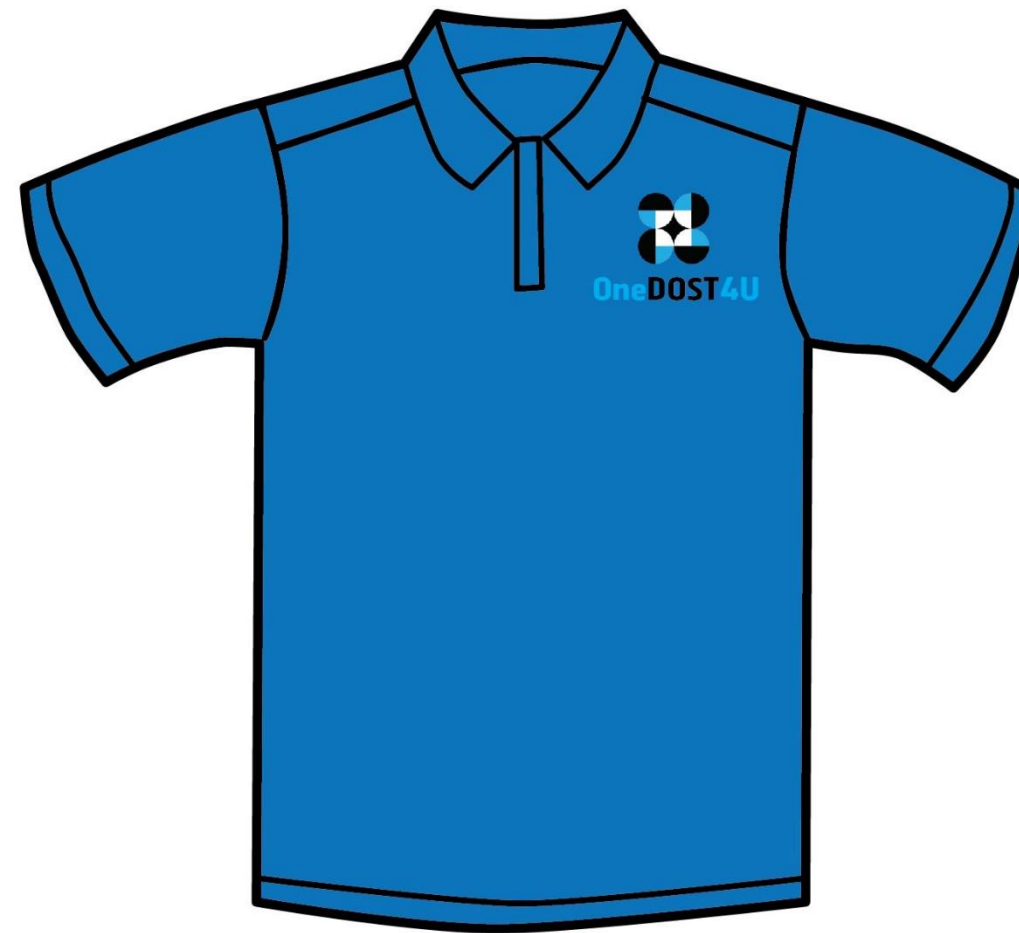
Headline
Sub
Headline
Sub

8

Change logotype in the roll-up banner t-shirt applications



POLO SHIRT



Front



Back

Thank you!