



Republic of the Philippines
Department of Education
DIGOS CITY DIVISION

Office of the Schools Division Superintendent

March 21, 2023

DIVISION MEMORANDUM

No. DS, s. 2023

MATATAG BRANDING GUIDELINES AND TEMPLATES

To : CID Chief
SGOD Chief
All Division Functional Unit Heads
Education Program Supervisors
Public Schools District Supervisors
Elementary and Secondary School Heads
All Teachers

1. As per Regional Memorandum ORD-2023-028 dated March 2, 2023, this Office informs the field on the MATATAG Branding Guidelines and templates, the Schools Division Offices and schools shall adopt the MATATAG Brand Guidelines in all communication materials related to the Agenda to ensure consistency of the usage of the MATATAG Brand and avoid misinterpretation and misrepresentation of its corresponding elements. s
2. The guidelines are accessible at <https://tinyurl.com/MATATAG-branding> and materials are downloadable at bit.ly/MATATAGCommMaterials.
3. For immediate dissemination and compliance.

CRISTY C. EPE

Schools Division Superintendent

DepEd Schools Division of Digos City

RECORDS SECTION

23-98842
DATE: MAR 23 2023 TIME: 3:04 pm
BY:

Enclosed: As stated.
CID/tme



Address: Roxas cor. Lopez Jaena Street, Zone II, Digos City (8002)
Telephone Nos.: (082) 553-8375; (082) 553-8396

Records Copy



Republic of the Philippines
Department of Education
DAVAO REGION

DepEd Schools Division of Digos LT.
RECORDS SECTION

23-16343
RECEIVED 98848

DATE: 06 MAR 2023 TIME: 1:03pm
BY: *[Signature]*

Office of the Regional Director

REGIONAL MEMORANDUM
ORD-2023-028

To : All Schools Division Superintendents

ATTN : Division Information Officers
School Information Coordinators

Subject: MATATAG BRANDING GUIDELINES
AND TEMPLATES

Date : March 2, 2023

As per Memorandum PAS-OD-2023-006 on the MATATAG branding guidelines and templates, the Regional Office, Schools Division Offices, and schools shall adopt the MATATAG Brand Guidelines in all communication materials related to the Agenda to ensure consistency of the usage of the MATATAG brand and avoid misinterpretation and misrepresentation of its corresponding elements.

The guidelines are accessible at <https://tinyurl.com/MATATAG-branding>, and the materials are downloadable at bit.ly/MATATAGCommMaterials.

For strict compliance.

DEPARTMENT OF EDUCATION ROXI
RECORDS SECTION
RELEASED

By: *16343*
Date: *MAR 06, 2023*
Time: *MACECHG*

Incl: As stated.

PAU1/mgvg

ALLAN G. FARNAZO
Director IV

By the Authority of the Regional Director

[Signature]
MARIA INES C. ASUNCION
Director III
Office of the Assistant Regional Director



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Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

MEMORANDUM
PAS-OD-2023-006

TO : **ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES
REGIONAL DIRECTORS
SCHOOL DIVISION SUPERINTENDENTS**

ATTENTION : **REGIONAL INFORMATION OFFICERS
DIVISION INFORMATION OFFICERS
SCHOOL INFORMATION COORDINATORS**

FROM : **JASON V. MERCENE**
Supervising Administrative Officer
Officer-In-Charge
Office of the Director, Public Affairs Service

SUBJECT : **MATATAG BRANDING GUIDELINES AND TEMPLATES**

DATE : February 28, 2023

23 - 16196
01 MAR 2023
3:19

As part of its strategy to effectively communicate the MATATAG Agenda of the Department of Education (DepEd), the Public Affairs Service (PAS) developed the branding guidelines for the MATATAG logo and creative elements.

The guidelines aim to ensure consistency of the usage of the MATATAG brand and avoid misinterpretation and misrepresentation of its corresponding elements.

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, Schools, and other stakeholders to adopt the MATATAG Brand Guidelines in all communication materials related to the Agenda.

Attached herewith is the *MATATAG: Bansang Makabata, Batang Makabansa* Brand Guidelines.

In addition, visit bit.ly/MATATAGCommMaterials to download MATATAG materials and templates.

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

For compliance.

Thank you.

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