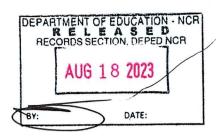


# Republic of the Philippines Department of Education NATIONAL CAPITAL REGION



August 17, 2023

REGIONAL MEMORANDUM

No. 790

To:

Schools Division Superintendents

s. 2023

Regional Functional Division Chiefs

Regional Unit/Section Heads

All Others Concerned

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

1. In reference to **Memorandum PAS-OD-2023-031** dated August 14, 2023, entitled "Update on the **DEPED-Matatag Logo and Prescribing the use of Bagong Pilipinas Logo**, the field is hereby informed of the above-captioned subject.

2. Immediate dissemination of this Memorandum is desired.

WILFREDO E. CABRAL, CESO III

Regional Director

Reference: Memorandum Circular No, 24, s. 2023

Memorandum PAS-OD-2023-31

To be indicated in the Perpetual Index under the following subjects:

OFFICES OFFICIALS EMPLOPYEES

ORD/PAU



Misamis St., Bago Bantay, Quezon City Email Address: ncr@deped.gov.ph Website: http://www.depedncr.com.ph

Doc. Ref. Code	RO-ORD-F004	Rev	00
Effectivity	01.26.23	Page	1 of 1





### Republic of the Philippines

## Department of Concation 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).

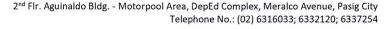
Likewise, to achieve harmony in branding, a DepEd-MATATAG logo is hereby established, combining the DepEd and the MATATAG logos with blue and red lines in its upper and lower section (Annex A). The logo was developed with the guidance of the Office of the Secretary (OSEC).

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:

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







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

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.

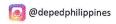
For more information, kindly contact the Creative Media Unit of PAS through email at <a href="mailto:pas.cmu@deped.gov.ph">pas.cmu@deped.gov.ph</a>.

For compliance.

Thank you.











### Annex A.

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos





Figure 2. The DepEd-MATATAG logo





