



Republic of the Philippines  
**Department of Education**  
REGION VI – WESTERN VISAYAS  
SCHOOLS DIVISION OF AKLAN

September 14, 2023

**DIVISION MEMORANDUM**

No. **393**, s. 2023

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

**To: Chief Education Supervisors, CID and SGOD  
Public Schools District Supervisors  
Heads, Public Secondary and Integrated Schools  
All Others Concerned**

1. Attached herewith are Regional Memorandum No. 620, s. 2023 and Memorandum PAS-OD-2023-031 regarding the **Update on the DEPED-MATATAG Logo and prescribing the use of BAGONG PILIPINAS Logo.**
2. Immediate dissemination of this Memorandum is desired.

  
**FELICIANO C. BUENAFE JR, CESO VI**  
Schools Division Superintendent

Enclosure: None  
To be indicated in the Perpetual Index  
Under the following subjects:

ICT  
DEPED-MATATAG LOGO  
BAGONG PILIPINAS LOGO

/FPJ



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

AUG 17 2023

**REGIONAL MEMORANDUM**

No. 620, s. 2023

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

To: Schools Division Superintendents  
All Others Concerned

1. Attached is Memorandum PAS-OD-2023-031 from the Office of the Director, Public Affairs Service, regarding the **Update on the DEPED-MATATAG Logo and prescribing the use of BAGONG PILIPINAS Logo.**
2. Immediate dissemination of this Memorandum is desired.

  
**RAMIR B. UYTICO E4D, CESO III**  
Regional Director

Encl.: None

Reference: None

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

ICT  
DEPED-MATATAG LOGO  
BAGONG PILIPINAS LOGO

JCG/ RM- Update on the DepEd-Matatag Logo and prescribing the use of Bagong Pilipinas Logo  
Q3-006/ August 17, 2023



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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.



2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City  
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 DepEd Philippines

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 www.dep.gov.ph

To download the high-resolution copies of the merged logos, visit [bit.ly/DepEdMATATAG-BagongPilipinas-Logos](http://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](mailto:pas.cmu@deped.gov.ph).

For compliance.

Thank you.



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 DepEd Philippines

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**Annex A.**





Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos



Figure 2. The DepEd-MATATAG logo



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