



Republic of the Philippines
Department of Education
REGION VII – CENTRAL VISAYAS
Schools Division OF NEGROS ORIENTAL

Office of the Schools Division Superintendent

31 AUG 2023

DIVISION MEMORANDUM

No. 602 s. 2023

**DISSEMINATION OF THE UPDATE ON THE DEPED-MATATAG LOGO AND
PRESCRIBING THE USE OF BAGONG PILIPINAS LOGO**

TO : Assistant Schools Division Superintendents
Chief, CID and SGOD
Senior Education Program Specialists/Education Program Specialists II
Public Schools District Supervisors/Districts-in-charge
Public Elementary and Secondary School Heads
All Others Concerned

1. For the information and guidance of all concerned, attached is DepEd Memorandum (PAS-OD-2023-031), about the ***“Update on the DEPED-MATATAG Logo and Prescribing the use of Bagong Pilipinas Logo”***, which is self-explanatory.
2. Attention is invited to paragraph 2; with its instruction to incorporate the Bagong Pilipinas logo in all communication materials, the Department of Education direct all of its field offices to use the combined DepEd-MATATAG logo and the Bagong Pilipinas logo in all communications of the department.
3. Please see paragraph 4 of the said Memorandum for the list of communication materials where these logos shall be used.
4. Immediate dissemination and compliance with this Memorandum is enjoined.


NERI C. OJASTRO EdD, CESE
Schools Division Superintendent

8/29/23

NCO/MKP-JMA-NLR/ASDS/MCP



Address: Kagawasan Avenue, Capitol Area, Daro, Dumaguete City
Telephone Nos.: (035)225-2838 / 225-2376 / 422-7644
Email Address: negros.oriental@deped.gov.ph



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

Office of the Regional Director

AUG 24 2023

REGIONAL MEMORANDUM

No. **0617**, s. 2023

UPDATE ON THE DEPED-MATATAG LOGO AND PRESCRIBING THE USE OF BAGONG PILIPINAS LOGO

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-2023-031), about the update on the DepEd-Matataag Logo and prescribing the use of Bagong Pilipinas Logo.
2. With its instruction to incorporate the Bagong Pilipinas logo in all communication materials, the Department of Education directs all of its field offices to use the combined DepEd-MATATAG logo and the Bagong Pilipinas logo in all communications of the department. Please see paragraph 4 of the said Memorandum for the list of communication materials where these logos shall be used.
3. For further details, please refer to the said Memorandum.
4. Immediate dissemination of and compliance with this Memorandum is enjoined.

SALUSTIANO T. JIMENEZ JD, EdD, CESO MI
Director IV
Regional Director

ST/JFYA/PAU/ARV



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

DepEd Tayo Region VII

region7.deped.gov.ph



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:

- Official letterheads (as a footer)
- Official websites
- Official social media accounts
- Other documents and instruments related to flagship programs of the Department of Education.



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



DepEd Philippines



@depedphilippines



@DepEd_PH



www.deped.gov.ph

To download the high-resolution copies of the merged logos, visit <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.

For compliance.

Thank you.



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



DepEd Philippines



@depedphilippines



@DepEd_PH



www.deped.gov.ph

Annex A.

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos



Figure 2. The DepEd-MATATAG logo



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

 DepEd Philippines

 @depdphilippines

 @DepEd_PH

 www.deped.gov.ph