



Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS  
SCHOOLS DIVISION OF NEGROS ORIENTAL

**Office of the Schools Division  
Superintendent**

20 SEP 2023

DIVISION MEMORANDUM  
No. 702, s. 2023

**UPDATED DEPED-MATATAG BRAND GUIDELINES**

TO: Assistant Schools Division Superintendents  
Chief Education Supervisors  
Education Program Supervisors/Coordinators  
Public Schools District Supervisors/District-In-Charge  
Public Elem./Secondary Schools Administrators  
All Others Concerned

1. This is in relation to the Regional Memorandum No.690, s. 2023 the Updated DepEd-MATATAG Brand Guidelines.
2. In view thereof, all offices and schools are instructed to use the merged DepEd-MATATAG Logo and Bagong Pilipinas Logo. All DepEd communications requiring the use of letterhead and footer are hereby directed to follow the Updated DepEd-MATATAG Brand Guidelines. Specifically indicating the said updated guidelines is the Co-branding of the merged DepEd-MATATAG Logo for partnership materials with DepEd Offices.
3. Attached herewith is the Regional Memorandum No. 690 s. 2023 for reference.
4. Immediate dissemination of and compliance with this memorandum is directed.

  
**NERI C. OJASTRO EdD, CESE**  
Schools Division Superintendent

9/27/23

Encl.: As stated

NCO/NLR-MKP-JMA/AdS/LBY/jlobalacy  
September 27, 2023



Kagawasan Avenue, Capitol Area, Daro, Dumaguete City  
Telephone Nos.:(035)225-2838 / 225-2376 / 422-7644



Deped Tayo SDS Negors Oriental



depednegor.net



Republic of the Philippines  
**Department of Education**  
REGION VII - CENTRAL VISAYAS

Office of the Regional Director

21 SEP 2023

**REGIONAL MEMORANDUM**

No. **690**, s. 2023

**UPDATED DEPED-MATATAG BRAND GUIDELINES**

To: All Schools Division Superintendents/OICs  
All Division Information Officers  
All Others Concerned

1. For the information and guidance of all concerned, attached is DepEd Memorandum (PAS-OD-2023-032), about the updated DepEd-MATATAG Brand Guidelines and Templates.
2. In relation to DepEd Regional Memorandum No. 617, s. 2023, prescribing the use of the merged DepEd-MATATAG Logo and Bagong Pilipinas Logo, all DepEd communications requiring the use of the official letterhead and footer are hereby directed to follow the Updated DepEd MATATAG Brand Guidelines. Specifically indicated in the said updated guidelines is the Co-Branding of the Merged DepEd-MATATAG Logo for partnership materials with DepEd Offices. Below is the prescribed logo layout:

Brand Guidelines  
**LOGO GUIDELINES**



**CO-BRANDING**

For partnership materials with DepEd offices, **the merged DepEd-MATATAG and Bagong Pilipinas logos must be placed on the leftmost position followed by the partner DepEd offices in this order: bureau/service, region, division, and school.**



Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
Telephone Number: 639457623193 local 700

DepEd Tayo Region VII

[region7.deped.gov.ph](http://region7.deped.gov.ph)

Hence, these shall now be the updated logo layout, specifically for the footer in all official issuances/communications of DepEd Region VII:

Regional Office:



Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
Telephone Number: 639457623193 local 700

 DepEd Tayo Region VII


 [region7.deped.gov.ph](http://region7.deped.gov.ph)

Schools Division Offices:



<SDO address>  
Telephone Number: <tel. no>

 SDO FB page

 SDO website

3. For further reference on the Updated Matatag Brand Guidelines, please access this link:  
<https://bit.ly/MATATAGCommMaterials>.
4. Immediate dissemination of and compliance with this Memorandum is enjoined.

**SALUSTIANO T. JIMENEZ JD, EdD, CESO V**  
Director IV  
Regional Director



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](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.



2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City  
Telephone No.: (02) 6316033; 6332120; 6337254



DepEd Philippines



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