REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
**BUREAU OF INTERNAL REVENUE**
Quezon City

April 27, 2012

**REVENUE MEMORANDUM CIRCULAR NO. 19-2012**

**SUBJECT: BIR Identity Symbols**

**TO : All Internal Revenue Officials, Employees and Others Concerned**

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Over the years, the Bureau of Internal Revenue (BIR) has adopted various symbols to communicate the agency's ideals as articulated in the Bureau's vision and mission statements. This Circular is being issued to define the various identity symbols currently being used by the BIR in order to have a common understanding of its significance to the agency.

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| **BIR Logo** | The **BIR Logo** is the permanent institutional symbol of the Bureau of Internal Revenue. The design of the Logo depicts the vital role that the BIR plays in the socio-economic phases of nation-building. The pillar, solid and strong, represents the BIR supporting the Republic of the Philippines. The ocean-going vessel and communication tower on the left side of the seal; the row of factories on the right side; and the bundles of harvested palay on each side of the pillar signify the inter-link between the BIR and the different sectors of society (commerce and industry, trade and agriculture, transportation and communication, etc.). |
| **BIR Emblem** | The **BIR Emblem** shows the Bureau's flag side by side with the Philippine flag. This is a manifestation of the BIR's commitment to collect taxes for nation-building "through excellent, efficient and transparent service, just and fair enforcement of tax laws". Through this Emblem, revenue officials and personnel are constantly reminded that what they are doing in their day-to-day work should all be in support of nation-building, for the upliftment of life of every Filipino. |
| **2012 BIR Tax Campaign Theme & Logo** | The **BIR Tax Campaign Theme & Logo** depicts the agency's slogan for the year. For 2012, the BIR's theme, **"I Love Philippines, I Pay Taxes"** articulates the Bureau's appeal to taxpayers to pay the correct taxes as their expression of love for our country and show of concern for their countrymen, and not merely as a duty or obligation that they have to do. The BIR Tax Campaign Theme and Logo changes every year, and is seen in tax campaign paraphernalia (i.e. flyers, t-shirts, streamers, etc.) used during tax campaign activities. |

For your information and guidance.

(Original Signed)
**KIM S. JACINTO-HENARES**
Commissioner of Internal Revenue