



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

June 13, 2024

DIVISION MEMORANDUM

No. **243**, s. 2024

ADOPTION OF PALARONG PAMBANSA LOGO AND BRAND GUIDELINES

To: OIC, Office of the Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Senior/Education Program Specialists
Public Schools District Supervisors /
Principals and Head Teacher-In-Charge of the District
Heads of Public Elementary/Integrated/Secondary Schools
All Others Concerned

1. Please find attached Regional Memorandum No. 386, s. 2024, regarding the **Adoption of Palarong Pambansa Logo and Brand Guidelines**, which is self-explanatory.
2. Immediate dissemination of and compliance with this Memorandum are desired.


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

Encl.: As Stated

Reference: RM No. 386, s. 2024

To be indicated in the Perpetual Index

Under the following subjects:

COMMUNICATIONS
MEDIA

LOGO
PUBLICATIONS

MANUALS

CIU



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

REGIONAL MEMORANDUM
No. 386 s. 2024

MAY 09 2024

ADOPTION OF PALARONG PAMBANSA LOGO AND BRAND GUIDELINES

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

- Attached is OASOPS No. 2024-A840 from the Office of the Assistant Secretary for Operations, Department of Education, titled Adoption of Palarong Pambansa Logo and Brand Guidelines, which is self-explanatory.
- Immediate dissemination of and compliance with this Memorandum are desired.


RAMIR B. UYTICO EdD, CESO III
Regional Director

Encl.: As Stated
Reference: None
To be indicated in the Perpetual Index
under the following subjects:

COMMUNICATIONS
LOGO
MANUALS
MEDIA
PUBLICATIONS

HDE/Folio - Template for issuance
DepEDRO6-PAU-Com-2024-431/May 9, 2024



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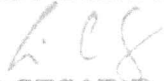


Republic of the Philippines
Department of Education
Office of the Assistant Secretary for Operations

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2024

OASOPS No. 2024-~~784~~840
MEMORANDUM

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

FROM : 
FRANCIS CESAR B. BRINGAS
*Assistant Secretary for Operations
Palarong Pambansa Secretary General*

SUBJECT : **ADOPTION OF PALARONG PAMBANSA LOGO AND BRAND
GUIDELINES**

DATE : May 02, 2024

As a step to unify the branding of the flagship national sports program of DepEd across all communication materials, the Office of the Assistant Secretary for Operations hereby issues the following guidelines for the branding of Palarong Pambansa developed by the Public Affairs Service (PAS) and approved by the Palarong Pambansa Board.

With this, we are requesting the Central Office Bureaus, Services and Offices, Regional Offices, Schools Division Offices, Schools, and other related offices to **adopt the Palarong Pambansa Brand Guidelines in all communication materials (i.e., posters, infographics, etc.) related to Palarong Pambansa.**

To download a copy of the brand guidelines, visit: <https://bit.ly/PaloroCommMaterials>.

This issuance is expected to be fully adopted starting Palarong Pambansa 2024 in Cebu City. However, communication materials produced and/or procured prior to the release of guidelines are exempted.

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

For compliance.

Thank you.