



Republic of the Philippines
Department of Education
Region XI
SCHOOLS DIVISION OF DIGOS CITY
Digos City



DIVISION MEMORANDUM
No. 032, s. 2020

January 16, 2020

Disseminating DepEd Order No. 31, 2019 "The Department of Education Service Marks and Visual Identity Manual"

To: Assistant Schools Division Superintendent
Chiefs, CID and SGOD
Public Schools District Supervisors
Education Program Supervisors
Section and Unit Heads
Public Elementary and Secondary School Heads

1. The Department of Education has developed and released thru DepEd Order 31, series of 2019, the **Department of Education Service Marks and Visual Identity Manual (DSMVIM)** 2018 Edition as a reference to DepEd Officials, personnel and employees regarding the proper use of the DepEd Seal, Logo and other official service marks including the prescription of uniform styles for letters, issuances and other communication instruments.
2. In connection with the above, all personnel are hereby instructed to download the manual thru the DepEd website by accessing the link: https://www.deped.gov.ph/wp-content/uploads/2019/11/DO_s2019_031.pdf
3. The manual should be read and studied by all personnel in order to be guided in the implementation of DepEd Order 31, series of 2019 and in the format for reproduction of the documents (letters, memoranda, certificates, personnel ID, etc.) contained therein.
4. Templates shall subsequently be provided to concerned personnel for proper dissemination.
5. The updating of personnel ID cards to comply with the prescribed template shall be done by office and by school. Budget for the provision of the new ID shall be taken from local funds.
6. Further instruction shall be provided later as we transition from templates previously used to the new ones prescribed by the manual. For questions and other details, you may contact Mr. Peter-Jason C. Senarillos, Senior Education Program Specialist, and Mr. Stephen R. Pascual, IT Officer I.
7. For your information and guidance.

CRISTY C. EPE, CESE
Schools Division Superintendent

DepEd Schools Division Office - Digos City
RECORDS SECTION

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References: DSMVIM
To be indicated in the Perpetual Index under the following subjects:
GOVERNANCE DSMVIM

PJSENARILLOS: Disseminating DepEd Order No. 31, 2019 "The Department of Education Service Marks and Visual Identity Manual"

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