



**MEMORANDUM CIRCULAR No. 39**  
*Series of 2026*

**TO :** **THE SENIOR DEPUTY ADMINISTRATOR**  
**DEPUTY ADMINISTRATORS**  
**DEPARTMENT, REGIONAL, AND PROJECT MANAGERS**  
**DIVISION MANAGERS AND SECTION CHIEFS**  
**ALL EMPLOYEES NATIONWIDE**

**SUBJECT :** **STANDARDIZATION OF LOGO IN OFFICIAL DOCUMENTS**

**I. RATIONALE**

The consistent and proper use of official logos and fonts is essential in strengthening the corporate identity of the National Irrigation Administration (NIA). Uniform visual standards promote credibility, institutional integrity, and clear recognition of official communications.

In line with NIA Memorandum Circular (MC) No. 102, Series of 2024 (Implementation of the NIA Brand Playbook) and MC No. 40, Series of 2016 (Standardization and Types of Administrative Issuances), and to ensure coherence with existing issuances, the following guidelines on the use of logos and fonts in NIA communications are hereby prescribed.

**II. COVERAGE**

This Memorandum Circular shall apply to all NIA offices, including the Central Office (CO), Regional Offices (ROs), Project Management Offices (PMOs), and Integrated Irrigation Systems Offices (IISOs).

**III. USE OF LOGOS IN OFFICIAL COMMUNICATIONS**

**A. Official Letterhead Template**

The official NIA letterhead template is an authorized institutional branding format for formal communications of the Agency. Its use is determined by the nature of the document as official institutional correspondence, regardless of whether the recipient is internal or external.



The official letterhead shall bear the NIA logo together with the Office of the President (OP) and Bagong Pilipinas (BP) logos in accordance with approved formatting standards under existing issuances.

### **B. Administrative Issuances**

Pursuant to MC No. 40, Series of 2016, standardized administrative issuances, such as MCs, Office Circulars (OCs), Office Memoranda (OMs), Special Orders (SOs), and similar official instruments, shall follow the prescribed formats and shall bear the NIA, OP, and BP logos in accordance with the approved institutional templates.

These issuances carry institutional authority even if primarily addressed internally, and shall not be classified solely as “external communications” for purposes of logo usage.

### **C. External Communications**

External communications refer to official documents and materials intended for public dissemination, inter-agency coordination, stakeholder engagement, or circulation outside the Agency.

These communications include, but are not limited to:

- Official letters to external stakeholders,
- Press releases,
- Public advisories,
- Reports intended for public or inter-agency circulations,
- Official publications and other similar materials

Such communications shall use the approved NIA letterhead or authorized templates bearing the NIA, OP, and BP logos.

No other documents or materials shall bear the OP and BP logos unless expressly authorized by the Agency.

## **IV. USE OF LOGOS FOR INTERNAL DOCUMENTS**

Internal operational documents that do not constitute formal institutional correspondence or standardized administrative issuances shall use the NIA logo only.

These include, but are not limited to:

- ISO forms,
- Request forms,
- Disbursement Vouchers,
- Assessment forms,
- Routing slips,
- Internal working documents and records

The use of OP and BP logos in purely internal operational documents is strictly prohibited.

However, officially approved system-generated templates (e.g., performance management outputs, such as ODPCR forms, financial management documents, and other standardized system-generated forms) shall continue to follow the logo configuration embedded in the system as approved by the Central Office, unless and until formally revised through proper authority.

This ensures operational continuity while maintaining centralized control over branding standards.

## **V. PRESENTATION MATERIALS**

Presentation materials used for internal management meetings, inter-agency briefings, stakeholder consultations, public fora, and similar activities shall comply with the NIA Brand Playbook under MC No. 102, Series of 2024.

Unless otherwise specifically provided in this Circular, presentation templates and digital communication materials shall be governed by the Brand Playbook to ensure consistency and prevent overlap or contradiction between issuances.

### **NIA Brand Playbook**

- For Central Office : <https://tinyurl.com/mumzjmaw>
- For Field Offices: <https://tinyurl.com/4y4k6vmm>

## **VI. PRESCRIBED FONTS**

The prescribed font for the header “NATIONAL IRRIGATION ADMINISTRATION” in official documents shall be Trajan Pro, in accordance with the NIA Brand Playbook. The body text of official documents shall use Cambria, font size 12.

The said font can be downloaded from the Google Drive link: <https://tinyurl.com/trajanprofonts>.

No other fonts shall be used in official document templates, letterheads, and records, unless otherwise authorized under the Brand Playbook.

## **VII. COMPLIANCE**

All NIA offices nationwide are hereby directed to strictly comply with these guidelines and ensure that all existing and future document templates, forms, and communication materials are updated accordingly.

This memorandum shall take effect immediately upon issuance and shall supersede all issuances that are inconsistent herewith.

For guidance and strict compliance.

**ENGR. EDUARDO ~~EDDIE~~ G. GUILLEN**  
Administrator

Date: 10 APR 2026