



**MAKATI CENTRAL ESTATE ASSOCIATION, INC.**

MaCEA Building, Legazpi cor. V. A. Rufino Sts., Legazpi Village, Makati City  
Tel. No.: 81-MaCEA (62232), 752-7929, 753-5004, 753-5006 and 753-5012  
Email:macea@macea.com.ph

**MEMORANDUM CIRCULAR 2026-002**

**April 21, 2026**

**TO : ALL MEMBERS**  
**SUBJECT : ENVIRONMENTAL GRAPHIC DESIGN**

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Dear Members,

In light of the passage of the Second Amended and Reinstated Deed of Restriction in support of the MAKATI 2050 Vision, which aims to transform the Makati Central Business District into a dynamic district not only for business but also for lifestyle, leisure, and culture, and pursuant to Memorandum Circular No. 2025-007 dated 01 August 2025, members are hereby encouraged to adopt and implement the Environmental Graphic Design (EGD) Standards under Chapter 7.0 of the Design Standards and Guidelines.

Buildings with existing signages are requested to progressively update and align their signages with the prescribed EGD Standards within five (5) years from the release of the initial Memorandum Circular dated 01 August, 2025. To facilitate a smooth and orderly transition, members are advised to review the guidelines and plan the necessary adjustments within the allowable timeframe.

Please be advised that non-compliance beyond the prescribed period may be subject to a penalty of Php 10,000.00 per day, reckoned from the date of discovery until full rectification is achieved.

For your reference, you may access a copy of the EGD Guidelines via the QR code below or through the following link.



<https://drive.google.com/file/d/1T0NqbcZQvRXZa3tNWveFOsNrHCyEJl3I/view?usp=sharing>

MACEA Design Standards  
and Guidelines

For guidance and compliance planning, members may coordinate with the Association. You may contact us through our hotline at 0917-111-1548 or via email at [macea@macea.com.ph](mailto:macea@macea.com.ph).

Thank you.

*For and on behalf of*  
**Makati Central Estate Association Inc.,**

Signed by:  
  
54557FEFC731471...  
**Reynald Joseph P. Alegado**  
Development Control Manager

Noted by:  
Signed by:  
  
168965955FE7128...  
**Paul Getty E. Granada**  
General Manager