



Republic of the Philippines  
**OFFICE OF THE SECRETARY**  
Elliptical Road, Diliman  
1100 Quezon City

January 13, 2021

**MEMORANDUM FROM THE SECRETARY**

**TO :** ALL UNDERSECRETARIES,  
ASSISTANT SECRETARIES,  
BUREAU DIRECTORS,  
HEADS OF ATTACHED AGENCIES, AND CORPORATIONS,  
REGIONAL EXECUTIVE DIRECTORS,  
SERVICE DIRECTORS,  
BFAR REGIONAL DIRECTORS,  
BANNER PROGRAM DIRECTORS, AND  
FOREIGN- AND LOCALLY-FUNDED PROJECTS


**SUBJECT :** UNIFIED BRANDING OF THE DEPARTMENT OF  
AGRICULTURE (DA)


With reference to the "One DA" approach for our programs and activities at the Department, all offices, bureaus, attached agencies, corporations, foreign and locally funded programs are directed to comply with the unified branding presented in the DA Brand Playbook.

The DA logo serves as the organization's primary symbol and trademark. As an integral asset, the custom-designed wordmark represents our organization's brand. It serves as DA's signature, identifier and mark of quality, and seals our external communications materials as authentic and official.

The required configuration shall always be used on the following materials:

- Business communications such as business cards, letterheads, folders, and envelopes;
- Application forms for permits, licenses, registration, and similar documents;
- Approved and/or issued permits, licenses, certificates and similar documents;
- Publications and reports;
- Recognition-related materials such as plaques, trophies, and certificates;
- Other documents that bear the signature of DA officials;
- Flags, pins, and signages, both internal and external;
- Powerpoint presentations;

B A F S  
OFFICE OF THE EXECUTIVE DIRECTOR  
Approved by:   
Date: \_\_\_\_\_

 *A food-secure and resilient Philippines*  
with empowered and prosperous farmers and fisherfolk

Masaganang ANI  
Mataas na KITA

- Event backdrops and similar collaterals' and
- Social media masthead.


The brand playbook can be accessed at <https://tinyurl.com/yf7ewgf7>.

Any query or clarification should be directed to the Office of the Spokesperson and Assistant Secretary-designate for Strategic Communications.



**WILLIAM D. DAR, Ph.D.**

Secretary

DEPARTMENT OF AGRICULTURE  
  
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