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Republic of the Philippines
Department of Finance
BUREAU OF CUSTOMS
1099 Manila

MEMORANDUM

**TO : VALUE ADDED SERVICE PROVIDERS (VASPs)
ALL OTHERS CONCERNED**

**FROM : JEFFREY IAN C. DY
Deputy Commissioner, MISTG**

**SUBJECT : USE OF OFFICIAL MARKS OF THE BOC BY THIRD
PARTIES**

In order to provide clear guidelines on the allowable usage of logos and marks which belong to the Bureau of Customs (BOC), and to prevent public confusion caused by inappropriate usage of BOC logos and marks by third parties, all concerned are advised of the following:

I. PRELIMINARY MATTERS

The guidelines contained in this Order shall apply to all documents, communications, or forms, whether in printed or electronic format, that are issued by or through third parties that work with, connect to, or anyway interact with the BOC.

For purposes of this memorandum, the following terms shall be understood as:

- (a) *Document* refers to any piece of written, printed, or electronic matter that provides information on, or evidence of, or that serves as an official record of, an event or transaction.
- (b) *Mark/s* refers to any distinguishable logo, image, symbol, acronym or combination thereof that is identified with the BOC as an agency or any of its services.
- (c) *Third Parties* refer to entities that work with, connect to, or anyway interact with the BOC.

II. USE OF BOC LOGO AND OTHER MARKS

- A. Use of the following Marks shall be reserved exclusively to the BOC for use in its official business and communications:
- (a) Logo or any identifying marks of the BOC or any of its component offices
 - (b) Logo or any identifying marks of any port or sub-port of the BOC
 - (c) E2M logo or "E2M" or "e2m" or "e2M" or any similar combination
 - (d) Acronym/s and other terms that pertain to the BOC such as: SAD, OLRs, CPRS, etc., when used in reference to any item or transaction that relates to the processes of the BOC
- B. When used by third parties in any of its forms or on its website, the above Marks shall be used only to make accurate reference to the BOC in relation to the agency and its services. The content of the said form or website should not contain any false representations or otherwise suggest affiliation, sponsorship or approval by the BOC, such as using the Marks predominantly or in a manner inconsistent with these provisions.
- C. The above applies to Marks which are not only identical, but also confusingly similar to, any existing and/or future logos or marks associated with the BOC. Marks are considered 'confusingly similar' if they are intended to create, or could reasonably be expected to create, confusion or mistake on the part of an ordinary and untrained observer as to the actual origin and/or authenticity of the document where the Marks appear.

III. USE OF DISCLAIMERS AND/OR WATERMARKS


- A. All forms or documents, whether in printed or electronic format, that are issued by third parties in relation to BOC processes and transactions, should contain a disclaimer statement in plain and clear language, stating in the following or similar terms, that:
- "This copy is for information purposes only. This is not an official document of the Bureau of Customs and may not be used or relied upon as a basis for compliance with any legal requirement."
- B. The disclaimer statement must appear visibly in the top or bottom of every page of the document in text no smaller than the font used for the majority of the rest of the content.
- C. The said form or document must likewise bear a visible watermark on every page stating the following or similar words: "Unofficial Copy" or "Draft Only" or "Not an official BOC document"

IV. NON-COMPLIANCE

This memorandum is being issued for the information and strict compliance of interested parties.

Those who fail or refuse to comply with the foregoing shall be subject to the appropriate civil and/or criminal liability, in addition to the administrative sanctions that may be imposed by the BOC.

J. Dy
JEFFREY IAN C. DY
Deputy Commissioner
FEB 08 2019 10:00 am

Bureau of Customs
Office of the Deputy Commissioner

19-020802
Jeffrey Ian C. Dy