

# Branding Guide for Government Agencies

# 123<sup>rd</sup> **PHILIPPINE** **CIVIL SERVICE ANNIVERSARY**

**TRANSFORMING PUBLIC SERVICE  
IN THE NEXT DECADE:  
HONING AGILE AND FUTURE-READY  
SERVANT-HEROES**



**SEPTEMBER 2023**  
#PCSA2023 #DYNAMICCIVILSERVICE

## About the 123rd Philippine Civil Service Anniversary

The Civil Service Commission (CSC) will lead the 123rd Philippine Civil Service Anniversary (PCSA) in September, in accordance with Presidential Proclamation No. 1050, series of 1997, declaring such month as the Civil Service Month. This also commemorates the establishment of the Philippine Civil Service by virtue of Public Law No. 5 (An Act for the Establishment and Maintenance of an Efficient and Honest Civil Service in the Philippine Islands) on 19 September 1900.

The said proclamation also highlights the involvement of all agencies in the celebration. It states: *“All agencies, offices and instrumentalities of government shall implement the programs promulgated by the Civil Service Commission and shall actively participate, as well as ensure the active involvement of their officials and employees, in the activities that the Commission may deem necessary for the meaningful and successful celebration of the Civil Service Month.”*

The CSC has adopted a 10-year theme, **“Transforming Public Service in the Next Decade: Honing Agile and Future-Ready Servant-Heroes,”** emphasizing the government workforce’s adaptability to the new normal. This theme underscores the importance of digital transformation, innovation, and upholding excellence and continuity in public service. This year’s focus of celebration is on **DYNAMISM**, highlighting its role in enhancing organizational resilience and sustainable management while aligning with the aspirations of *AmBisyon Natin 2040*.

## About this Branding Guide

This digital booklet aims to guide government agencies on the specifications of collaterals that they will produce as part of their participation in the 123rd PCSA celebration and any of the lined-up activities. It also contains rules on the correct usage of logos, colors, and visual elements.

With this branding guide, the CSC hopes to establish a consistent look for all 123rd PCSA-related collaterals across the bureaucracy and establish recall of the PCSA celebration among the general public. This is also a show of solidarity in the civil service, stressing how the bureaucracy can work in unison toward common goals.

## Use of the 123rd PCSA Logo, Color Palette, and Other Elements



This is the CSC-approved logo to be used for the 123rd PCSA celebration.

Observe the following rules in the use of the 123rd PCSA logo:

- The logo should not be modified, altered, or tampered.
- Provide a three-centimeter clear space around the logo



hex: 2a3c98

R: 42  
G: 60  
B: 152

C: 98%  
M: 92%  
Y: 0%  
K: 0%



hex: dbc709

R: 218  
G: 199  
B: 37

C: 17%  
M: 15%  
Y: 100%  
K: 0%



hex: be1a1c

R: 189  
G: 33  
B: 38

C: 18%  
M: 100%  
Y: 100%  
K: 8%

These are the standard colors used in the 123rd PCSA designs. These colors may be applied across different designs to achieve brand recall.

## Typeface

Myriad

**Aa THIS IS A HEADLINE EXAMPLE.**

Aa This is a copy body example.

Regular	Myriad Regular
<i>Italic</i>	<i>Myriad Italic</i>
Semibold	Myriad Semibold
<b>Bold</b>	<b>Myriad Bold</b>
<b><i>Bold Italic</i></b>	<b><i>Myriad Bold Italic</i></b>

**BEBAS NUÉE (OTF)**

**AA THIS IS A HEADLINE EXAMPLE.**

AA THIS IS A COPY BODY EXAMPLE.

REGULAR	BEABAS REGULAR
BOOK	BEBAS BOOK
<b>BOLD</b>	<b>BEBAS BOLD</b>

## Use of the CSC Logo



The CSC logo may only be used by CSC offices. Government agencies and other organizations with existing partnerships with the CSC related to any 123rd PCSA activity may use the CSC logo on their collaterals, provided that prior coordination must be made with the partner CSC office before dissemination.

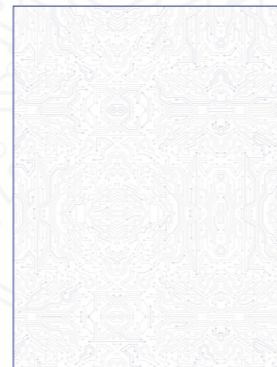
All CSC offices must ensure compliance with the Logo Usage Guidelines specified in the CSC Stylebook.

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[csc.gov.ph/pcsa2023](https://csc.gov.ph/pcsa2023) [f civilservicegovph](https://www.facebook.com/civilservicegovph) [i civilservicegovph](https://www.instagram.com/civilservicegovph) [@CSCPHmedia](https://www.youtube.com/channel/UC...) [@civilservicegovph](https://www.tiktok.com/@civilservicegovph) [csc.gov.ph](https://www.csc.gov.ph)

These are the standard graphic elements used across the different collaterals. They can be placed in layouts as needed by the agency. These individual graphic elements should not be modified, altered, or tampered.

### REMEMBER:

Standard designs of the banner, poster, and digital collaterals are already provided in the succeeding pages, including the .psd file so that agencies can easily incorporate their respective logos.

## 123rd PCSA Collaterals

Streamer  
Specifications: 6 x 4 feet



**SEPTEMBER 2023**  
#PCSA2023 #DYNAMICCIVILSERVICE

For updates on the 123<sup>rd</sup> PCSA, go to:

[csc.gov.ph/pcsa2023](https://csc.gov.ph/pcsa2023)  
[f civilservicegovph](https://www.facebook.com/civilservicegovph) [i civilservicegovph](https://www.instagram.com/civilservicegovph)  
[@CSCPHmedia](https://www.youtube.com/channel/UC...)  
[@civilservicegovph](https://www.tiktok.com/@civilservicegovph)  
[csc.gov.ph](https://www.csc.gov.ph)

**Banner Specifications:**  
8 x 6 feet



All government agencies/offices are encouraged to print the 123rd PCSA streamer or banner on tarpaulin material, and display it on the façade of the office with high visibility and/or foot traffic.

Affix the agency logo on the space provided. The dimensions of the streamer/banner may be modified to suit the display requirements of the agency/office.

Posting period: 28 August – 30 September 2023

**Facebook Profile Frame Specifications:** 183 x 183 px



All government officials and employees are encouraged to apply the profile frame on their individual Facebook profile photos.

Instructions on how to use the profile frame:

- STEP 1: Visit this link: <https://www.twibbonize.com/123rd-pcsa> (NOTE: We recommend to use the Google Chrome browser)
- STEP 2: Scroll down a bit and click 'Choose Photo'
- STEP 3: You can use your camera and take a selfie or you can just choose a stock photo on your gallery
- STEP 4: Download the photo and change your Facebook profile photo

**Poster Specifications:**  
18 x 24 inches



The CSC will be distributing copies of the poster, but due to the limited quantity, government agencies may also opt to print it using tarpaulin material or paper. The poster may be displayed on bulletin boards or entrances/doors. Affix the agency logo on the space provided. The dimensions of the poster may be modified to suit the display requirements of the agency/office.

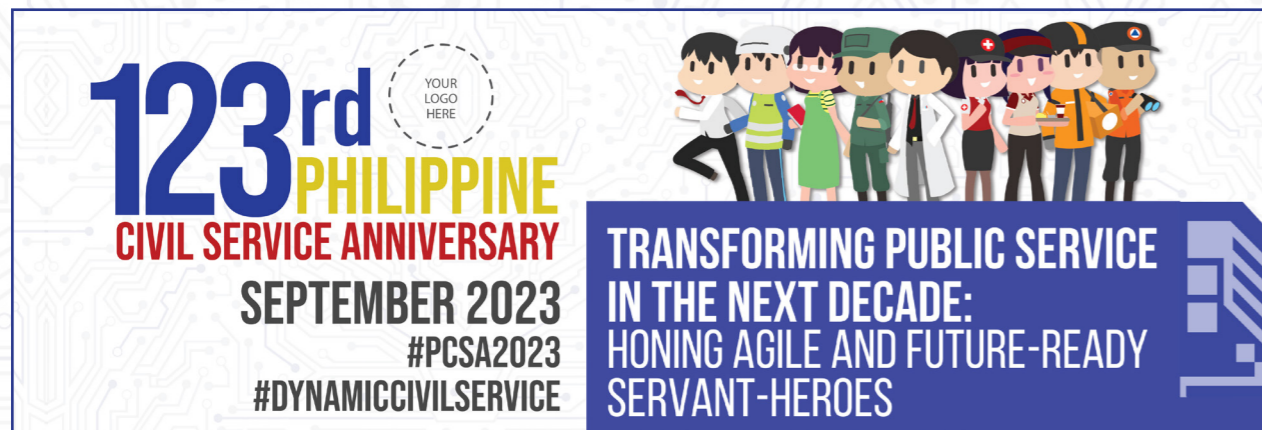
Posting period: 28 August – 30 September 2023

**Button pin Specifications:** 2.5 x 2.5 inches

The CSC will be distributing button pins for government employees, but due to the limited quantity, government agencies may also opt to produce button pins for their respective employees. Affix the agency logo on the space provided.



**Website Banner**  
Specifications: 1160 x 390 px



All government agencies/offices are encouraged to display the website banner on their respective websites. Upon clicking the banner, it may lead to a webpage containing the following text:

*The (agency/office) joins the celebration of the 123rd Philippine Civil Service Anniversary (PCSA) this September!*

*The 123rd PCSA is being celebrated in accordance with Presidential Proclamation No. 1050, series of 1997, declaring such month as the Civil Service Month. This also commemorates the establishment of the Philippine Civil Service by virtue of Public Law No. 5 (An Act for the Establishment and Maintenance of an Efficient and Honest Civil Service in the Philippine Islands) on 19 September 1900.*

*The PCSA follows a 10-year theme, "Transforming Public Service in the Next Decade: Honing Agile and Future-Ready Servant-Heroes," emphasizing the government workforce's adaptability to the new normal. This theme underscores the importance of digital transformation, innovation, and upholding excellence and continuity in public service. This year's focus of celebration is on **DYNAMISM**, highlighting its role in enhancing organizational resilience and sustainable management while aligning with the aspirations of AmBisyon Natin 2040.*

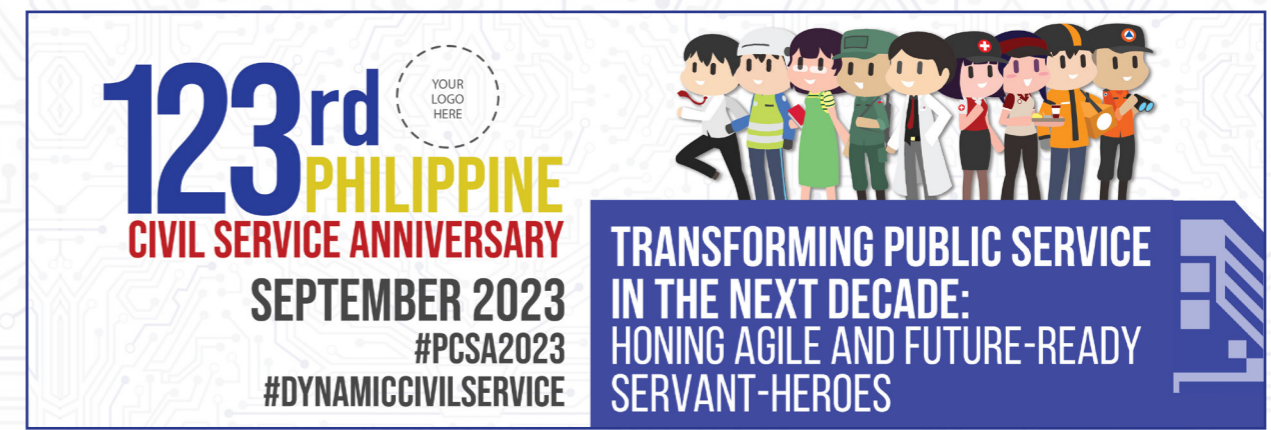
*(Include details of any PCSA activity your agency has organized, if applicable)*

*For more details about the 123rd PCSA activities, log on to the PCSA microsite at [www.csc.gov.ph/pcsa2023](http://www.csc.gov.ph/pcsa2023).*

Affix the agency logo on the space provided. The dimensions of the website banner may be modified to suit the display requirements of the agency/office.

Posting period: 28 August – 30 September 2023

**Facebook Cover Photo**  
Specifications: 820 x 312 px



All government agencies/offices are encouraged to display the cover photo on their respective official Facebook Pages. The caption may contain the following text:

*The (agency/office) joins the celebration of the 123rd Philippine Civil Service Anniversary (PCSA) this September!*

*The 123rd PCSA is being celebrated in accordance with Presidential Proclamation No. 1050, series of 1997, declaring such month as the Civil Service Month. This also commemorates the establishment of the Philippine Civil Service by virtue of Public Law No. 5 (An Act for the Establishment and Maintenance of an Efficient and Honest Civil Service in the Philippine Islands) on 19 September 1900.*

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Affix the agency logo on the space provided.

Posting period: 28 August – 30 September 2023

## Other Applications

Apparel  
(shirt, jacket, cap and sun visor)



Mask



Water Bottle



Twist Fan



Government agencies may apply the standard design elements on other types of collateral materials that they will opt to procure and distribute for their employees. These collateral materials may be used or worn during their participation in any 123rd PCSA activity (e.g., shirt and sun visor for the Plant Run or water bottle for the Online Zumba session).

## Official digital media channels and hashtags

Official information and updates about the 123rd PCSA celebration will be made available on the following digital media channels:



**#PCSA2023 #DYNAMICCIVILSERVICE**

All government agencies are encouraged to use the hashtags, #pcsa2023 and #dynamiccivilservice, to improve searchability of social media content, and help draw attention and encourage interaction online around the 123rd PCSA.

For inquiries, contact:  
Publications and Media Relations Division  
Public Assistance and Information Office  
Civil Service Commission  
Email: [paio.pmr@csc.gov.ph](mailto:paio.pmr@csc.gov.ph)  
Tel. no.: 632-8931-4180 / 632-8931-7993 / 632-8932-0381