



Republic of the Philippines
Department of Finance
BUREAU OF CUSTOMS

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CUSTOMS MEMORANDUM ORDER (CMO)
NO. 07-2019

Subject: **USE OF BOC LOGOS AND MARKS BY THIRD PARTIES**

1. OBJECTIVES

- 1.1. To provide clear guidelines on the allowable usage of logos and marks which belong to the Bureau of Customs (BOC).
- 1.2. To prevent public confusion caused by inappropriate usage of BOC logos and marks by third parties.

2. SCOPE

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.

3. DEFINITIONS

- 3.1. *BOC* shall refer to the Bureau of Customs
- 3.2. *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.
- 3.3. *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.
- 3.4. *Third Parties* refer to entities that work with, connect to, or anyway interact with the BOC.

4. USE OF BOC LOGO AND OTHER MARKS

- 4.1. 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
- 4.2. 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.

5. USE OF DISCLAIMERS AND/OR WATERMARKS

- 5.1. 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."

- 5.2. 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.
- 5.3. 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"

6. CONFUSINGLY SIMILAR

- 6.1. These provisions apply to marks which are not only identical, but also confusingly similar to, any existing and/or future logos or marks associated with the BOC.

6.2. 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.


7. SANCTIONS.

7.1. Those found to be in violation of the provisions indicated in this Order shall be subject to the appropriate civil and/or criminal liability, in addition to the administrative sanctions that may be imposed by the BOC.

7.2. The right and prerogative of the BOC to impose sanctions shall be independent of and shall not be contingent on the pendency or outcome of any civil, criminal or other proceeding.

8. REPEALING CLAUSE. All orders, memoranda, circulars and issuances inconsistent herewith are hereby repealed and/or deemed modified accordingly.

9. EFFECTIVITY. This Order shall take effect fifteen (15) days after its complete publication in the Official Gazette or a newspaper of general circulation.



REY LEONARD B. GUERRERO

Commissioner

FEB 14 2013

 Bureau of Customs
Office of the Commissioner
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