



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON



PAU-RM-2023-565

19 September 2023

**Regional Memorandum**  
No.565 s.2023

**DISSEMINATION OF DEPED-MATATAG BRAND GUIDELINES**

To **Schools Division Superintendents**

1. In compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President, the Department of Education released updated branding guidelines in the use if the Bagong Pilipinas and DepEd-MATATAG Logo.
2. 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; and
  - d. Other documents and instruments related to flagship programs of the Department
3. High-resolution copies of the logos can be downloaded here: [bit.ly/DepEdMATATAGBagongPilipinas-Logos](http://bit.ly/DepEdMATATAGBagongPilipinas-Logos). While the updated DepEd-MATATAG Brand Guidelines and other materials with examples can be accessed here: [bit.ly/MATATAGCommMaterials](http://bit.ly/MATATAGCommMaterials).
4. Attached are DepEd Public Affairs Service Memorandum PAS-OD-2023-031 and PAS-OD-2023-032 for reference.
5. For widest dissemination and strict compliance.

  
**ATTY. ALBERTO T. ESCOBARTE, CESO II**

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Regional Director

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Republic of the Philippines  
**Department of Education**  
**PUBLIC AFFAIRS SERVICE**

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**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

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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](http://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](mailto:pas.cmu@deped.gov.ph).

For compliance.

Thank you.



Republic of the Philippines  
**Department of Education**  
**PUBLIC AFFAIRS SERVICE**

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**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

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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 [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.

**Annex A.**

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos



Figure 2. The DepEd-MATATAG logo

