



Republic of the Philippines
Department of Education
DIGOS CITY DIVISION

Office of the Schools Division Superintendent

DIVISION MEMORANDUM

CID-2023- 514

To : Assistant Schools Division Superintendent
Division Chiefs
Education Program Supervisors
Public Schools District Supervisors
School Heads and Teachers of Public
Elementary and Secondary Schools
All Others Concerned

Subject : DISSEMINATION OF DEPED – MATATAG BRAND GUIDELINES

Date : December 04, 2023

This Office disseminates Memorandum PAS-OD-2023-032, titled Update on the DepEd-MATATAG Logo and Prescribing the Use of Bagong Pilipinas Logo from the Public Affairs Service, Office of the Director.

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

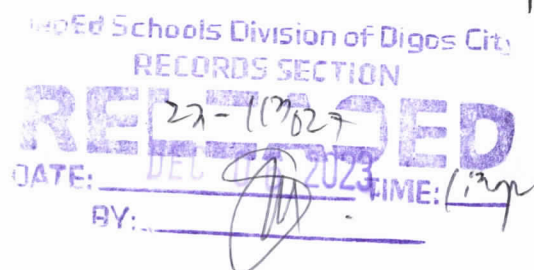
- Official letterheads (as a footer);
- Official websites;
- Official social media accounts; and
- Other documents and instruments related to flagships programs of the Department

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

Attached are DepEd Public Affairs Service Memorandum PAS-OD-2023-031, PAS-OD-2023-032 and Regional Memorandum FTAD-2023-033 for reference.

For information, guidance, and strict compliance.

Melanie P. Estacio
MELANIE P. ESTACIO, Ph.D., CESO VI
OIC-Schools Division Superintendent



Enclosed: As stated
CID/bsd



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



Republic of the Philippines
Department of Education
 DAVAO REGION

DepEd Schools Division of Digos City
 RECORDS SECTION

RECEIVED

113027

DATE: 30 NOV 2023

TIME: 1:18

BY:

Handwritten: 11-30-23

Office of the Regional Director

REGIONAL MEMORANDUM
 FTAD-2023-033

To : Schools Division Superintendents
 Chief of Functional Divisions
 All Concerned Personnel

Subject: **DISSEMINATION OF DEPED - MATATAG BRAND GUIDELINES**

Date : November 29, 2023

This Office disseminates Memorandum PAS-OD-2023-032, titled Update on the DepEd-MATATAG Logo and Prescribing the Use of Bagong Pilipinas Logo from the Public Affairs Service, Office of the Director.

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

To download the high-resolution copies of the merged logos, visit bit.ly/DeEdMATATAG-BagongPilipinas-Logos.

Attached are DepEd Public Affairs Service Memorandum PAS-OD-2023-031 and PAS-OD-2023-032 for reference.

For information, guidance, and strict compliance.

By the Authority of the Regional Director

REBONFAMIL R. BAGUIO
 Director III

ALLAN G. FARNAZO
 Director IV

DEPARTMENT OF EDUCATION
 RECORDS SECTION
RELEASE

By: Nov. 30, 2023

Date: _____ Time: _____

29 NOV 2023



Address: F. Torres St., Davao City (8000)
 Telephone Nos.: (082) 291-1665; (082) 221-6147

ISO 9001:2015-Certified



Republic of the Philippines
Department of Education
DAVAO REGION

Office of the Regional Director



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Email Address: region11@deped.gov.ph
Website: www.depedoxi.ph

ISO 9001:2015 – Certified




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

@depdedphilippines



@DepEd_PH



www.deped.gov.ph



Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

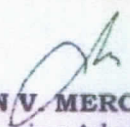
Office of the Director IV

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.



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@depedphilippines



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



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@depdphilippines



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Annex A.

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos







Figure 2. The DepEd-MATATAG logo



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