



Republic of the Philippines  
**Department of Education**  
Region VI – Western Visayas  
**SCHOOLS DIVISION OF CAPIZ**

March 15, 2023


**DIVISION MEMORANDUM**

No. 127, s. 2023

**IMPLEMENTATION OF THE MATATAG BRANDING GUIDELINES AND TEMPLATES AND PUTTING-UP OF THE MATATAG TARPAULIN IN THE SCHOOLS DIVISION AND DISTRICT OFFICES, SCHOOLS, AND COMMUNITY LEARNING CENTERS**

To: OIC, Office of the Asst. Schools Division Superintendent  
Chief Education Supervisors  
Curriculum Implementation Division  
School Governance and Operations Division  
Education Program Supervisors  
Public Schools District Supervisors/OIC of the Districts  
Heads of Public Elementary, Secondary and  
Integrated Schools  
District ALS Coordinators  
ALS Mobile Teachers

1. Attached is Regional Memorandum No. 164, s. 2023 titled “**Implementation of the MATATAG Branding Guidelines and Templates and Putting-up of the MATATAG Tarpaulin in the Regional and Schools Division Offices, Schools, and Community Learning Centers**”.
2. In this connection, this Office requests the district offices, schools and community learning centers to produce and put-up the MATATAG Tarpaulin in their respective places.
3. The layout of the tarpaulin may be accessed through <https://tinyurl.com/SDOCapizMATATAGTarp> with the dimension of 4 x 4 feet.
4. Expenses relative to the conduct of the above activity shall be charged against the school MOOE / local funds, subject to usual accounting and auditing rules and regulations.
6. Immediate dissemination of and compliance with this Memorandum are desired.

  
**MIGUEL MAC D. APOSIN EdD, CESO V**  
Schools Division Superintendent



Address: Banica, Roxas City  
Contact Number: (036) 620 2371  
Email Address: capiz@deped.gov.ph



Republic of the Philippines  
**Department of Education**  
REGION VI-WESTERN VISAYAS

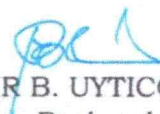
REGIONAL MEMORANDUM  
No. 164 s. 2023

MAR 06 2023

**IMPLEMENTATION OF THE MATATAG BRANDING GUIDELINES AND TEMPLATES  
AND PUTTING-UP OF THE MATATAG TARPAULIN  
IN THE REGIONAL AND SCHOOLS DIVISION OFFICES,  
SCHOOLS, AND COMMUNITY LEARNING CENTERS**

To: Schools Division Superintendents  
Regional Information Officer  
All Others Concerned

1. Attached is a Memorandum from the Office of the Director, Public Affairs Service titled **MATATAG Branding Guidelines and Templates**.
2. Anent this and in support of the leadership, programs, and projects of Vice President and Secretary Sara Z. Duterte, this Office requests the Division Offices to produce and put-up the MATATAG Tarpaulin in the Schools Division Offices, Schools, Community Learning Centers, and other places under the jurisdiction of DepEd.
3. The layout of the tarpaulin may be accessed through <https://bit.ly/MATATAGRO6Tarp> with the dimension of 4 x 4 feet.
4. Expenses relative to the conduct of the activity shall be charged against local funds subject to the usual accounting and auditing procedures.
5. Immediate dissemination of and compliance with this Memorandum are desired.

  
RAMIR B. UYTICO EdD, CESO III  
Regional Director

Encl.: As stated  
Reference: As stated  
To be indicated in the Perpetual Index  
under the following subjects:

CAMPAIGN    PROGRAMS    PROJECTS



Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

**MEMORANDUM**  
PAS-OD-2023-006

TO : **ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES  
REGIONAL DIRECTORS  
SCHOOL DIVISION SUPERINTENDENTS**

ATTENTION : **REGIONAL INFORMATION OFFICERS  
DIVISION INFORMATION OFFICERS  
SCHOOL INFORMATION COORDINATORS**

FROM : **JASON V. MERCENE**  
Supervising Administrative Officer  
Officer-In-Charge  
Office of the Director, Public Affairs Service

SUBJECT : **MATATAG BRANDING GUIDELINES AND TEMPLATES**

DATE : February 28, 2023

As part of its strategy to effectively communicate the MATATAG Agenda of the Department of Education (DepEd), the Public Affairs Service (PAS) developed the branding guidelines for the MATATAG logo and creative elements.

The guidelines aim to ensure consistency of the usage of the MATATAG brand and avoid misinterpretation and misrepresentation of its corresponding elements.

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, Schools, and other stakeholders to adopt the MATATAG Brand Guidelines in all communication materials related to the Agenda.

Attached herewith is the *MATATAG: Bansang Makabata, Batang Makabansa* Brand Guidelines.

In addition, visit [bit.ly/MATATAGCommMaterials](https://bit.ly/MATATAGCommMaterials) to download MATATAG materials and templates.

For more information, kindly contact the Creative Media Unit of PAS, at email [pas.cmu@deped.gov.ph](mailto:pas.cmu@deped.gov.ph).

For compliance.

Thank you.

# MATATAG

Bansang Makabata  
Batang Makabansa

DepED  
DEPARTMENT FOR EDUCATION



## MA

Make the curriculum relevant to produce job-ready, active, and responsible citizens



## TA

Take steps to accelerate the delivery of basic education services and provision of facilities



## TA

Take good care of learners by promoting learner well-being, inclusive education, and a positive learning environment

Give support for teachers to teach better



# MATATAG

Bansang Makabata  Batang Makabansa

**BRAND GUIDELINES**



“

*We know that the road will be bumpy, but our direction is clear.*

*We know that the challenges are vast but we, Filipinos are resilient.*

*We will overcome.*

***Tayo po ay magiging MATATAG.  
Tungo sa isang Bansang Makabata at  
Batang Makabansa.***

”

**SARA Z. DUTERTE**

Vice President of the Republic of the Philippines  
Secretary of the Department of Education



The MATATAG logo depicts the tagline Bansang Makabata, Batang Makabansa, as the Department aims to establish a nation that values its youth and the Filipino youth that values its nation.

The MATATAG brand mark depicts a small hand, that of the learners, and a big hand, that of educators, partners, and stakeholders. Together, they complete a shape of a heart, representing the love and passion of Filipinos in building a better future for the next generation.

The colors of the MATATAG logo were adopted from the DepEd logo, consistent with the colors of the Philippine flag.

Blue represents the culture of peace and inclusivity the Department continues to uphold.

Yellow stands for the optimism of our learners who strive to achieve their dreams and aspirations.

Red describes the burning passion of our educators, partners, and stakeholders to deliver resilient, quality education for all Filipino learners.

## Brand Guidelines

# LOGO GUIDELINES

## CLEAR SPACE

Maintain a minimum amount of clear space around the logo to ensure that the image and message is clear and unobstructed. The size of the clear space is equivalent to the width of the MATATAG brand mark ("Matatag heart").





Brand Guidelines  
**LOGO GUIDELINES**



## SIZE REQUIREMENTS

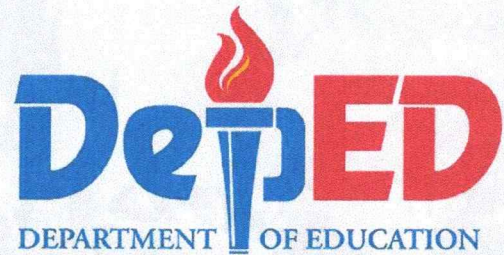
The logo may appear in different sizes but its width must not be smaller than **1.15 inches**. Placed beside the DepEd logo, the MATATAG logo shall be approximately **80%** of the height of the DepEd logo.

Brand Guidelines  
**LOGO GUIDELINES**



## LOGO VARIATION

The MATATAG logo can be rendered in three different colors –  
**full color, black, and white.**



## **LOGO COMBINATION**

The MATATAG logo must be placed beside the DepEd logo to give it prominence as the new basic education agenda of the Department. **The DepEd logo must always be placed to the left of the MATATAG logo.** Together, the logos are herein referred to as the DepEd-MATATAG logo.

## Brand Guidelines

# LOGO GUIDELINES



Bureau/  
Service

Region

Division

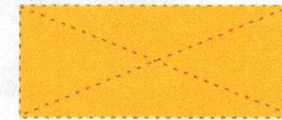
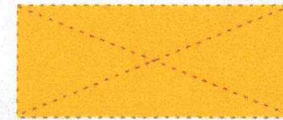
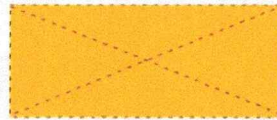
School

## CO-BRANDING

For partnership materials with DepEd offices, the **DepEd-MATATAG logo must be placed on the leftmost position followed by the partner DepEd offices in this order: bureau/service, region, division, and school.**

## Brand Guidelines

# LOGO GUIDELINES



**External partners**

## CO-BRANDING

For partnership materials with external partners, the **DepEd-MATATAG logo must be placed on the leftmost position followed by the external partners' logos.**

## Brand Guidelines

# COLOR PALETTE

The colors of the MATATAG logo are patterned from the colors of the DepEd logo to maintain its consistency with the institutional brand of the Department. The colors set the visual tone for the campaign and evoke the sense of nationalism and resiliency of our learners and personnel.

The primary colors are **red, blue, and yellow**. The base colors are complemented by white.



#dc1f2f

**Red**  
R220 G31 B47  
C7 M99 Y91 K1



#134983

**Blue**  
R19 G73 B131  
C99 M79 Y22 K7



#fbaf3c

**Yellow**  
R251 G175 B60  
C0 M36 Y86 K0

## Brand Guidelines

### TYPOGRAPHY AND FONT

The logo uses the Goldplay font family for its primary typeface. Goldplay features rounded, soft terminals which give it a bold and expressive look yet modern and friendly.

The primary text of the logo uses **Goldplay Bold**, while the secondary text uses **Goldplay Semibold**.

# MATATAG

Bansang Makabata  Batang Makabansa

#### Goldplay Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**  
**Kk Ll Mm Nn Oo Pp Qq Rr Ss**  
**Tt Uu Vv Ww Xx Yy Zz**  
**1 2 3 4 5 6 7 8 9 0**

#### Goldplay Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**  
**Kk Ll Mm Nn Oo Pp Qq Rr Ss**  
**Tt Uu Vv Ww Xx Yy Zz**  
**1 2 3 4 5 6 7 8 9 0**

# Brand Guidelines

## LOGO RESTRICTIONS

The MATATAG logo must not be modified or altered in any way to provide a clear and consistent identity and message of the campaign. The Don'ts on the use of the DepEd logo as provided in DepEd Order No. 31, s. 2019 also apply to the MATATAG logo.



Applying artistic effects



Using other colors apart from the allowed color variation



Applying drop shadow



Scaling below the minimum size



Creating new lockups



Distortion



Using at a different angle



Adding elements such as text or graphics



Adding distracting background



Cutting or cropping



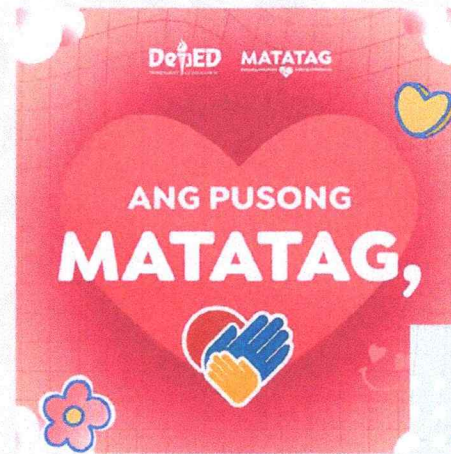
Combining with other elements



## Brand Guidelines

# LOGO RESTRICTIONS

The **MATATAG** brand mark (“Matatag heart”) can be used in isolation from the rest of the logo elements. The brand mark can be used as an easily recognizable visual shorthand for advocacy and other communication materials.



**GAANO KATATAG ANG IYONG PUSO PARA SA EDUKASYON.**

Ang EDUKASYON ay SUSI NG ATING TAGUMPAY. Mahirap man ang ating pagdaanan, marami Mang pagsubok Ang dumating sa ating buhay, mahaba Mang panahon ang ating gugugulin, kakayanin natin at magiging matatag tau upang makamit natin Ang edukasyon na ating pinapangarap.

Ang lahat ay magiging sulit sa hinaharap kaya dapat Tau maging matatag at magsumikap para sa ating magandang kinabukasan

**DepED MATATAG** Janet Belarmino-Ardales Parent

An illustration of school supplies including a red notebook, several colored pencils, and a white bowl filled with pink flowers.

## Brand Guidelines

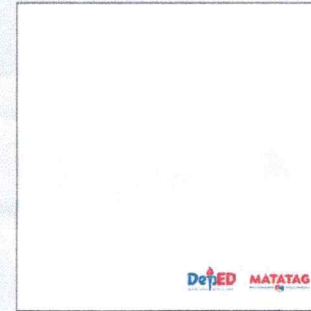
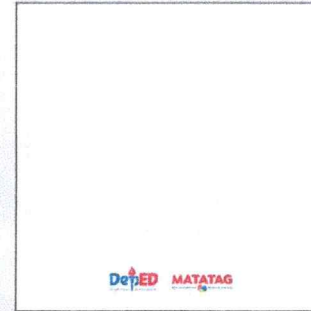
# APPLICATION

When applied to various media, ensure prominence of the MATATAG logo in terms of placement and proportion compared with other elements. Ensure that the guidelines on logo use are followed.



# LOGO PLACEMENT

For logo placement in print and nonprint materials, the DepEd-MATATAG logo must be placed either at the top or bottom portion of the canvas. The Department's official social media channels may be placed at the footer of the material.



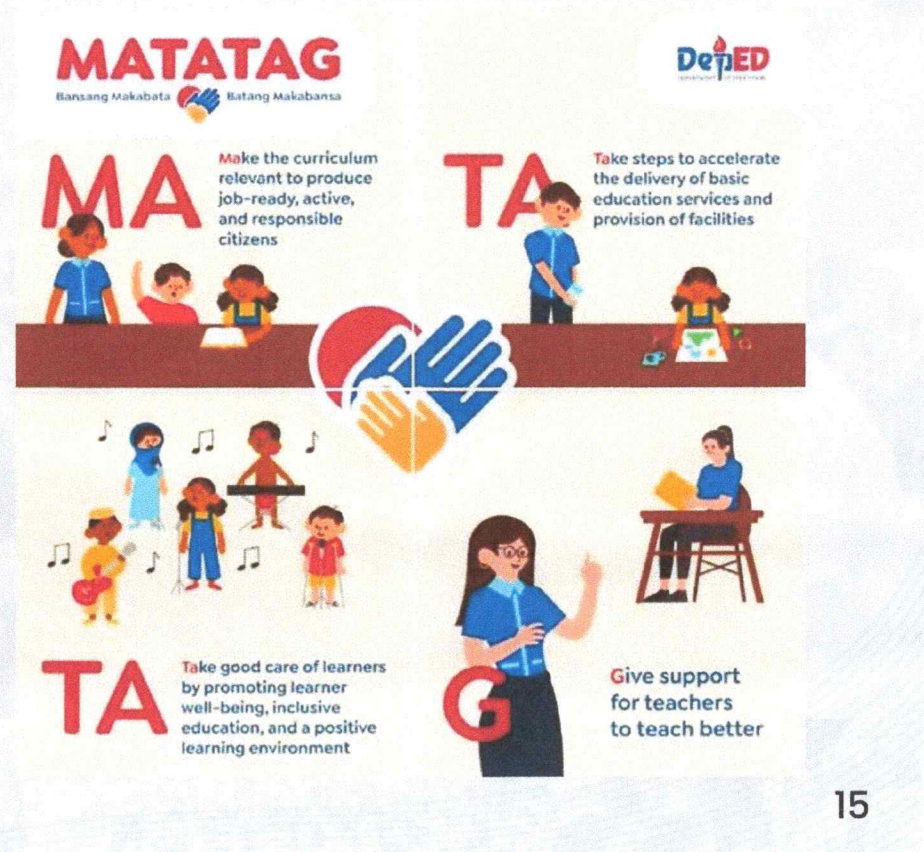
# Brand Guidelines

## IMAGERY

### COLORS

Different color schemes based on the color wheel may be used (e.g., complementary, analogous, monochromatic, etc.). It is highly encouraged to limit the colors to four (1 light + 1 dark + 2 vibrant accents).

Ensure that the colors are consistent with the color scheme of the Department and that the overall design has a cohesive and harmonious palette.



## Brand Guidelines

### IMAGERY

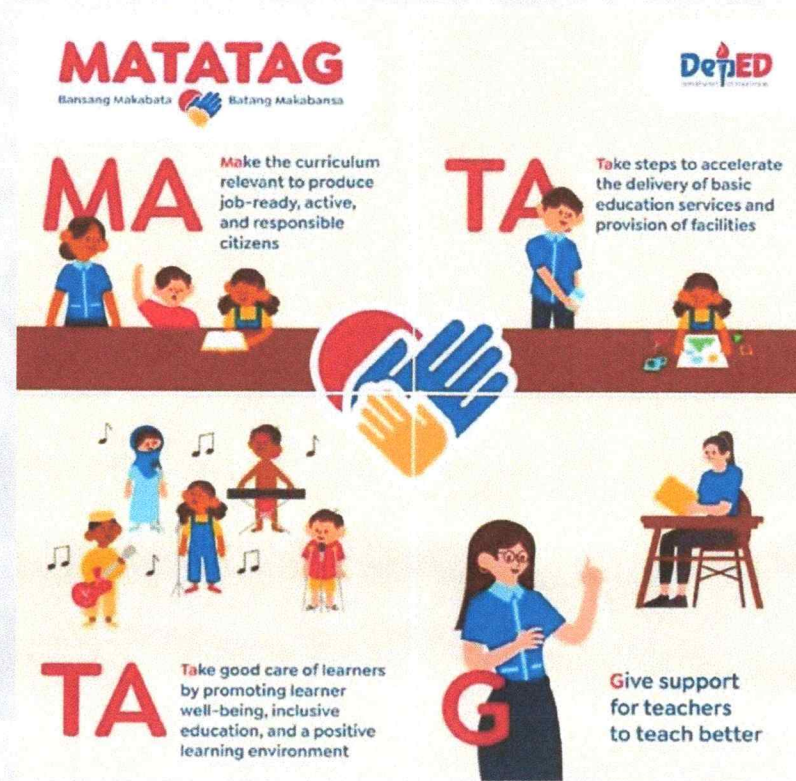
#### TEXT

Never use more than three fonts in one design. Always define a hierarchy among them by exercising visual contrast through size, weight, or color. Use consistent style and appropriate sizes.

#### LAYOUT AND COMPOSITION

Use a grid. Grids create a connection between the different elements and give a sense of order.

Give each element on the canvas some space to breathe and balance between positive and negative space will emerge organically. Choose a single focal point that will catch and hold attention.



## ICONS AND ILLUSTRATIONS

The following samples may be used as reference for the current style of icons and illustrations being used for the MATATAG agenda.



*Icons were adopted from the designs created by **pikisuperstar** from [freepik.com](https://www.freepik.com).*

When creating icons or using the works of other people, ensure that they are of the same style or based on the samples provided in this brand book. Ensure that they are royalty-free or the designer is properly credited.

To download MATATAG materials and assets, visit:

**[bit.ly/MATATAGCommMaterials](https://bit.ly/MATATAGCommMaterials)**



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 [depedphilippines](https://www.instagram.com/depedphilippines)

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