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

March 11, 2024

REVENUE MEMORANDUM CIRCULAR NO. 47-2024

SUBJECT : Contest for the Design of New BIR Logo

TO : All Revenue Officials and Employees
All Interested External Stakeholders (Individuals)

Since the establishment of the Bureau of Internal Revenue (BIR) in 1904, the revenue service has undergone several changes/transformations – from its ever increasing annual collection goal, re-structuring of its organization, increasing number of offices and personnel, and the manner by which revenuers deliver taxpayers service (from manual to automated to online).

It is in the light of the said changes/transformation that the BIR needs also to change its institutional symbol, the BIR Logo, to make it more representative of the directions of the current administration, which are geared towards delivery of excellent taxpayer service through modernization and digitalization of core processes and frontline services, as the Bureau performs its "mission of collecting taxes through just enforcement of tax laws" guided by its principle of "service excellence with integrity and professionalism".

To change the design of the BIR Logo, a Contest is hereby announced wherein all revenuers and external stakeholders (individuals) are invited to submit their proposed design of the new BIR Logo that shall depict the Bureau's directions, as stated above, while still keeping the elements of the agency's mandate of revenue generation.

I. Contest Mechanics

A. Submission of Entries

1. For internal stakeholders, all entries for the Contest shall be submitted to their respective Assistant Commissioner (ACIR)/Regional Director (RD) **on or before April 19, 2024**.

2. For external stakeholders, all entries shall be submitted to the BIR Internal Communications Division via e-mail at corp_com@bir.gov.ph cc: maria.martina.robles@bir.gov.ph and pinky.mateo@bir.gov.ph **on or before April 19, 2024**.

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Entries (design of the proposed BIR Logo) for submission should be in **high resolution colored digital format (.jpeg),** with a write-up describing the symbolism of each element or component in the proposed BIR logo.

B. Selection of Entries

1. All entries submitted for the contest by the internal stakeholders (revenue personnel) shall be evaluated by the respective Assistant Commissioner (ACIR)/Regional Director (RD) using the following criteria:

Criteria	Point
Depiction of BIR's mandate and directions	50
Aesthetics/visual appeal	30
Originality	20
Total Score	**100**

2. The entry with the highest Total Score (Best Entry) shall be submitted by the ACIR/RD, in hard and soft copies (both logo and write-up), in high resolution colored digital format (.jpeg) **on or before April 24, 2024** to the Internal Communications Division via corp_com@bir.gov.ph cc: maria.martina.robles@bir.gov.ph and pinky.mateo@bir.gov.ph.

3. The Internal Communications Division shall compile all the entries received from the revenue services/Regional Offices and external stakeholders and present them to the BIR MANCOM **on or before May 3, 2024**, for the final evaluation and selection of the best design of the new BIR logo using the same criteria specified above.

II. Submission of Proposed New BIR Logo to National Historical Commission of the Philippines (NHCP)

The Best Entry (with the highest Total Score) selected by the BIR MANCOM shall be submitted to the National Historical Commission of the Philippines (thru the Secretary of Finance), for evaluation and necessary modification in accordance with the provisions of Republic Act No. 8491 (Flag and Heraldic Code of the Philippines) and its Implementing Rules and Regulations (particularly Section 51 – see attachment for the summary of the guidelines and traditional rules of heraldry).

The modified logo will be sent back by the NHCP to the BIR, for comments and/or approval, and finally to the Office of the President, for final approval. Only then can the new logo be used officially by the BIR.

Another Circular shall be issued by the Bureau once the new BIR Logo has been approved by the Office of the President.

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III. Prizes

Cash prizes shall be given to the Top 3 Best Entries selected by the BIR MANCOM, as follows:

Best Design of BIR Logo	₱ 100,000.00
1st Runner-up	50,000.00
2nd Runner-up	25,000.00

The name of the three (3) winners shall be published in the BIR Website (www.bir.gov.ph).

All internal revenue officials and employees are hereby enjoined to give this Circular as wide a publicity as possible.

ROMEO D. LUMAGUI, JR.
Commissioner of Internal Revenue

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