

BRAND MANUAL



FILM
DEVELOPMENT
COUNCIL OF THE
PHILIPPINES

A B O U T

FILM DEVELOPMENT COUNCIL OF THE PHILIPPINES



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ABOUT FDCP

The Film Development Council of the Philippines (FDCP) is the national film agency responsible for film policies and programs to ensure the economic, cultural and educational development of the Philippine film industry. It aims to encourage the production of quality films and to conduct film-related events that enhance the skills of the Filipino talents.

The agency also leads the film industry's participation in domestic and foreign film markets, and local and international film festivals, and is tasked to preserve and protect films as part of the country's national cultural heritage.



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MANDATE

Promotes and Supports the development and growth of the local film industry as a medium for the upliftment of the aesthetic, cultural, and social values of the country for the better understanding and appreciation of the Filipino identity.

VISION

We envision reaching every Filipino to create a thriving and self-sustaining film industry that contributes to cultural and economic development of the country.

MISSION

Our mission is to recognize Filipino artistry in films, promote our country and its talents globally, protect our film cultural heritage, and empower every Filipino through film development and education.

VALUES (RISE)

RESPECT.

We value four things: ourselves, our colleagues, our work, and our office.

INTEGRITY.

We are complete and united in pursuing our purpose.

SERVICE.

We serve our country first before ourselves.

EMPOWERMENT.

We support each other as we strive for growth and development.

L O G O

GUIDELINES

LOGO ALIGNMENT

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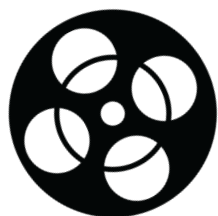




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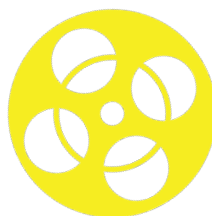
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Y: 66
K: 87



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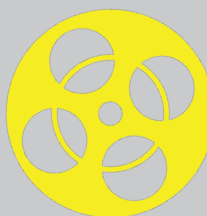
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LOGO VARIATIONS

MAIN LOGO



BLACK AND WHITE LOGO



THE USE OF BLACK AND WHITE LOGO IS FOR GRAYSCALE LAYOUT, BLACK AND WHITE LAYOUT AND ONE COLOR LAYOUT

DON'TS

DISTORT



CHANGE OF FONT



VERTICAL



CHANGE OF COLORS



CHANGE OF ANGLE



USE GLOW EFFECTS



PUT STROKE



PUT BOX AROUND



PUT OUTLINE



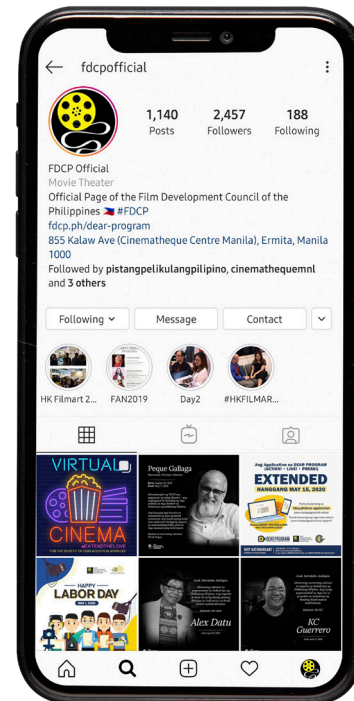
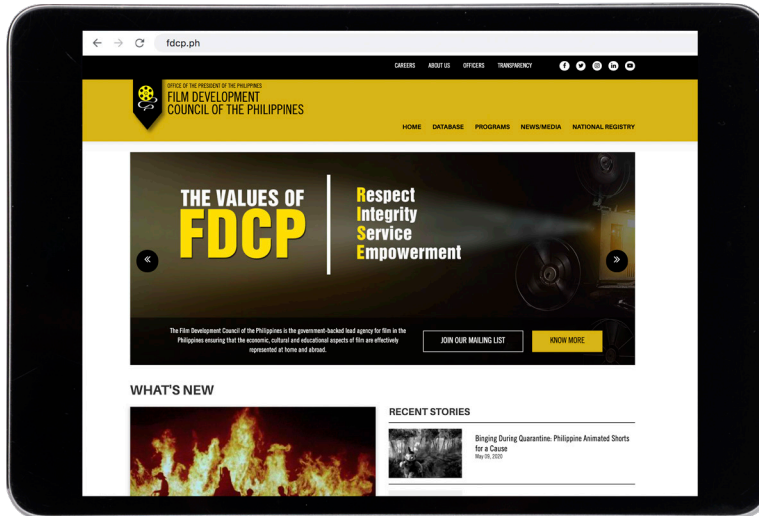
COLOR RENDITIONS



THE USE OF BLACK AND WHITE LOGO IS FOR GRAYSCALE LAYOUT, BLACK AND WHITE LAYOUT AND ONE COLOR LAYOUT

FOR YOUR REFERENCES VISIT

FDCP SOCIAL MEDIA PAGES





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