





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. While the updated DepEd-MATATAG Brand Guidelines and other materials with examples can be accessed here: 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

Regional Director

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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.

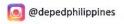
For more information, kindly contact the Creative Media Unit of PAS through email pas.cmu@deped.gov.ph.

For compliance.

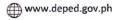
Thank you.













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).

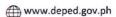
The DepEd-MATATAG and Bagong Pilipinas logos shall be used on the following:

- 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.









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

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.









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Annex A.

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos





Figure 2. The DepEd-MATATAG logo







