

# BRAND GUIDE



**DOST-STII**

Department of Science and Technology  
SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE

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# VISION

We are the leading agency and the authority in Science, Technology, and Innovation information geared towards building a culture of STI to accelerate the nation's socio-economic development.





# MISSION

We provide accurate, relevant, and timely Science, Technology, and Innovation information through resource sharing and efficient delivery systems;

We promote public awareness, understanding, and appreciation of Science, Technology, and Innovation in national development; and

We capacitate our key stakeholders as partners and advocates in building a Science, Technology, and Innovation culture.

DOST-STII BRAND GUIDE

# Brand Definition

## DOST-STII BRAND GUIDE

## What is a brand?

- A brand is not just a logo. A brand should encapsulate who we are and what we offer as an institute.
- It is our collective perception, thoughts, and feelings that define how we carry ourselves and how we want to be recognized.
- It is a complete message comprising of stories, goals, and values. It is the foundation of an organization, the core of every significant step, the guide for each part of the organization.



Former social media branding of DOST-STII

## DOST-STII BRAND GUIDE

**Why rebrand?**

- To establish the identity of DOST-STII as the premiere agency in the field of science and technology information.
- To have a distinct and identifiable look for all the DOST-STII collaterals especially digital materials.



Grab corporate branding



ROWZU Social Media Branding



WAPRO Social Media Branding

## DOST-STII BRAND GUIDE

**The DOST-STII brand**

More than an information and promotions arm, the DOST-STII takes its stand as the authority in science, technology and innovation (STI) information thus embodying the following attributes and characteristics in creating an aware and enable environment and culture of STI in the country among its stakeholders and the general public.

**Authority****Sincerity****Passion****Creativity**



DOST-STII BRAND GUIDE

# The Logo

## DOST-STII BRAND GUIDE

## The Logo

The DOST-STII logo uses the DOST official logo as its base icon that consists essentially of four circles joined together to form a square.

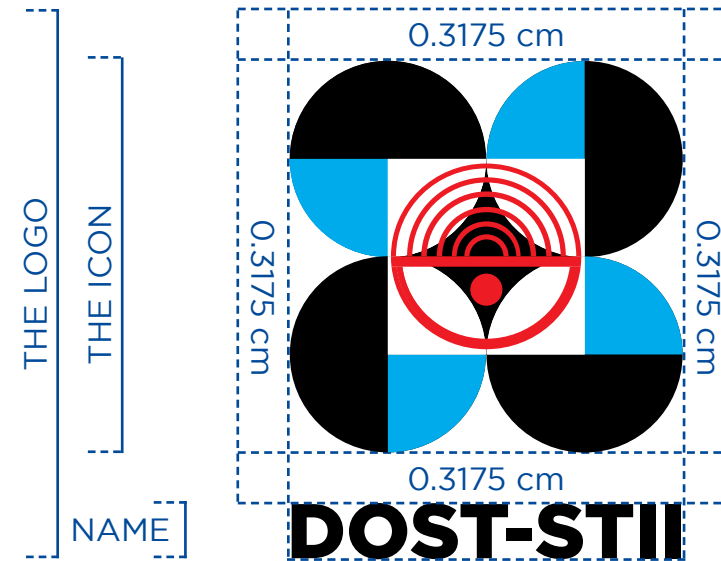
The circles symbolize unit particles, the building blocks of nature which are the subject and substance of science and technology. The circle design gives an illusion of movement signifying progress through science and technology.

The space at the center of the joined circles forms a four-pointed star symbolic of scientific creativity.

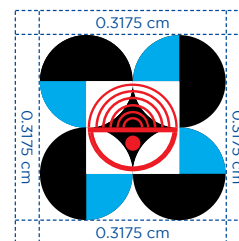
The three-color scheme represents the unknown (black), truth and enlightenment (white), and progress (blue).

The four circles represent the four guiding principles in our S&T development: Excellence, Relevance, Cooperation and Cost-effectiveness.

The image at the center symbolizes a human (red circle) sending signal or information (6 arches/ripple effect).



Font:  
Gotham Black  
Montserrat Black  
or Arial Black



DEPARTMENT OF SCIENCE AND TECHNOLOGY

**Science and Technology  
Information Institute**

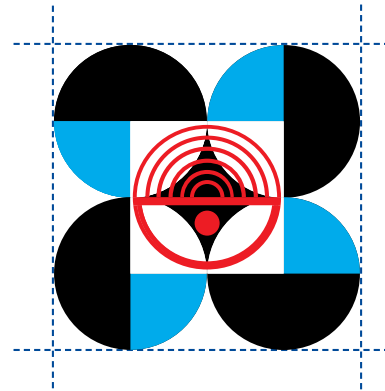
Font:  
Gotham Black  
Montserrat Black  
or Arial Black

## DOST-STII BRAND GUIDE

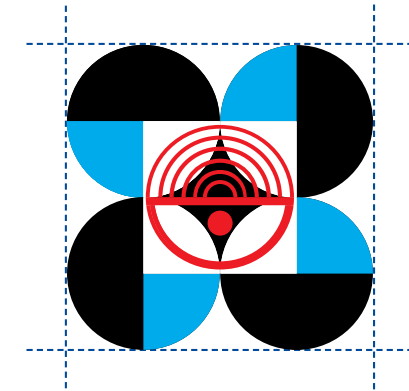
## The Logo

### (MINIMUM SIZES)

There is no upper limit to resizing the DOST-STII logo. However, establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.



**Digital**  
100px x 100px

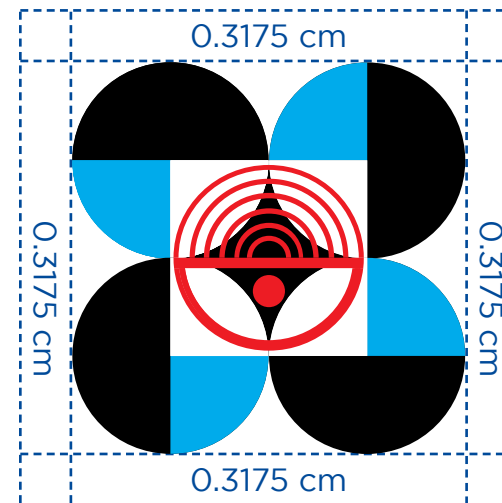


**Print**  
1.27cm x 1.27cm

### (EXCLUSION ZONE)

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.

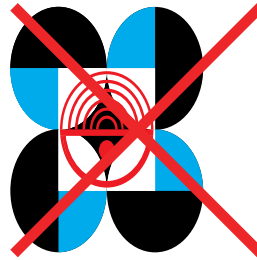


## DOST-STII BRAND GUIDE

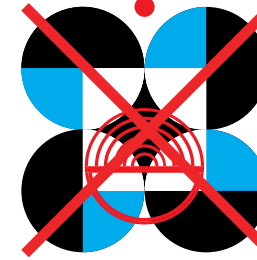
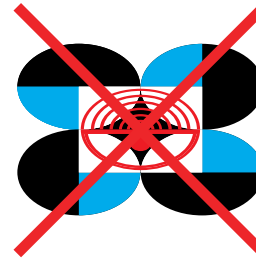
**The Logo**

## (MISUSE)

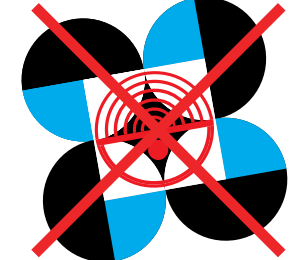
The DOST-STII logo must retain its appearance. It should not be altered by changing its orientation, color, composition, and the like—as detailed in this document.



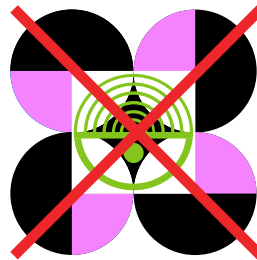
Do not distort or war. A 1:1 dimension ratio should always be maintained when resizing.



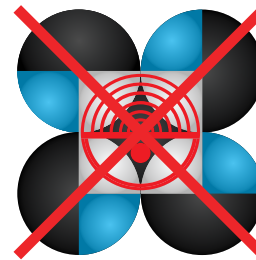
Do not separate logo elements.



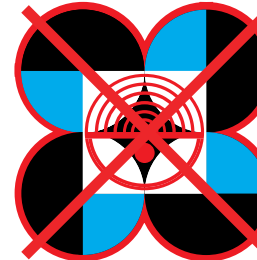
Do not rotate.



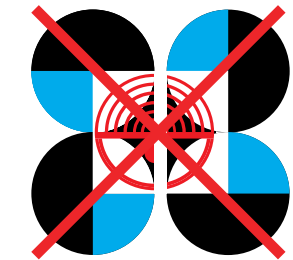
Do not change the color.



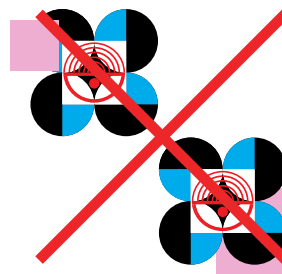
Do not apply a gradient effect.



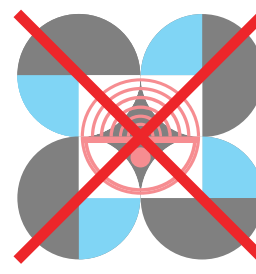
Do not use a color when applying outline stroke.



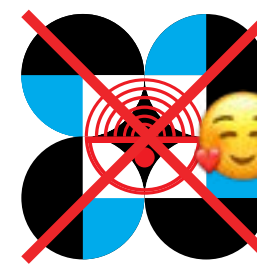
Do not cut.



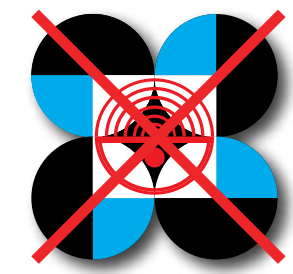
Do not put any shape on top/in front or behind.



Do not lower down the opacity.



Do not put any graphics or graphic elements.



Do not apply drop shadow effect.

## DOST-STII BRAND GUIDE

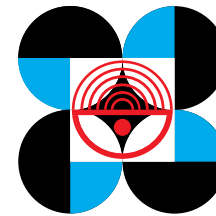
**The Logo**

## (MISUSE)

The DOST-STII logo must retain its appearance. It should not be altered by changing its orientation, color, composition, and the like—as detailed in this document.

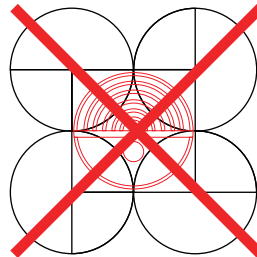


Do not apply or use reflection effect.

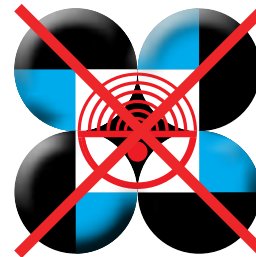


**DOST-STII**

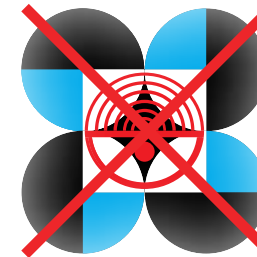
The DOST-STII acronym may only be placed below the logo. Do not place the DOST-STII acronym on the side or on top of the logo. **The acronym must be DOST-STII and not STII-DOST.**



Do not outline or create a keyline.




Do not apply any bevel, emboss or satin effect.



Do not apply any inner or outer glow effect.



Do not crop or insert any photos or patterns.

The DOST- brings science...

Do not include as part of a sentence/ statement.

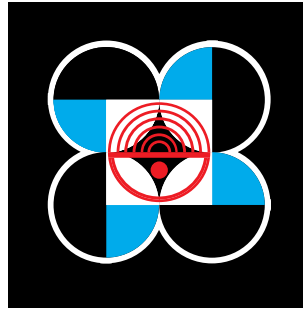
## DOST-STII BRAND GUIDE

**The Logo**

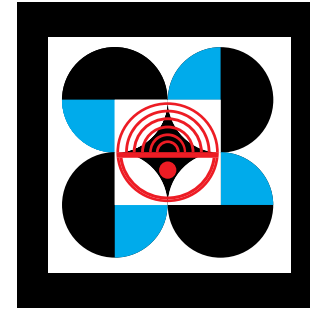
(AGAINST A BACKGROUND)

The DOST-STII logo must retain its appearance. It should not be altered by changing its orientation, color, composition, and the like—as detailed in this document.

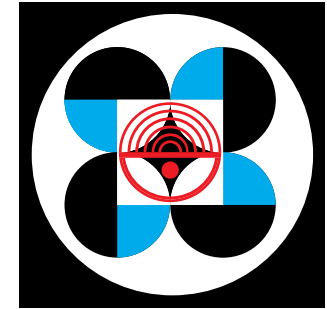
If the logo will be placed against a dark, colored, or busy background that would make it unrecognizable, solid stroke or shapes must be used to make it pop out or recognizable.



Use thick white stroke.



Use solid white square shape.



Use solid white round shape.



(with DOST-STII acronym)



Use solid white shape to make the entire logo recognizable and readable. Outline stroke on the shape using the brand colors may be used

## DOST-STII BRAND GUIDE

## The Logo

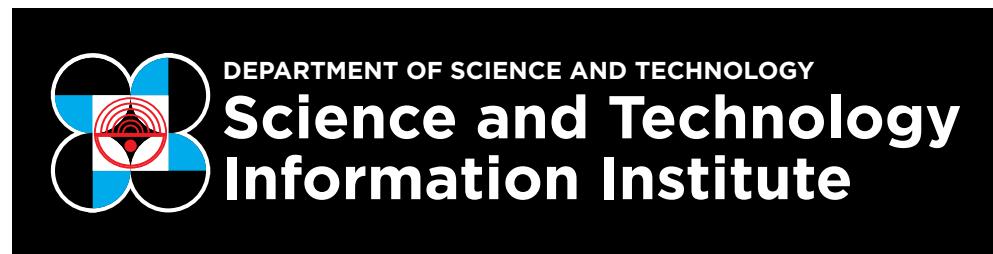
(AGAINST A BACKGROUND)

The DOST-STII logo must retain its appearance. It should not be altered by changing its orientation, color, composition, and the like—as detailed in this document.

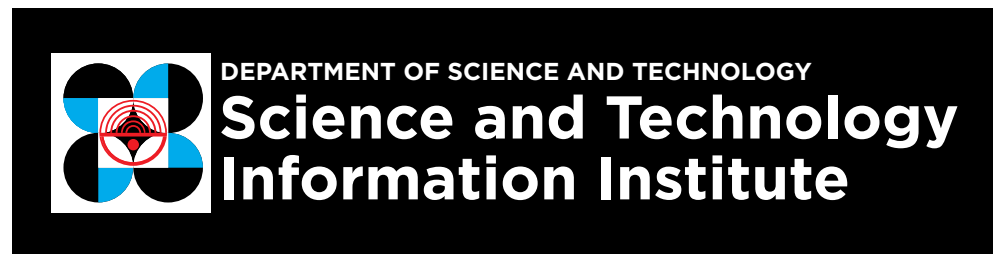
If the logo will be placed against a dark, colored, or busy background that would make it unrecognizable, solid stroke or shapes must be used to make it pop out or recognizable.



Use solid white rounded cap shape to make the entire logo recognizable and readable. Outline stroke on the shape using the brand colors may be used



Use solid white outline on the DOST-STII icon to make it pop out.

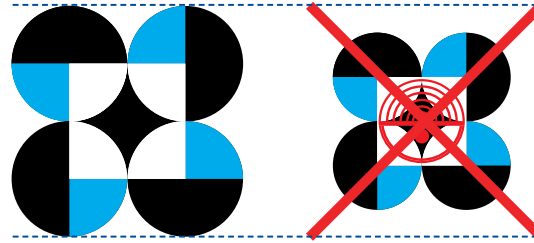


Use solid white square shape behind the DOST-STII icon to make it pop out.

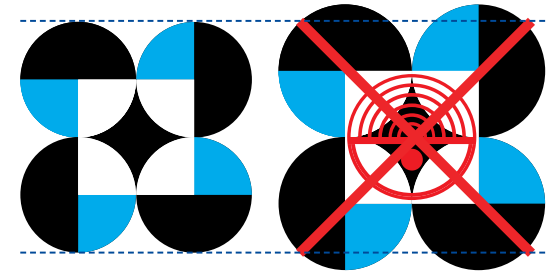
## DOST-STII BRAND GUIDE

**The Logo**

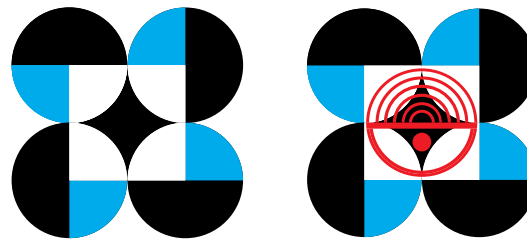
(PLACING BESIDE OTHER LOGOS)



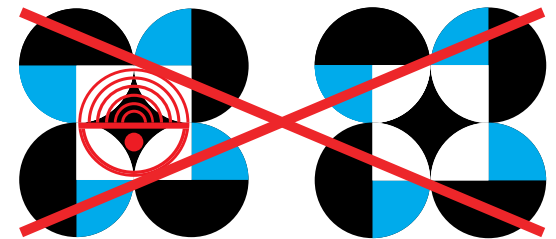
DOST-STII logo should not be smaller than other logos.



DOST-STII logo should not be bigger than other logos.



The DOST logo should always come first before the DOST-STII logo.



Since the DOST-STII logo does not carry the agency name with the icon, the acronym DOST-STII must always appear under the agency logo when placing beside other logos.

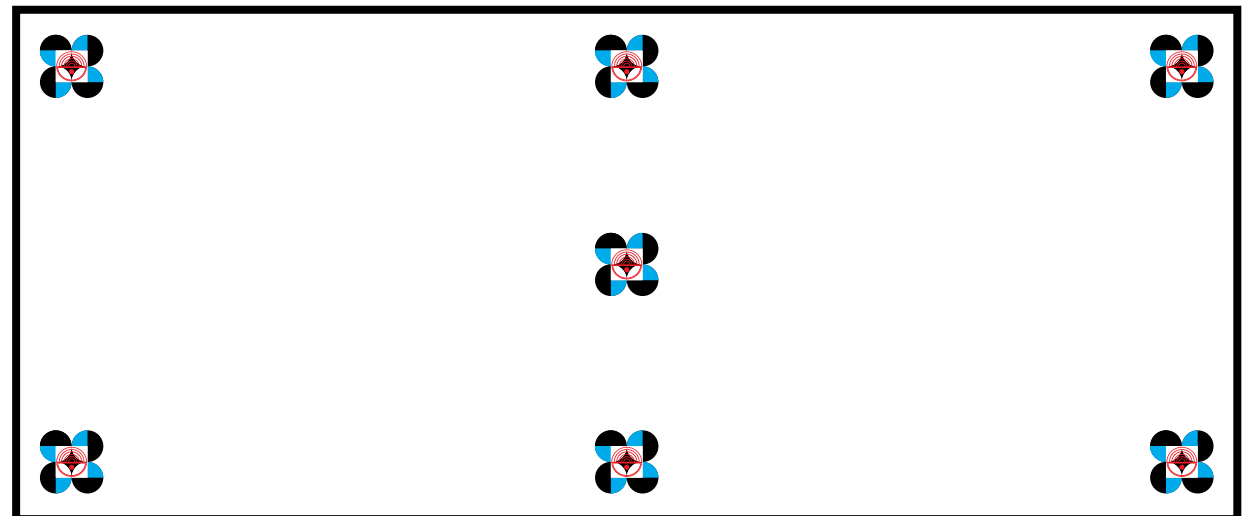
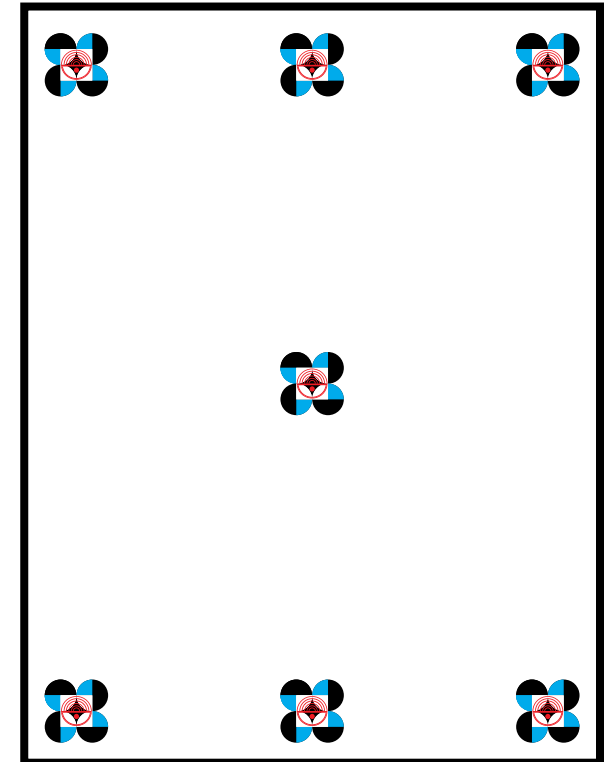
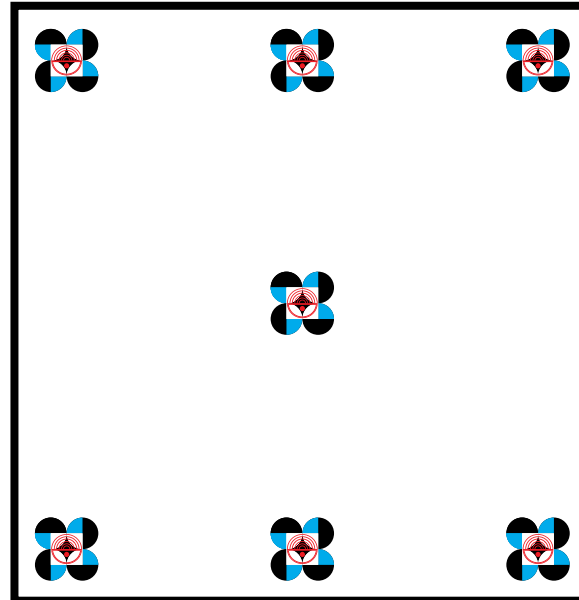


## DOST-STII BRAND GUIDE

## The Logo

### (PLACEMENT)

To keep the DOST-STII logo placement simple and consistent, it must be placed on recognizable areas on any communication material. The brand space or exclusion zone must be observed when placing the DOST-STII logo.

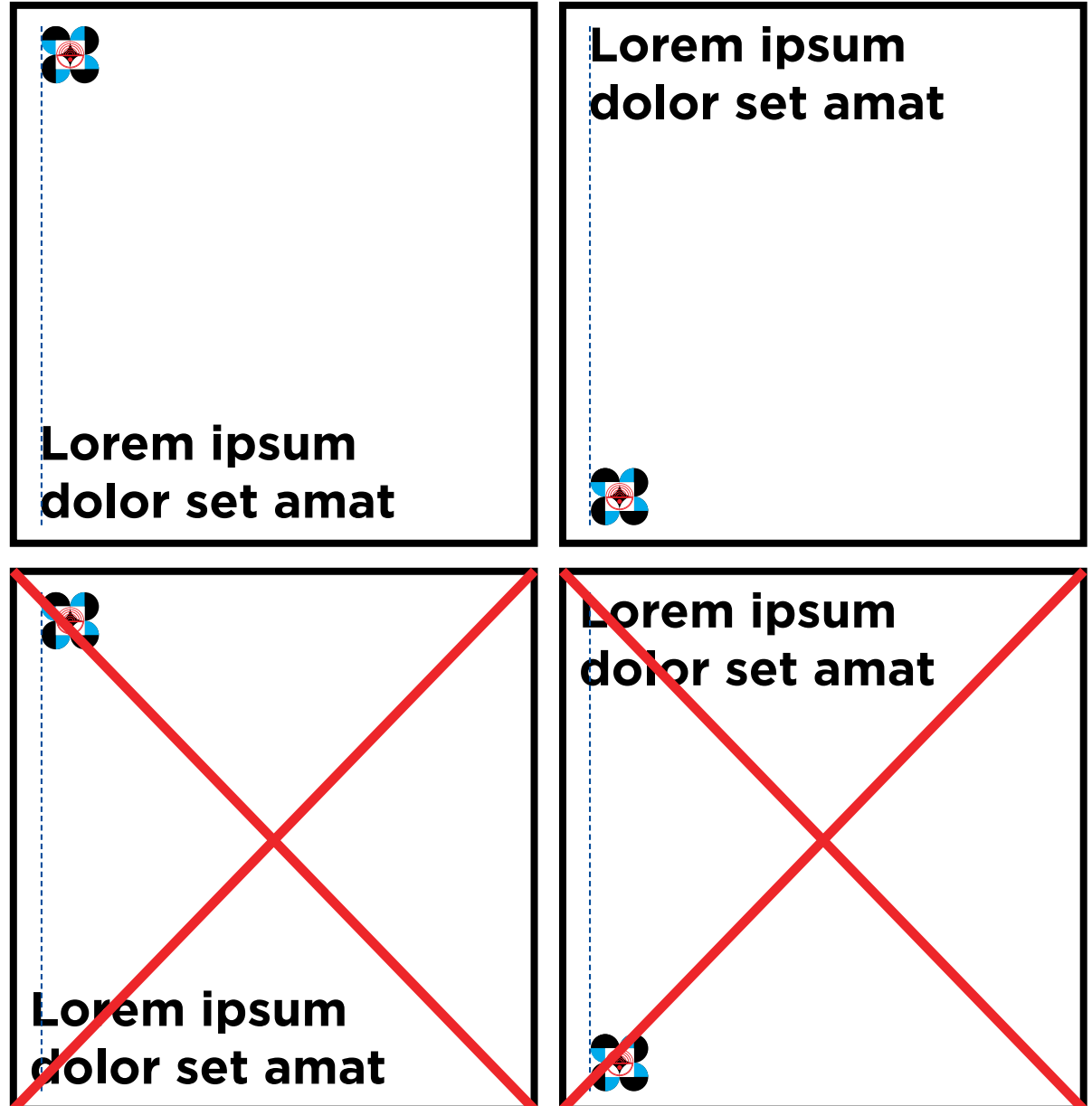


## DOST-STII BRAND GUIDE

## The Logo

(LEFT ALIGNED LOGO WITH TEXT)

When the logo is left aligned on the canvass, the typography must also be left aligned.



DOST-STII BRAND GUIDE

# Color Palette

## DOST-STII BRAND GUIDE

**The Color Palette**

(DIGITAL)

Blue is the core color of DOST-STII as DOST's official color.

White, red pigment, and eerie black are the secondary colors that completes the DOST-STII's brand that carries authority, sincerity, creativity, and passion as the STI information agency in the country.

**Yale Blue**

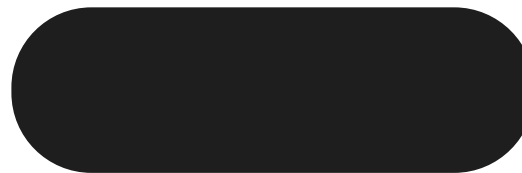
Hex: #004A98  
 R0 G74 B152  
 H210 S100 B59  
 C100 M81 Y8 K0

**White**

Hex: #FFFFFF  
 R255 G255 B255  
 H358 S0 B100  
 C0 M0 Y0 K0

**Red Pigment**

Hex: #ED262A  
 R237 G38 B42  
 H358 S83 B92  
 C1 M97 Y93 K0

**Eerie Black**

Hex: #1E1E1E  
 R30 G30 B30  
 H358 S0 B11  
 C72 M66 Y65 K75

## DOST-STII BRAND GUIDE

## The Color Palette

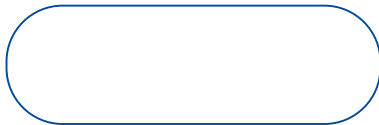
### (USAGE)

The primary and secondary colors of the DOST-STII brand should always dominate in any communication/promotion material. Use of other colors other than the core palette of the DOST-STII brand should be used very minimally.



#### Yale Blue

Hex: #004A98  
R0 G74 B152  
H210 S100 B59  
C100 M81 Y8 KO



#### White

Hex: #FFFFFF  
R255 G25 B255  
H358 S0 B100  
C0 M0 Y0 KO



#### Red Pigment

Hex: #ED262A  
R237 G38 B42  
H358 83 B92  
C1 M97 Y93 KO



#### Eerie Black

Hex: #1E1E1E  
R30 G30 B30  
H358 S0 B11  
C72 M66 Y65 K75



Background colors should either be blue or white, accented by the other colors of the brand palette.



Do not dominate the design using other colors other than the brand palette.

## DOST-STII BRAND GUIDE

## The Color Palette

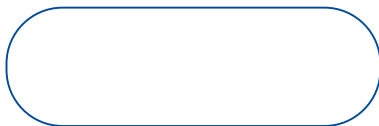
### (USAGE)

The primary and secondary colors of the DOST-STII brand should always dominate in any communication/promotion material. Use of other colors other than the core palette of the DOST-STII brand should be used very minimally.



#### Yale Blue

Hex: #004A98  
R0 G74 B152  
H210 S100 B59  
C100 M81 Y8 KO



#### White

Hex: #FFFFFF  
R255 G25 B255  
H358 S0 B100  
C0 M0 Y0 KO



#### Red Pigment

Hex: #ED262A  
R237 G38 B42  
H358 83 B92  
C1 M97 Y93 KO



#### Eerie Black

Hex: #1E1E1E  
R30 G30 B30  
H358 S0 B11  
C72 M66 Y65 K75



Zero to very minimal use of other colors aside from the brand color palette is allowed.



Using other shades or opacity of the brand color palette is allowed as accents. The brand color palette should still dominate the overall design.

## DOST-STII BRAND GUIDE

## The Color Palette

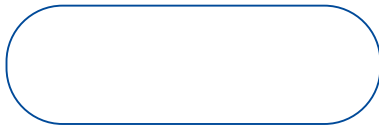
### (USAGE)

The primary and secondary colors of the DOST-STII brand should always dominate in any communication/promotion material. Use of other colors other than the core palette of the DOST-STII brand should be used very minimally.



#### Yale Blue

Hex: #004A98  
R0 G74 B152  
H210 S100 B59  
C100 M81 Y8 KO



#### White

Hex: #FFFFFF  
R255 G25 B255  
H358 S0 B100  
C0 M0 Y0 KO



#### Red Pigment

Hex: #ED262A  
R237 G38 B42  
H358 S83 B92  
C1 M97 Y93 KO



#### Eerie Black

Hex: #1E1E1E  
R30 G30 B30  
H358 S0 B11  
C72 M66 Y65 K75



Using other shades or opacity of the brand color palette is allowed as accents. The brand color palette should still dominate the overall design.



Using both blue and white as background is allowed.

DOST-STII BRAND GUIDE

# Typeface



## DOST-STII BRAND GUIDE

**Typeface**

*Primary Font*  
(GOTHAM)

With the balance of its high ascenders and short descenders, flat apex, unbalanced crossbar, rectangular punctuations, and reflective shapes, the Gotham typeface perfectly fits the DOST-STII brand— honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof.

*Alternate Fonts*  
(MONTSERRAT)

Montserrat typeface may only be used on Google Slides presentation. Gotham must be used across all digital materials.

(ARIAL)

The Arial typeface may only be used on offline Powerpoint presentations.

Sources: [TYPOGRAPHY.COM](http://TYPOGRAPHY.COM)  
and [USEJOURNAL.COM](http://USEJOURNAL.COM)

**Gotham Black**

**Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz 1 2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + { }  
[ ] ; : ' / ? , . < >**

Montserrat Regular  
*Montserrat Italic*  
**Montserrat Bold**  
**Montserrat Bold Italic**  
**Montserrat Black**

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 1  
2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + { }  
[ ] ; : ' / ? , . < >

Gotham Book  
*Gotham Book Italic*  
**Gotham Bold**  
**Gotham Bold Italic**

**Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz 1 2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + { }  
[ ] ; : ' / ? , . < >**

Arial  
*Arial Italic*  
**Arial Bold**  
**Arial Bold Italic**  
**Arial Black**

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 1  
2 3 4 5 6 7 8 9 0  
~ ! @ # \$ % ^ & \* ( ) \_ + { }  
[ ] ; : ' / ? , . < >

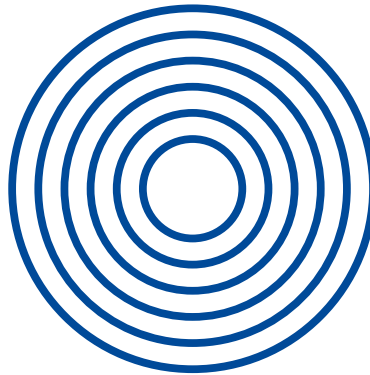
DOST-STII BRAND GUIDE

# Graphic Elements

## DOST-STII BRAND GUIDE

## Graphic Elements

Since STI communication and information are the core of DOST-STII, the graphic elements that represent the brand are the communication bars, ripple effect symbol, rounded stroke cap or stadium shape, and the forward slash.



Ripple effect symbol



Communication bars



Rounded stroke cap or stadium shape

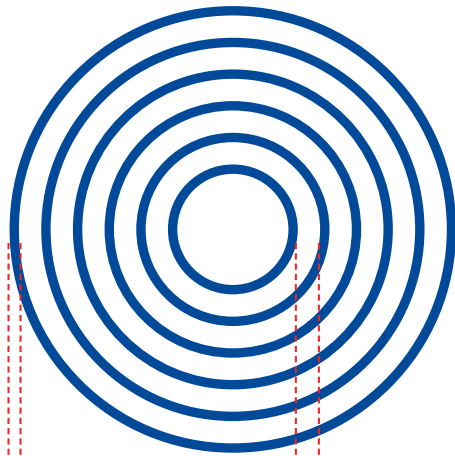


Forward slash

## Graphic Elements

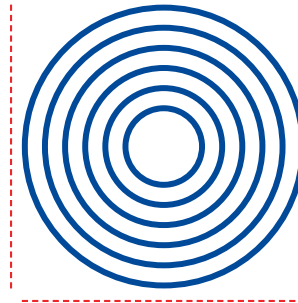
Use and misuse  
(RIPPLE EFFECT SYMBOL)

On a 100px x 100px canvass

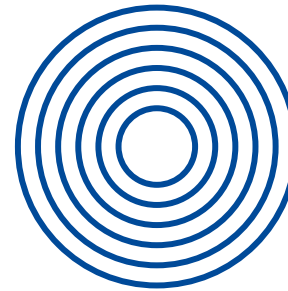


D: 2.11px  
0.0558cm

D: 4.99px  
0.132cm



1:1 dimension ratio and must only maintain 6 rings



Use as full symbol



Use as half symbol



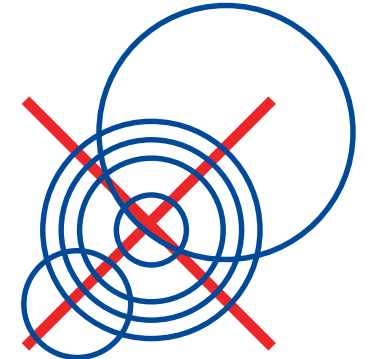
Use as quarter symbol



Do not distort or warp. A 1:1 dimension ratio should always be maintained when resizing.



Do not apply gradient effect.



Do not separate the rings.



Do not apply reflection effect.



Do not apply emboss, satin, or bevel effects.



Do not apply feather effect.



Do not cut.

## DOST-STII BRAND GUIDE

## Graphic Elements

### Application on Design (RIPPLE EFFECT SYMBOL)

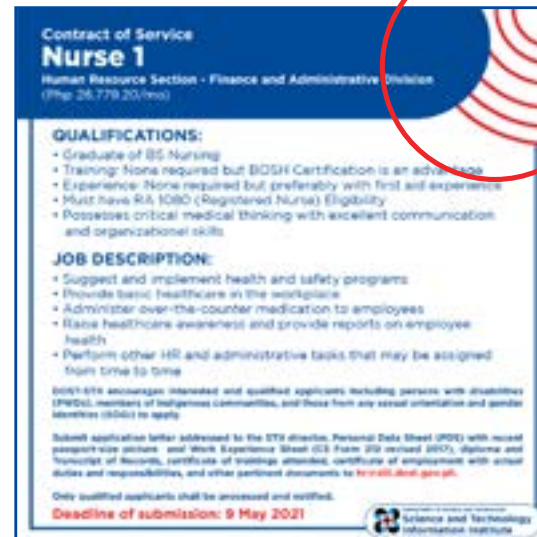
The ripple effect symbol is the main icon/accent of the DOST-STII brand, and must appear on all designs.

The symbol may be placed on the following spots/locations:

- Upper left
- Upper right
- Lower left
- Lower right
- Left
- Right
- Mid left
- Mid right
- As background design



Upper left



Upper right



Upper right

## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(RIPPLE EFFECT SYMBOL)

The ripple effect symbol is the main icon/accent of the DOST-STII brand.

The symbol may be placed on the following spots/locations:

- Upper left
- Upper right
- Lower left
- Lower right
- Left
- Right
- Mid left
- Mid right
- As background design



## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(RIPPLE EFFECT SYMBOL)

The ripple effect symbol is the main icon/accent of the DOST-STII brand.

The symbol may be placed on the following spots/locations:

- Upper left
- Upper right
- Lower left
- Lower right
- Left
- Right
- Mid left
- Mid right
- As background design



Left/Mid left



Right/Mid right

## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(RIPPLE EFFECT SYMBOL)

The ripple effect symbol is the main icon/accent of the DOST-STII brand.

The symbol may be placed on the following spots/locations:

- Upper left
- Upper right
- Lower left
- Lower right
- Left
- Right
- Mid left
- Mid right
- As background design



As background design



As background design



As background design



As background design



## DOST-STII BRAND GUIDE

## Graphic Elements

### Application on Design (RIPPLE EFFECT SYMBOL)

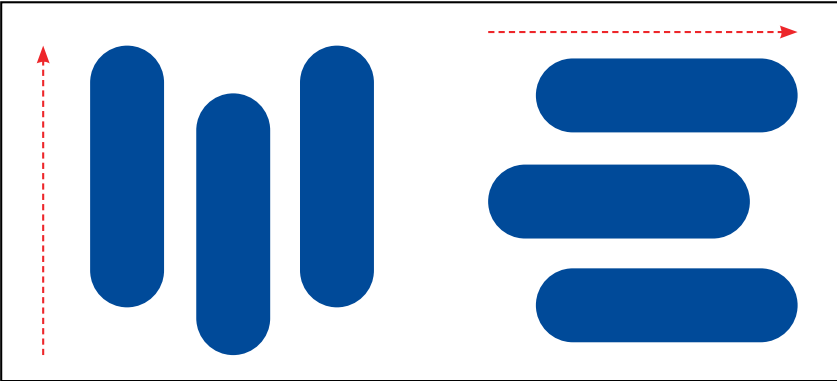
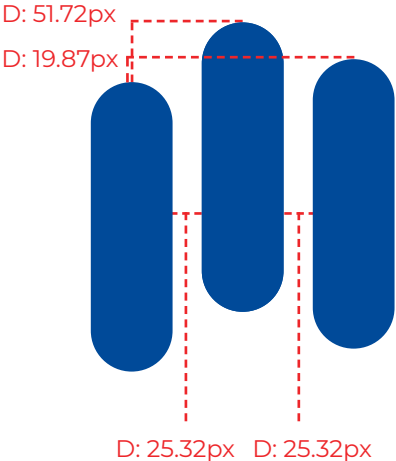
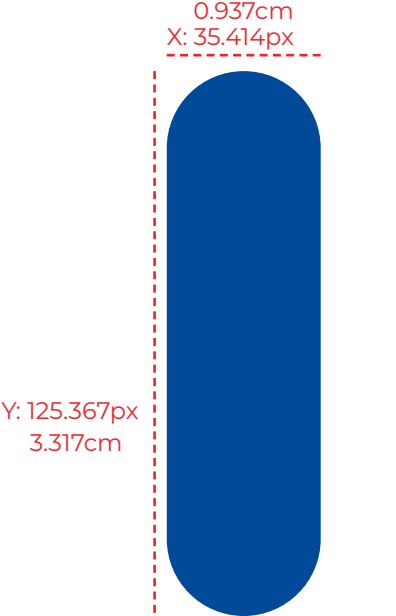
Some reminders when using the ripple effect symbol.

- The ripple symbol should be placed away from the text
- Should the ripple symbol blend with any of the text, logo, photo on the design, enclose the text, logo, or photo in a rounded cap/stadium shape layer or any solid shape (or ensure that the color of the text does not blend with the color of the ripple symbol).
- The ripple symbol may be used on top of a photo, but make sure that it's only applied as an accent and will in no way cover the subject on the photo.
- The ripple symbol may be used as a border design but should still be recognizable (laid out in full, half or quarter slice).

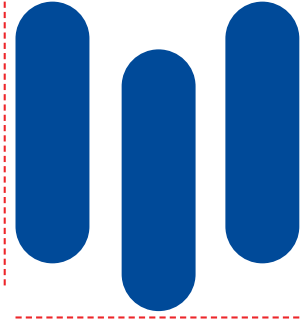


# Graphic Elements

Use and misuse  
(COMMUNICATON BARS)



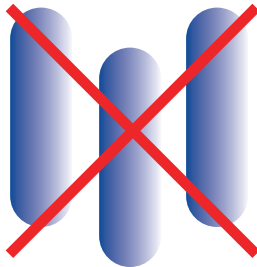
Correct orientation



1:1 dimension ratio



Do not distort or warp. A 1:1 dimension ratio should always be maintained when resizing.



Do not apply gradient effect.



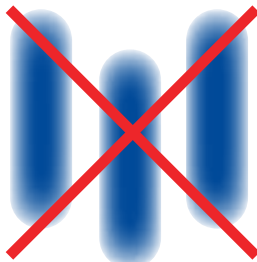
Do not rotate.



Do not apply reflection effect.



Do not apply emboss, satin, or bevel effects.



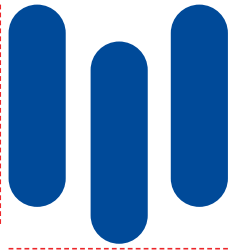
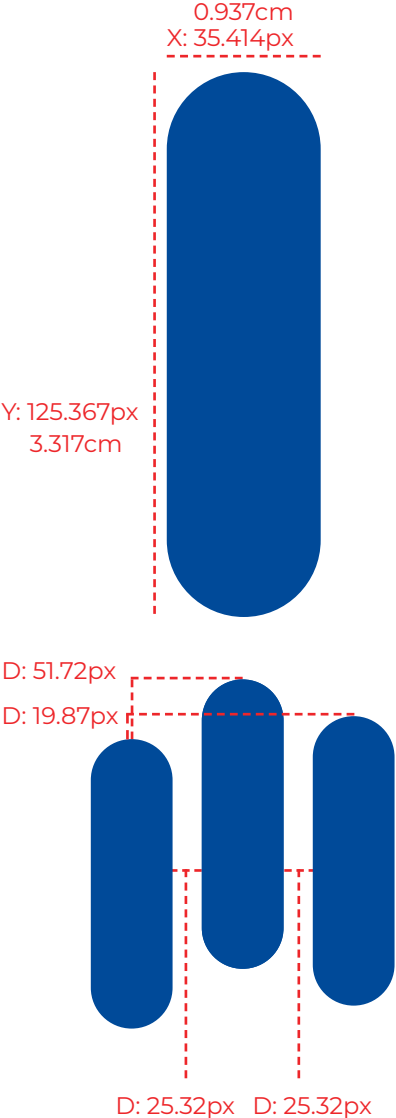
Do not apply feather effect.



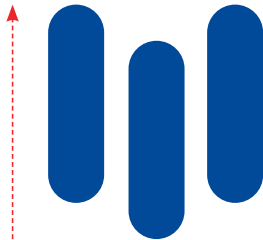
Do not disarrange the appearance.

# Graphic Elements

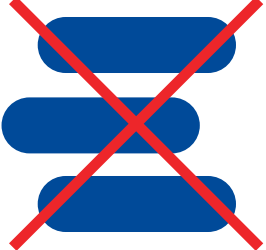
Use and misuse  
(COMMUNICATON BARS)



1:1 dimension ratio



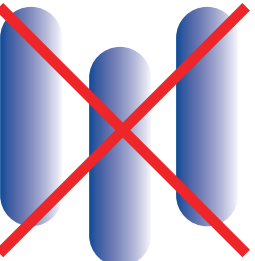
Correct orientation



Do not apply dual or multiple colors.



Do not distort or warp. A 1:1 dimension ratio should always be maintained when resizing.



Do not apply gradient effect.



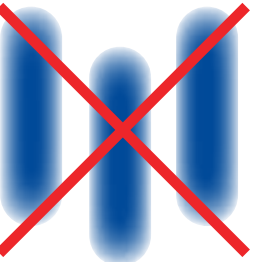
Do not put at an angle.



Do not apply reflection effect.



Do not apply emboss, satin, or bevel effects.



Do not apply feather effect.



Do not disarrange the appearance.

## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(COMMUNICATON BARS)

The communication bars are used as accent on the overall design. While it may be placed as a slightly hidden icon, it should still be recognizable.

Additionally, the communication bars may be placed on the following spots/locations:

- Upper left
- Upper right
- Lower left
- Lower right
- Upper center
- As part of the header
- Behind the text
- As background design

The size of the communication bars must be kept between small to medium, unless they are used as part of the background graphics.

The red pigment color must be applied on the communication bars.



Upper left



Upper left



Upper left



Upper left

## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(COMMUNICATON BARS)

The communication bars are used as accent on the overall design. While it may be placed as a slightly hidden icon, it should still be recognizable.

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- Upper left
- Upper right
- Lower left
- Lower right
- Upper center
- As part of the header
- Behind the text
- As background design

The size of the communication bars must be kept between small to medium, unless they are used as part of the background graphics.

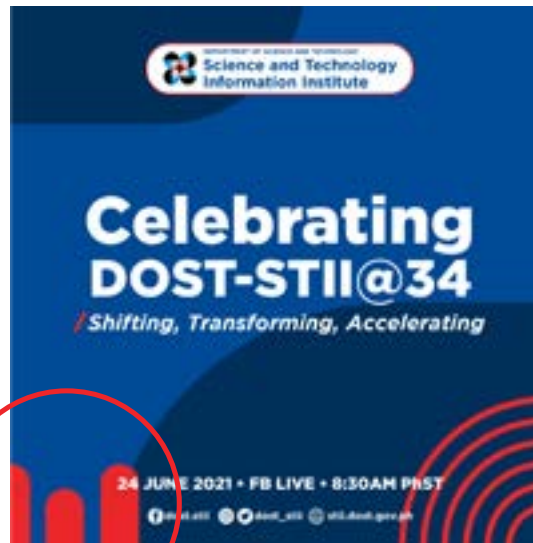
The red pigment color must be applied on the communication bars.



Upper right



Upper right



Lower left



Lower right

## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(COMMUNICATON BARS)

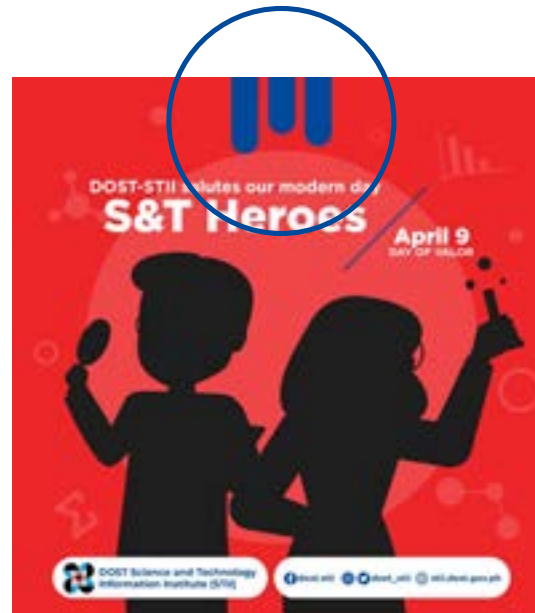
The communication bars are used as accent on the overall design. While it may be placed as a slightly hidden icon, it should still be recognizable.

Additionally, the communication bars may be placed on the following spots/locations:

- Upper left
- Upper right
- Lower left
- Lower right
- Upper center
- As part of the header
- Behind the text
- As background design

The size of the communication bars must be kept between small to medium, unless they are used as part of the background graphics.

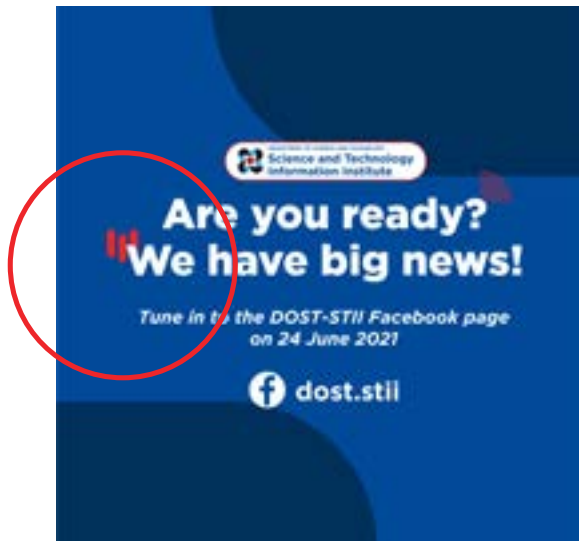
The red pigment color must be applied on the communication bars.



Upper center



As part of the header



Behind the text



As background design

## DOST-STII BRAND GUIDE

## Graphic Elements

### *Use and misuse*

#### (ROUNDED CAP/STADIUM SHAPE)

The rounded cap/stadium icon is the core shape of the DOST-STII brand—that symbolizes unity, team-spirit and continuity.

The four sides/corners of the rectangular shape must be fully rounded that it resembles a stadium.

The rounded cap/stadium shape is used in the following:

- Logo box
- Text box
- Title box
- Photo box
- Info box
- As background design
- Accent

It only takes the shape of rectangle and NEVER of the square shape.

Correct orientation



Correct orientation



These shape versions are only used for accents or title boxes, and are only placed coming from the edges/sides of the canvass or drawing space.

## DOST-STII BRAND GUIDE

**Graphic Elements***Use and misuse***(ROUNDED CAP/STADIUM SHAPE)**

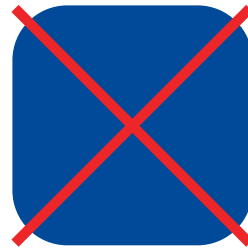
The rounded cap/stadium icon is the core shape of the DOST-STII brand—that symbolizes unity, team-spirit and continuity.

The four sides/corners of the rectangular shape must be fully rounded that it resembles a stadium.

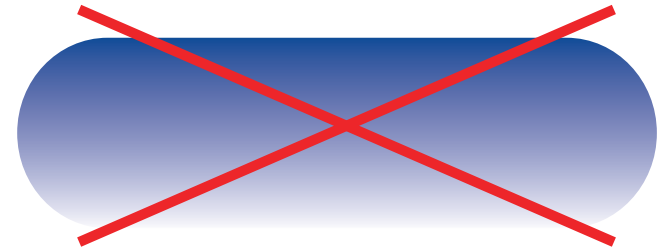
The rounded cap/stadium shape is used in the following:

- Logo box
- Text box
- Title box
- Photo box
- Info box
- As background design
- Accent

It only takes the shape of rectangle and NEVER of the square shape.



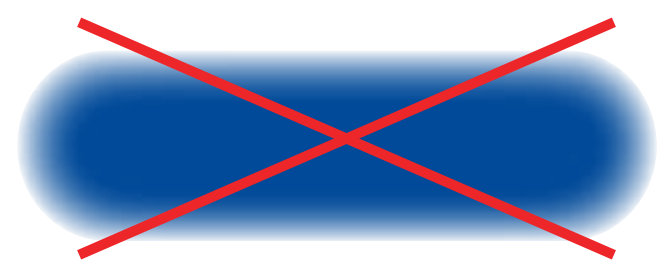
We don't use a cornered square shape.



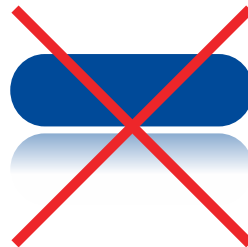
Do not apply gradient effect.



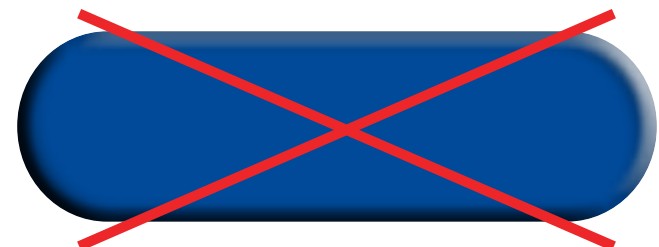
Do not rotate.



Do not apply feather effect.



Do not apply reflection effect.



Do not apply bevel, emboss, or satin effect.



Do not cut through.



## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(ROUNDED CAP/STADIUM SHAPE)

The rounded cap/stadium shape is used in the following:

- Logo box
- Text box
- Title box
- Photo box
- Info box
- As background design
- Accent



## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(ROUNDED CAP/STADIUM SHAPE)

The rounded cap/stadium shape is used in the following:

- Logo box
- Text box
- Title box
- Photo box
- Info box
- As background design
- Accent

Note: When using the rounded cap/stadium shape against the color palette of the brand, a darker shade of the brand color palette may be used (i.e. Dark blue shape against a Yale blue background)

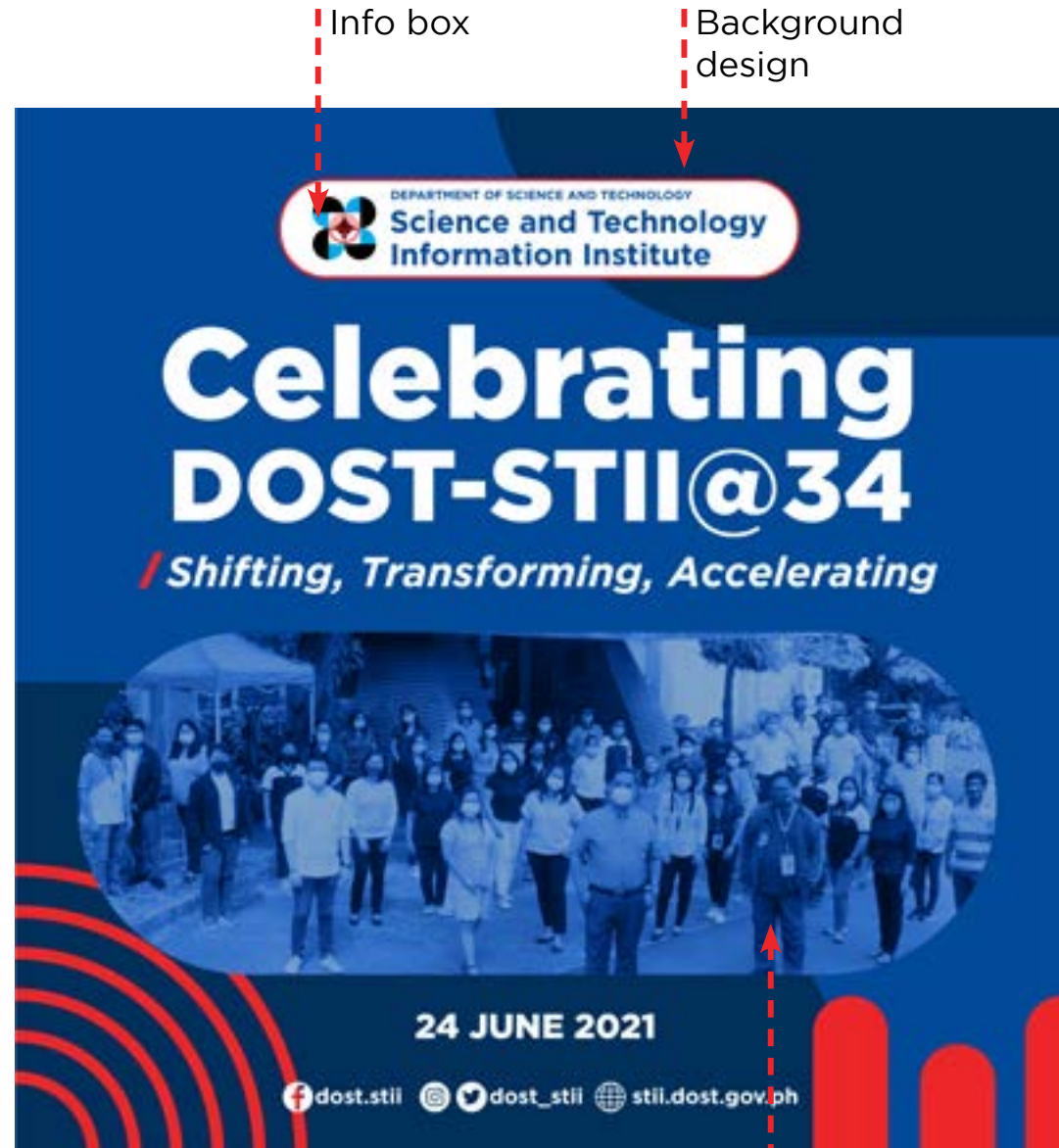


Photo box

## DOST-STII BRAND GUIDE

## Graphic Elements

### *Application on Design* (ROUNDED CAP/STADIUM SHAPE)

The rounded cap/stadium shape is used in the following:

- Logo box
- Text box
- Title box
- Photo box
- Info box
- As background design
- Accent



## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(ROUNDED CAP/STADIUM SHAPE)

The rounded cap/stadium shape is used in the following:

- Logo box
- Text box
- Title box
- Photo box
- Info box
- As background design
- Accent



## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(ROUNDED CAP/STADIUM SHAPE)

The rounded cap/stadium shape is used in the following:

- Logo box
- Text box
- Title box
- Photo box
- Info box
- As background design
- Accent



## DOST-STII BRAND GUIDE

**Graphic Elements***Application on Design*  
(ROUNDED CAP/STADIUM SHAPE)

The rounded cap/stadium shape is used in the following:

- Logo box
- Text box
- Title box
- Photo box
- Info box
- As background design
- Accent

Accent

Title box

**DOST-STII ONLINE LIBRARY LITERACY PROGRAM (OLLP)**

**SLOTS ARE STILL AVAILABLE SO REGISTER NOW!**

Today (15 July) at 10:00am-12:00nn

Register at  
<https://tinyurl.com/DOST-OLLP>

**TOPICS:**

**DOST-STII: Services, Resources, and Products**  
Lynderlitta M. Maglaque  
Supervising Science Research Specialist

**Researching in DOST-STII Library**  
Irene A. Brillo  
Science Research Specialist II

**Navigating the DOST-STARBOOKS**  
Arjay C. Escondo  
Information Systems Researcher III

DEPARTMENT OF SCIENCE AND TECHNOLOGY  
**Science and Technology Information Institute**

scinet.dost.gov.ph  
library@stii.dost.gov.ph

STII Library  
stii\_library

dost.stii.library  
DOST-STII Library

Text box

Logo and info box

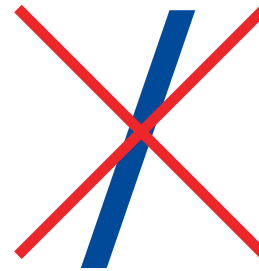
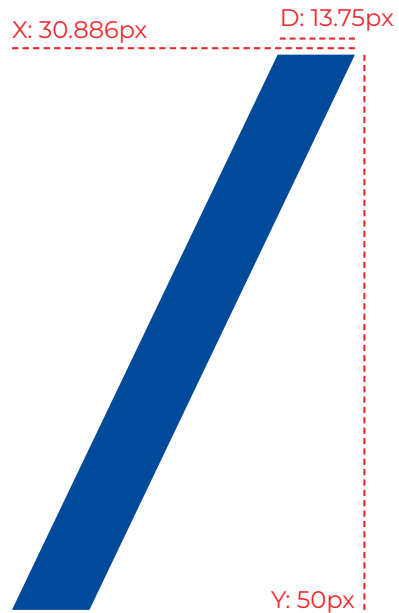
DOST-STII BRAND GUIDE

## Graphic Elements

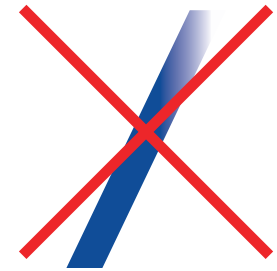
### Use and misuse (FORWARD SLASH)

The forward slash icon is used as an identifier on headers on social media cards and especially on Powerpoint presentations. Placed only beside titles.

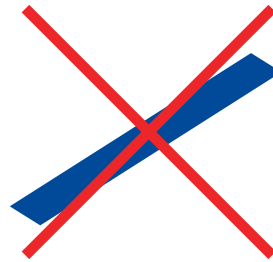
On a 100px x 61.77px canvass



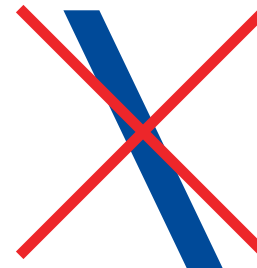
Do not distort or warp.



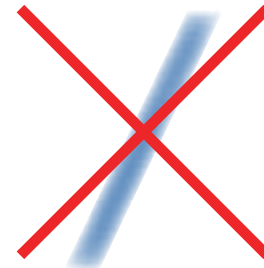
Do not apply gradient effect.



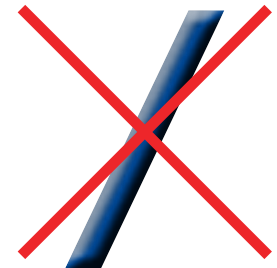
Do not rotate.



Do not invert direction.



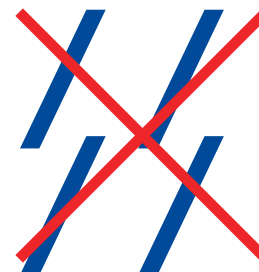
Do not apply feather effect.



Do not apply emboss, satin, or bevel effects.



Do not duplicate in single row.



Do not multiply for use as background accent.

## DOST-STII BRAND GUIDE

## Graphic Elements

### Application on Design (FORWARD SLASH)

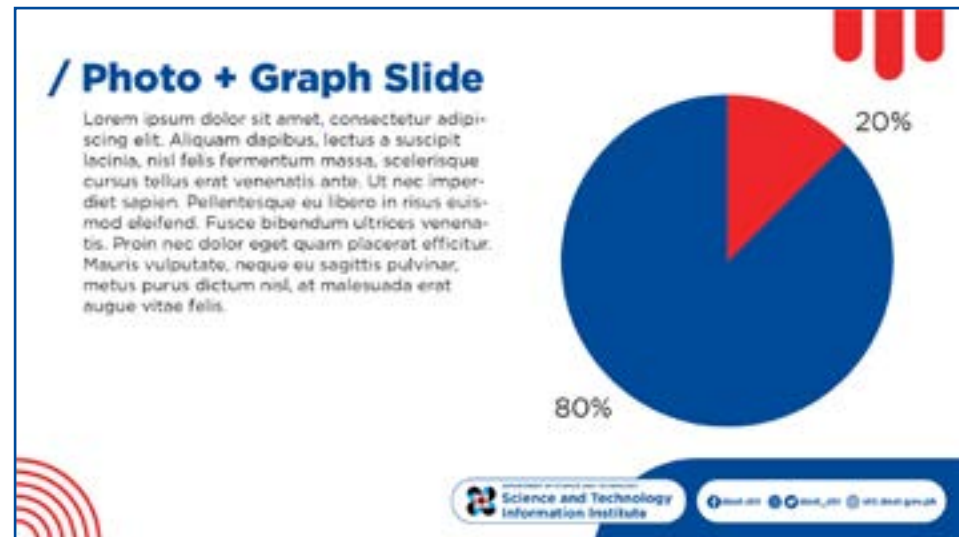
The forward slash icon is used as an identifier on headers on social media cards and especially on Powerpoint presentations. Placed only beside titles.



As subtitle accent



As subtitle accent



As title identifier/accent



DOST-STII BRAND GUIDE

**Graphic Elements**

(SOCIAL MEDIA ICONS)

The DOST-STII brand only uses solid colored social media icons. The colors to be used are only from the brand color palette.



DOST-STII BRAND GUIDE

# Deliverables

## DOST-STII BRAND GUIDE

**Deliverables**

(SOCIAL MEDIA TEMPLATES)

Default templates are used on regular DOST-STII social media posts like training/webinar photo opportunity recap, STII in the news, STII press release, event blurb recaps, statement releases, announcements/notices, hiring posts, and other institutional social media promotion—and must always carry the Brand.

-----  
**GOOGLE DRIVE LOCATION:**

<https://tinyurl.com/DOSTSTIItemplates>

**Training/webinar/meeting photo recap**

- **Folder: STII Institutional**

**STII in the News**

- **Folder: News Templates**

**STII Press Releases**

- **Folder: News Templates**



Training/webinar photo recap (alternating colors)



STII in the News



STII Press Releases

## DOST-STII BRAND GUIDE

**Deliverables**

(SOCIAL MEDIA TEMPLATES)

Default templates are used on regular DOST-STII social media posts like training/webinar photo opportunity recap, STII in the news, STII press release, event blurb recaps, statement releases, announcements/notices, hiring posts, and other institutional social media promotion—and must always carry the Brand.

-----  
**GOOGLE DRIVE LOCATION:**

<https://tinyurl.com/DOSTSTIItemplates>

**Hiring post**

- **Folder: STII Institutional**

**Event blurbs**

- **Folder: STII Institutional**



Hiring post



Event blurbs (alternating white and blue background and layers orientation)

## DOST-STII BRAND GUIDE

## Deliverables

(SOCIAL MEDIA TEMPLATES)

Default templates are used on regular DOST-STII social media posts like training/webinar photo opportunity recap, STII in the news, STII press release, event blurb recaps, statement releases, announcements/notices, hiring posts, and other institutional social media promotion—and must always carry the Brand.

-----  
**GOOGLE DRIVE LOCATION:**

<https://tinyurl.com/DOSTSTIItemplates>

**DOST Digest release announcement**

- **Folder: Publication Posts on SocMed**

**RapiDOST release announcement**

- **Folder: Publication Posts on SocMed**

**S&T Post release announcement**

- **Folder: Publication Posts on SocMed**

**Inside S&T Post promotion**

- **Folder: Publication Posts on SocMed**



DOST Digest release announcement



RapiDOST release announcement



S&T Post release announcement



Inside S&T Post promotion

## DOST-STII BRAND GUIDE

## Deliverables

### (SOCIAL MEDIA TEMPLATES)

Default templates are used on regular DOST-STII social media posts like training/webinar photo opportunity recap, STII in the news, STII press release, event blurb recaps, statement releases, announcements/notices, hiring posts, and other institutional social media promotion—and must always carry the Brand.

#### GOOGLE DRIVE LOCATION:

<https://tinyurl.com/DOSTSTIItemplates>

#### DOST-STII Report release announcement

- **Folder: Publication Posts on SocMed**

#### Achievement/announcement/notice

- **Folder: STII Institutional**

#### Event photo roll cover

- **Folder: STII Institutional**



DOST-STII Report release announcement



Achievement/announcement/notice



Event photo roll cover (only applied on the main photo of the album)

Photos should be limited to four (4) only, as much as possible.

Repetitive photos must be deleted from the album/photo roll.

## DOST-STII BRAND GUIDE

## Deliverables

### (SOCIAL MEDIA TEMPLATES)

Default templates are used on regular DOST-STII social media posts like training/webinar photo opportunity recap, STII in the news, STII press release, event blurb recaps, statement releases, announcements/notices, hiring posts, and other institutional social media promotion—and must always carry the Brand.

-----  
**GOOGLE DRIVE LOCATION:**

<https://tinyurl.com/DOSTSTIItemplates>

**Training/webinar promotion**

- **Folder:STII Institutional**



Training/webinar promotion

## DOST-STII BRAND GUIDE

## Deliverables

### (PRESENTATION SLIDES)

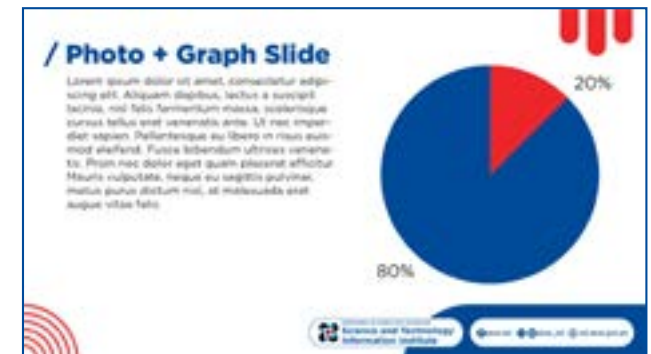
The presentation slide templates both for Microsoft Powerpoint and Google Slides have already been pre-designed for use on official (internal and external) DOST-STII meetings and presentation.

The presentation slides should always carry the DOST-STII brand.

-----  
**GOOGLE DRIVE LOCATION:**  
<https://tinyurl.com/DOSTSTIItemplates>

### Powerpoint Template

- **Folder: PPT Templates**





## DOST-STII BRAND GUIDE

## Deliverables

### Guidelines

#### (PRESENTATION SLIDES)

#### TITLE SLIDE

To ensure that presentation slides carry the DOST-STII brand, the following design and layout application should be observed:

- The presentation title uses this format: FORWARD SLASH SYMBOL in red color + PRESENTATION TITLE in white color.

The font is GOTHAM BLACK REGULAR.

**Note:** MONTSERRAT BLACK for Google Slides and ARIAL BLACK for offline Powerpoint in the absence of the Gotham Font

- The subtitle/presenter name is in color white and uses the GOTHAM BOOK font.

**Note:** MONTSERRAT REGULAR for Google Slides and ARIAL for offline Powerpoint in the absence of the Gotham Font

\*Fonts will be provided via Google Drive



Presenter  
details

Presentation  
title

Social media  
box  
Logo box

## DOST-STII BRAND GUIDE

## Deliverables

### Guidelines

(PRESENTATION SLIDES)  
BODY SLIDE

To ensure that presentation slides carry the DOST-STII brand, the following design and layout application should be observed:

- The slide title uses this format FORWARD SLASH SYMBOL + PRESENTATION TITLE either in Blue or Red color.

The font is GOTHAM BLACK REGULAR.

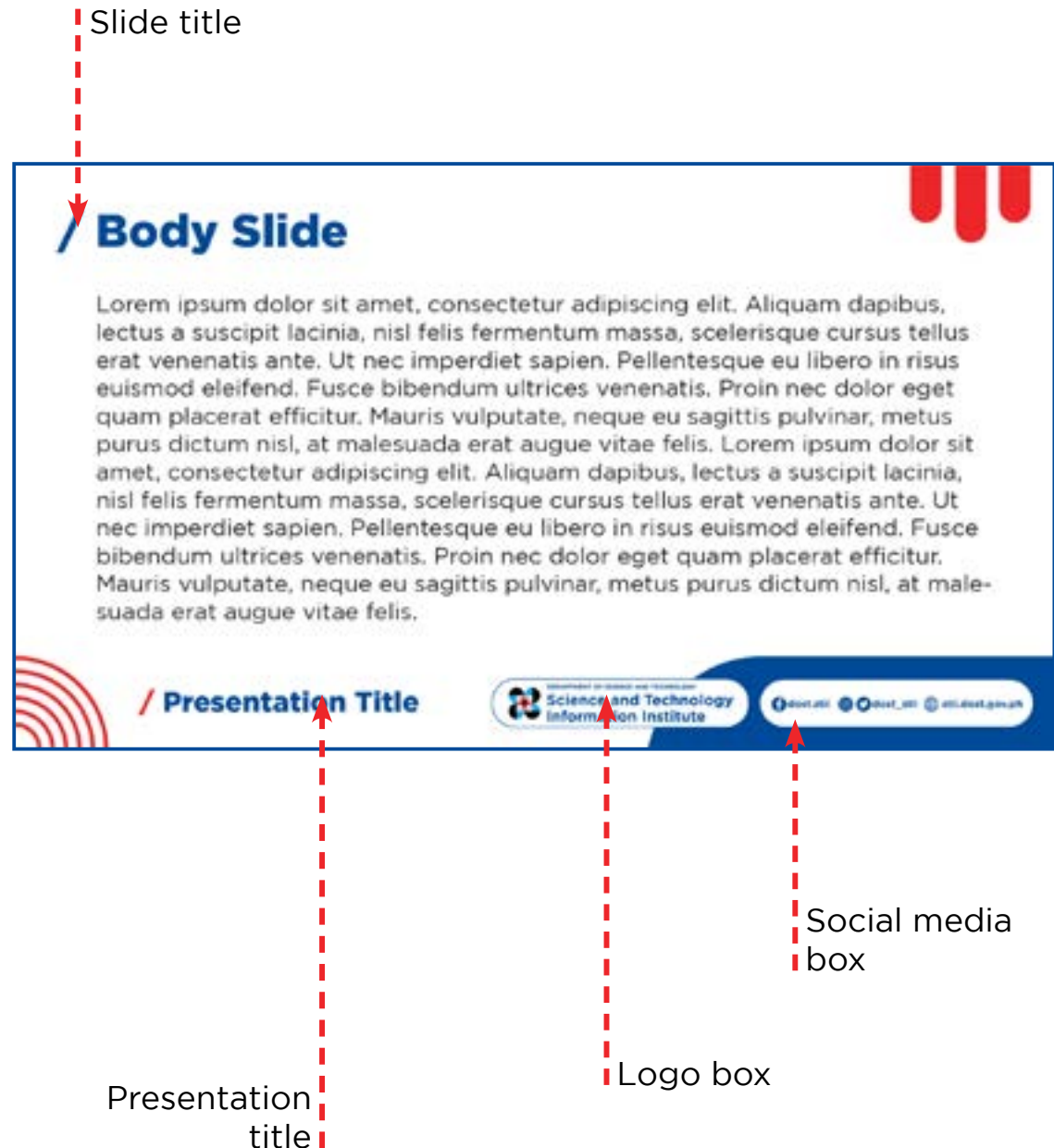
**Note:** MONTERRAT BLACK for Google Slides and ARIAL BLACK for offline Powerpoint in the absence of the Gotham Font

- The body text is in black color and uses the GOTHAM BOOK font.

**Note:** MONTERRAT REGULAR for Google Slides and ARIAL for offline Powerpoint in the absence of the Gotham Font

- Presentation title should be part of the slide footer (RED FORWARD SLASH and BLUE TITLE)

\*Fonts will be provided via Google Drive



## DOST-STII BRAND GUIDE

## Deliverables

### Guidelines

#### (PRESENTATION SLIDES) PHOTO + TEXT SLIDE

Photos may be placed as desired by the presentation author but it is suggested to place the photo on the left side of the slide, and text description on the right.

Title should be in blue or red color, and text body/description should be in black.

#### (GRAPH AND TABLE SLIDE)

Graphs and tables may be placed as desired by the presentation author.

In case space is inadequate due to the design, you may remove the template and use a SOLID WHITE slide to put your graphs and/or tables

It is suggested to color the graphs and tables using the brand color palette: Blue, Red and Black.

Title should be in blue or red color, and text body/description should be in black.

**/ Photo + Text Slide**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam dapibus, lectus a suscipit lacinia, nisl felis fermentum massa, scelerisque cursus tellus erat venenatis ante. Ut nec imperdiet sapien. Pellentesque eu libero in risus euismod eleifend. Fusce bibendum ultrices venenatis. Proin nec dolor eget quam placerat efficitur.

Science and Technology Information Institute

**/ Photo + Graph Slide**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam dapibus, lectus a suscipit lacinia, nisl felis fermentum massa, scelerisque cursus tellus erat venenatis ante. Ut nec imperdiet sapien. Pellentesque eu libero in risus euismod eleifend. Fusce bibendum ultrices venenatis. Proin nec dolor eget quam placerat efficitur. Mauris vulputate, neque eu sagittis pulvinar, metus purus dictum nisl, at malesuada erat augue vitae felis.

80%

20%

Science and Technology Information Institute

## DOST-STII BRAND GUIDE

## Deliverables

### *Guidelines*

(PRESENTATION SLIDES)

END SLIDE

The last slide of the presentation is pre-designed. It should not be altered and must only contain the DOST-STII logo and its contact information details.



## DOST-STII BRAND GUIDE

## Deliverables

(TRAINING/WEBINAR  
CERTIFICATE)

Because of the heavy text content of a certificate, the template has been made simple and carries only the DOST-STII brand.

The “changeable” parts or layers of the certificate are the logos and the training or webinar icon/design on the lower right of the certificate.

The training or webinar icon should still follow the branding rules in terms of color.

-----  
**GOOGLE DRIVE LOCATION:**  
<https://tinyurl.com/DOSTSTIItemplates>

**Training/webinar certificate**

- **Folder: STII Institutional**



Template



With training/webinar icon

## DOST-STII BRAND GUIDE

## Deliverables

(WEBINAR STANDBY REMINDERS VIDEO)

Videos providing important reminders to the STII webinar participants are also available for download and use:

(1) With slide that says “Participants who fill out the evaluation form and submit the webinar/workshop output (if any) will receive a Certificate of Participation.”

(2) Without the slide on receipt of Certificate of Participation

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**GOOGLE DRIVE LOCATION:**  
<https://tinyurl.com/DOSTSTIItemplates>

**Webinar standby reminders video**

- **Folder: STII Institutional**



## DOST-STII BRAND GUIDE

## Deliverables

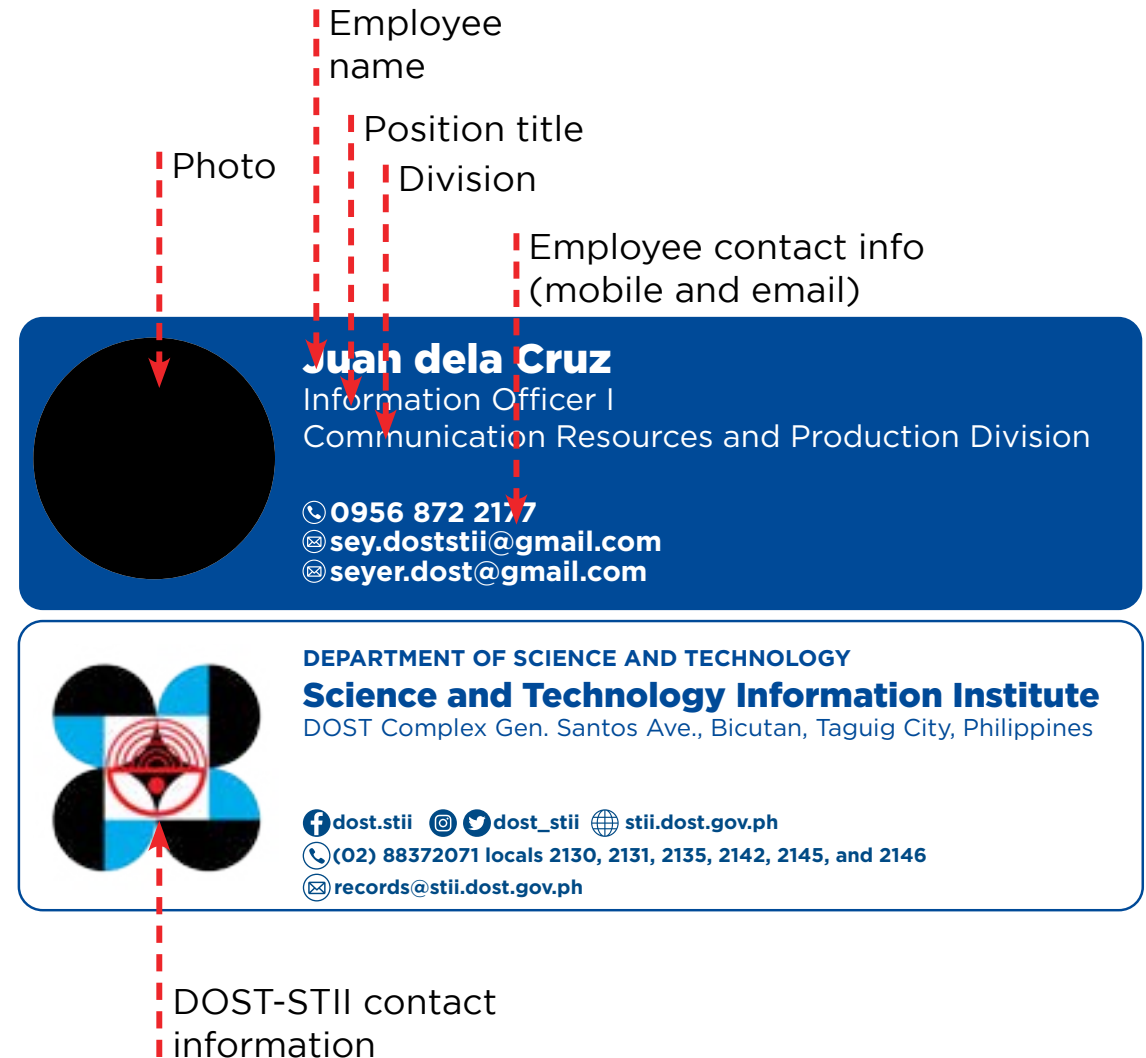
### (EMAIL CARD SIGNATURE)

Email is one of the vital tools DOST-STII use to communicate to its partners and stakeholders. Carrying the brand in the email is important in keeping the image and messaging of the organization consistent.

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**GOOGLE DRIVE LOCATION:**  
<https://tinyurl.com/DOSTSTIItemplates>

#### Email Card

- **Folder: STII Institutional**



## DOST-STII BRAND GUIDE

## Deliverables

### (ZOOM BACKGROUND)

During virtual meetings and presentations, DOST-STII workforce must use a virtual background that carry the agency's brand.

The background design may change depending on the meeting or event but must carry the brand look.

Size: 1920px x 1080px

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#### GOOGLE DRIVE LOCATION:

<https://tinyurl.com/DOSTSTIItemplates>

#### Zoom background

- **Folder: Zoom backgrounds**

NOTE: Most of the time white zoom background blends with the webcam capture. Hence, we refrain from using white virtual background.



Generic



Webinar (Sample)



## DOST-STII BRAND GUIDE

**Deliverables**

## (OTHER APPLICATIONS)

The DOST-STII brand is not limited to digital application but may also be used on institutional merchandises (corporate jacket, tote bag, USB, fan, shirt, etc), items, and materials.

Here are some sample applications:



Corporate jacket



Certificate holder



Tote bag

DOST-STII BRAND GUIDE

# Brand Drive Location

## Brand Drive Location

Brand logo, fonts, graphic elements and digital templates are made available and accessible via Google Drive.

LINK:

<https://tinyurl.com/DOSTSTIItemplates>

The drive may expand as new brand deliverables are added.

### Current drive folders and content category

#### Assets

- Fonts
- Graphic elements
- Social media footer
- Logo

#### News templates

- News social media cards/templates

#### PPT templates

- Google slide template
- MS Powerpoint template (latest and old version)
- Slides JPG

#### Publication posts on Social Media

- Publication social media promotion and announcement cards/templates

#### STII institutional

- Hiring social media card
- Institutional announcements social media card
- Event photo roll/coverage cover photo template
- Training/webinar certificate template
- STII webinar social media promotion card
- STII webinar guidelines standby video
- Training/webinar photo recap for social media
- STII event blurbs social media card/template
- Email card template

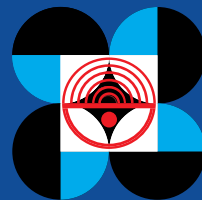
#### Zoom backgrounds

- Virtual background templates

# DOST-STII Brand Guide

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