



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS

20 June 2019

CUSTOMS MEMORANDUM CIRCULAR
NO. 154 - 2019


To: The Assistant Commissioner
All Deputy Commissioners
All Directors and Division Chiefs
All District/Port Collectors
And Others Concerned

SUBJECT: Department of Trade and Industry (DTI) New Official Seal

Attached is the letter of Undersecretary Ireneo V. Vizmonte, Management Services Group, DTI informing that they have adopted a ***new official seal*** that identifies their projects and programs particularly in promoting the growth and development of micro, small, and medium enterprises, and in protecting the welfare of Filipino consumers.

For your information and guidance.

For record purposes, please confirm the dissemination of this circular throughout your offices within fifteen (15) days from receipt hereof.


REY LEONARDO B. GUERRERO

Commissioner
JUN 28 2019



BOC-09-03398

Enclosure: DTI new official seal

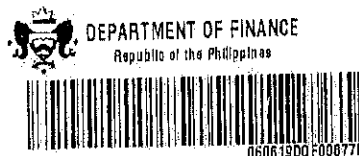
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TRAHAH NEG SYO KONSYUMER

MASTER COPY

22 May 2019



HON. CARLOS G. DOMINGUEZ III

Secretary
Department of Finance (DOF)
6/F DOF Building, BSP Complex, Roxas Boulevard, Malate, Manila

Dear Secretary Dominguez,

It is my pleasure to inform you that our Department has adopted a new official seal. As seen from the top right corner of this letter, we have improved the previous logo that we have been using for the last 18 years, retaining the letters "DTI" and removing the words "Department of Trade and Industry."

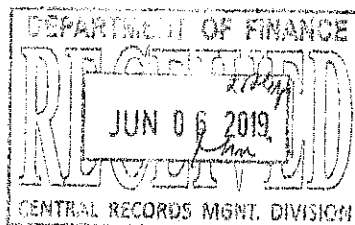
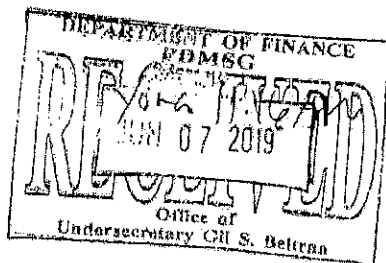
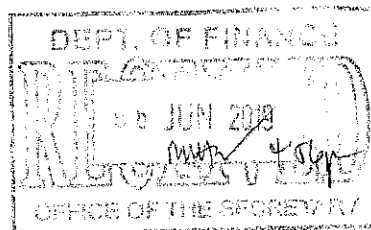
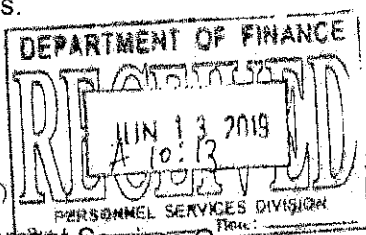
The result is a simple, minimalistic, but impactful icon to depict our agency's vision and mission of serving the country. The official seal clearly identifies our Agency's projects and programs particularly in promoting the growth and development of micro, small, and medium enterprises, and in protecting the welfare of Filipino consumers.

This seal brands all official communications emanating from the Department. It may also be placed alongside your logo whenever we join together as partners in various projects and programs to advance our country's economy. Kindly note that the proper usage of the said logo is indicated in our Corporate Identity Manual accessible through this link: https://www.dti.gov.ph/about/dtilogo.

Thank you and best regards.

Very truly yours,

IRENEO V. VIZMONTE
Undersecretary for Management Services Group



OFFICE OF THE UNDERSECRETARY FOR MANAGEMENT SERVICES GROUP

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THIS IS THE NEW US!

This is the new DTI logo. The design is more simple, modern, sleek and minimalistic.

OLD



NEW



Download the Corporate Identity Manual from www.dti.gov.ph/dtilogo

