



Republic of the Philippines
Department of Education

Region V- BICOL
SCHOOLS DIVISION OFFICE OF CATANDUANES

17 Sept 2023

DIVISION MEMORANDUM
OSDS-DM 381, s. 2023

COMPLIANCE TO THE GUIDELINES ON THE NEW BRANDING
FORMAT FOR DEPED COMMUNICATIONS

To: Assistant Schools Division Superintendent
CID and SGOD Chiefs
Education Program Supervisors
Public Schools District Supervisors
Elementary and Secondary School Heads
All Others Concerned

1. Pursuant to Regional Memorandum No. 433, s. 2023 Re: Compliance to the New Branding Format for DepEd Communications per Public Affairs Service (PAS-OD-2023-031 and PAS-OD-2023-032) Memoranda and Memorandum Circular No. 24, s. 2023 of the Office of the President, this Office directs all **functional divisions/units** in the Schools Division Office (SDO) proper and **all schools** to use the DepEd-MATATAG and Bagong Pilipinas logos in all communications effective immediately this September 2023.
2. The DepEd-MATATAG Brand Guidelines and other materials can be accessed at <https://bit.ly/MATATAGCommMaterials> In addition, sample templates for the Division Office that are compliant with the Guidelines, DepEd Manual of Style (DMOS) and DepEd Service Marks and Visual Identity Manual (DSMVIM) can be accessed via this link: https://bit.ly/SDO_MATATAG_BP_SAMPLETEMPLATES
3. Adoption of the said guidelines shall be discussed during the Division Executive Committee (DEXECOM) Meeting or the Division Management Committee (MANCOM) Meeting.
4. Please see the attached PAS-OD-2023-031 and 32 Memoranda for reference.
5. For dissemination, guidance, and compliance.


SOCORRO V. DELA ROSA, CESO V
Schools Division Superintendent

Encl: As stated.

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

BRANDING GUIDELINES INFORMATION MANUAL OF STYLE

OSDS/MGMT- COMPLIANCE TO THE GUIDELINES ON THE NEW BRANDING FORMAT
9/18/2023



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17 Sept. 2023

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OSDS-DM 38/, s. 2023

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2. The DepEd-MATATAG Brand Guidelines and other materials can be accessed at <https://bit.ly/MATATAGCommMaterials>. In addition, sample templates for the Regional and Division Office that are both compliant with the Guidelines, DepEd Manual of Style (DMOS) and DepEd Service Marks and Visual Identity Manual (DSMVIM) can be accessed via this link: <https://bit.ly/ROVMATATAG BP Sample Templates>.
3. Adoption of the said guidelines shall be discussed during the Division Executive Committee (DEXECOM) Meeting or the Division Management Committee (MANCOM) Meeting.
4. Please see the attached PAS-OD-2023-031 and 32 Memoranda for reference.
5. For dissemination, guidance, and compliance.


SOCORRO V. DELA ROSA, CESO V
Schools Division Superintendent

Encl: As stated

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

BRANDING GUIDELINES INFORMATION MANUAL OF STYLE

OSDS/SVD- COMPLIANCE TO THE GUIDELINES ON THE NEW BRANDING FORMAT
9/17/2023



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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).

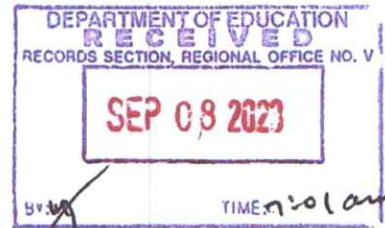
The DepEd-MATATAG logo is considered a new branding for the Department, and thereby shall not be construed as a departure from the Department's Service Marks and Visual Identity Manual (DO No. 031, series of 2019).

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.



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.

Annex A.

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos



Figure 2. The DepEd-MATATAG logo

