BIR UNVEILS 2019 TAX CAMPAIGN THEME, LOGO AND JINGLE

QUEZON CITY, February 18, 2019 -- The Bureau of Internal Revenue (BIR) unveiled its 2019 tax campaign theme with logo “PARA SA INYO, MAGING TAPAT TAYO- SERBISYONG TAPAT, BUWIS NA SAPAT” and its jingle to officially kick off its drive to collect ₱2.33 Trillion this year.

The unveiling was led by Deputy Commissioner Arnel SD Guballa with the other Deputy Commissioners during the flag-raising ceremony at the BIR National Office, BIR Road, Diliman, Quezon City. It was replicated at the same time in all Regional and District offices of the BIR where all its revenue personnel wore the official white polo shirt with the new design and played the corresponding jingle.

The new 2019 theme and logo, “PARA SA INYO, MAGING TAPAT TAYO...” as conceptualized by multi-awarded designer Kenneth Cobonpue is represented by a heart shaped blue and red shaking hands with three (3) yellow rays of the rising sun at the center. The logo continues to emphasize the rendering of excellent, faithful, sincere and dedicated service to the taxpayer, believing that with excellent service, they in turn will pay the correct taxes.

The two-toned heart represents “KATAPATAN” in our obligations and this can be only made possible thru collaboration between BIR and its taxpayers. The hand shaking gesture in the logo means connecting and bringing both BIR and taxpayers alike into call to action to be faithful or TAPAT in their obligation in the collection of taxes for the country. The rising sun depicts progress and improvement in the lives of the Filipinos that can only be brought by the collection and payment of the right amount of taxes that will fuel government services and projects.

In addition, the jingle by sang by singer songwriter Lito Camo entitled “PARA SA INYO” also conveyed the same message depicted in the new theme and logo.

The simultaneous nationwide unveiling was a follow up to the successful 2019 BIR National Tax Campaign Kickoff held at the Philippine International Convention Center (PICC) last February 1, 2019 where the BIR and all its stakeholders gathered to usher in the new tax campaign drive. (mldn)

Approved for Release: ARNEL SD GUBALLA, DCIR, Operations Group