



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
GATE 2, KARANGALAN VILLAGE
1900 CAINTA, RIZAL



19 November 2020

Regional Memorandum

LOGO AND TAGLINE MAKING CONTEST FOR CALABARZON MEN'S Brigade in the Region Against Violence Everywhere (CALABARZON B.R.A.V.E. MEN)

To **Schools Division Superintendents**
Regional Office's Functional Division Chiefs

1. Relative to the Regional Memorandum No. 497 on the conduct of virtual **Regional Men's Day Celebration on 27 November 2020** with the theme: "Better Health for Men and Boys", this Office through the Human Resource Development Division (HRDD) will conduct a logo and a tagline making contest for CALABARZON (**B.R.A.V.E.) MEN**.
2. Interested participants may submit their entries for Logo and Tagline Making Contest which shall begin on **Friday, 20 November 2020 and will end on Wednesday, 25 November 2020**. Winners will be announced during the Celebration on **27 November 2020**.
3. Winners will receive certificates and prizes. For the mechanics and details of the contest please follow the attached Guidelines.
4. For more queries pertaining to this matter, please contact Mark Anthony R. Malonzo through 8647-7487 loc. 460 or 462 or e-mail at hrd.calabarzon@deped.gov.ph or neap.calabarzon@deped.gov.ph.

WILFREDO E. CABRAL
Regional Director

[hrdd/neap/marm](https://www.facebook.com/hrdd/neap/marm)



"EXCELLENCE is a CULTURE and QUALITY is a COMMITMENT"

Trunkline: 02-8682-5773/8684-4914/8647-7487 loc. 462
Website: depedcalabarzon.ph
Document Inquiry : <https://r4a-teadoc.com/inquire>
Facebook: DepEd R-4A Calabarzon

Attachment

GUIDELINES

1. This is **open to all teaching, and non-teaching employees of DepEd** in the whole Region.
2. Only **DepEd e-mails** are allowed in the submission of entries.
3. The logo and its tag line **shall clearly depict the name and advocacy** of CALABARZON B.R.A.V.E. MEN.
4. All entries shall be done electronically and saved in **jpeg format**.
5. Filename convention format shall be observed as **<<SURNAME>>_BRAVEMEN.jpeg**
6. All entries shall use the prescribed template which can be accessed thru this link **bit.ly/BRAVELOGO**
7. Submission of entries shall be done on or before 24 November 2020 thru this link **bit.ly/BRAVELL**

The criteria below shall be observed in judging entries.

Criteria	Description	Percentage
The logo has Outstanding Branding Expression (OBE).	<ul style="list-style-type: none">• Has a strong, balanced image with little excess that would otherwise clutter its look.• Is distinctive and bold, making it easy to see at a glance.• Has graphic imagery that looks appropriate for your business.• Works well with your company name.• Is done in an easy-to-read font.• Communicates your business clearly.• Looks good in black and white, as well as in color.	50%
The tagline has distinctive and resounding message about the logo.	<ul style="list-style-type: none">• Is limited to three- to seven-word phrase that accompanies the logo.• When read or heard aloud or read, a tagline acts as a cue to trigger a reaction.• An effective tagline can include a call to action related to the logo and brand.• The tagline is a phrase that, when spoken, can connect customers who enjoy the brand.• Even in the absence of a logo, a tagline can revive memories of the logo and brand.• Combined with a logo, a tagline can be the focal point of branding that customers recall.	50%
TOTAL		100%