

#### 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.

Schools Division Superintendent.

Enclosure: None

To be indicated in the <u>Perpetual Index</u> Under the following subjects:

> ICT DEPED-MATATAG LOGO BAGONG PILIPINAS LOGO

/FPJ



AUG 1 7 2023

REGIONAL MEMORANDUM No. \_\_\_\_\_\_, 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.
- Immediate dissemination of this Memorandum is desired.

RAMIR B. UYTICO EdD, CESO III
Regional Director

Encl.: None Reference: None

To be indicated in the <u>Perpetual Index</u> under the following subjects:

ICT DEPED-MATATAG LOGO BAGONG PILIPINAS LOGO

 $\rm JCG/$  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

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ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES

**REGIONAL OFFICES** 

SCHOOLS DIVISION OFFICES

ATTN

REGIONAL INFORMATION OFFICERS

**DIVISION INFORMATION OFFICERS** 

FROM

Sh 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).

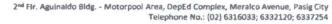
The DepEd-MATATAG logo is considered a new branding for the Department, and thereby shall not be construed as a departure from the Department's Service Marks and Visual Identity Manual (DO No. 031, series of 2019).

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.















To download the high-resolution copies of the merged logos, visit <a href="bit.ly/DepEdMATATAG-BagongPilipinas-Logos">bit.ly/DepEdMATATAG-BagongPilipinas-Logos</a>.

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.













Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos





Figure 2. The DepEd-MATATAG logo





2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City Telephone No.: (02) 6316033; 6332120; 6337254







