

Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION

August 17, 2023

**REGIONAL MEMORANDUM**

No. 790 s. 2023

**To:** Schools Division Superintendents  
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  
EMPLOYEES

ORD/PAU



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Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

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**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

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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.



2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City  
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DepEd Philippines



@depdedphilippines



@DepEd\_PH



www.depded.gov.ph

To download the high-resolution copies of the merged logos, visit [bit.ly/DepEdMATATAG-BagongPilipinas-Logos](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](mailto:pas.cmu@deped.gov.ph).

For compliance.

Thank you.



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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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