



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

SEP 18 2023

DIVISION MEMORANDUM
No. **477** - - s. 2023

**ADOPTION OF THE DEPED MATATAG AND BAGONG PILIPINAS LOGOS
IN ALL COMMUNICATION MATERIALS**

To: OIC, Office of the Assistant Schools Division Superintendent
Chief Education Supervisors
Curriculum Implementation Division
School Governance and Operations Division
Public Schools District Supervisors
Heads of Public Elementary, Secondary and Integrated Schools
All Others Concerned

1. Attached is Regional Memorandum No. 685, s. 2023 titled “*Adoption of the DepEd-MATATAG AND Bagong Pilipinas Logos in All Communication Materials of DepEd Region VI*” based from DepEd Memorandum PAS-OD-2023-031 titled “*Update on the DepEd-Matatag Logo and Prescribing the Use of Bagong Pilipinas Logo.*”
2. Schools, Community Learning Centers and other offices shall adopt the Brand Guidelines and ensure that all communication materials, such as but not limited to the following, will incorporate the new DepEd-MATATAG and Bagong Pilipinas logos:
 - official letterheads (as a footer);
 - official websites;
 - official social media accounts; and
 - other documents and instruments related to flagship programs of the Department of Education.
3. The layout can be accessed through <https://bit.ly/DepEdMATATAG-BagongPilipinas-Logos> and <https://bit.ly/MATATAGCommunicationsMaterials>.
4. Immediate dissemination of and compliance with this Memorandum are desired.


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

Enclosure: As stated

To be indicated in the Perpetual Index
under the following subjects:

#MATATAG
#Forms

#BAGONG PILIPINAS
#Publications

#Communications
#Policy

#Logo



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

REGIONAL MEMORANDUM
No. CRS s. 2023

SEP 14 2023

**ADOPTION OF THE DEPED-MATATAG AND BAGONG PILIPINAS LOGOS
IN ALL COMMUNICATION MATERIALS OF DEPED REGION VI**

To: Assistant Regional Director
Schools Division Superintendents
Regional Functional Division Chiefs and Unit Heads
All Others Concerned

- Attached are Memoranda from the Office of the Director, Public Affairs Service, PAS-OD-2023-031 titled **Update on the DepEd-MATATAG Logo and Prescribing the Use of Bagong Pilipinas Logo** and PAS-OD-2023-032 titled **Updated DepEd-MATATAG Brand Guidelines**.
- The Schools Division Offices, Schools, Community Learning Centers, and other Offices in the Region shall adopt the Brand Guidelines and ensure that all communication materials, such as but not limited to the following, will incorporate the new DepEd-MATATAG and Bagong Pilipinas logos:
 - official letterheads (as a footer);
 - official websites;
 - official social media accounts; and
 - other documents and instruments related to flagship programs of the Department of Education.
- The layout can be accessed through the following links: <https://bit.ly/DepEdMATATAG-BagongPilipinas-Logos> and <https://bit.ly/MATATAGCommMaterials>.
- Should there be a concern or clarification regarding this matter, contact Hernani D. Escullar Jr. via mobile: 09274391118 / 09605950838 or email: hernani.escullarjr@deped.gov.ph.
- 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 MANUALS	COMMUNICATIONS POLICY	FORMS PUBLICATIONS	LOGO
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Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

Office of the Director IV

MEMORANDUM
PAS-OD-2023-031

FOR : **ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES
REGIONAL OFFICES
SCHOOLS DIVISION OFFICES**

ATTN : **REGIONAL INFORMATION OFFICERS
DIVISION INFORMATION OFFICERS**

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

SUBJECT : **UPDATE ON THE DEPED-MATATAG LOGO AND
PRESCRIBING THE USE OF BAGONG PILIPINAS LOGO**

DATE : August 14, 2023

In compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President, the Public Affairs Service (PAS) instructs the incorporation of the *Bagong Pilipinas* logo in all communication materials of the Department of Education (DepEd).

Likewise, to achieve harmony in branding, a DepEd-MATATAG logo is hereby established, combining the DepEd and the MATATAG logos with blue and red lines in its upper and lower section (Annex A). The logo was developed with the guidance of the Office of the Secretary (OSEC).

The DepEd-MATATAG logo is considered a new branding for the Department, and thereby shall not be construed as a departure from the Department's Service Marks and Visual Identity Manual (DO No. 031, series of 2019).

The DepEd-MATATAG and Bagong Pilipinas logos shall be used on the following:

- a. Official letterheads (as a footer)
- b. Official websites
- c. Official social media accounts
- d. Other documents and instruments related to flagship programs of the Department of Education.



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Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

Office of the Director IV

MEMORANDUM

PAS-OD-2023-032

FOR : **ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES
REGIONAL OFFICES
SCHOOLS DIVISION OFFICES**

ATTN : **REGIONAL INFORMATION OFFICERS
DIVISION INFORMATION OFFICERS**

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

SUBJECT : **UPDATED DEPED-MATATAG BRAND GUIDELINES**

DATE : September 6, 2023

In connection with the previously released office memorandum (PAS-OD-2023-031), the Public Affairs Service (PAS) issues the updated DepEd-MATATAG Brand Guidelines and Templates following the new logo layout.

To download a copy of the DepEd-MATATAG Brand Guidelines and other materials, visit bit.ly/MATATAGCommMaterials.

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, and Schools to adopt these guidelines in all documents and instruments pertaining to the Department's programs, projects, and activities.

For more information, kindly contact the Creative Media Unit of PAS through email pas.cmu@deped.gov.ph.

For compliance.

Thank you.

To download the high-resolution copies of the merged logos, visit bit.ly/DepEdMATATAG-BagongPilipinas-Logos.

PAS shall issue a separate memorandum with updated MATATAG Branding Guidelines and Templates.

In this line, PAS kindly requests all Central Office bureaus, services, units, Regional and Division Offices, and Schools to adopt the new logo layout in all documents and instruments pertaining to the Department's programs, projects, and activities.

For more information, kindly contact the Creative Media Unit of PAS through email at pas.cmu@deped.gov.ph.

For compliance.

Thank you.



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