



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



May 24, 2024

**REGIONAL MEMORANDUM**

No. 522, s. 2024

**To:** Schools Division Superintendents  
RO Division Chiefs, Section and Unit Heads  
Public Elementary and Secondary School Heads  
All Others Concerned

**ADOPTION OF PALARONG PAMBANSA LOGO AND BRAND GUIDELINES**

- Attached is a copy of Memorandum OASOPS No. 2024 -A840 dated May 2, 2024, titled *Adoption of Palarong Pambansa Logo and Brand Guidelines*, for information and guidance of all concerned.
- The Creative Media Unit of Public Affairs Service (PAS) is requesting the Central Office Bureaus, Services and Offices, Regional Offices, Schools Division Offices and Schools **to adopt the Palarong Pambansa Brand Guidelines in all communication materials (i.e. posters, infographics, etc.) related to Palarong Pambansa.**
- To download a copy of the brand guidelines, visit: <https://bit.ly/PaloroCommMaterials>.
- Immediate and wide dissemination of this Memorandum is desired.

**JOCELYN DR ANDAYA**  
Director IV

Encl.:  
As stated

/essd/joan/



Address: 6 Misamis St. Bago Bantay, Quezon City  
Email Address: [ncr@deped.gov.ph](mailto:ncr@deped.gov.ph)  
Website: <https://www.depedncr.com.ph>

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Effectivity	01.26.23	Page	1 of 1



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Republic of the Philippines  
**Department of Education**  
Office of the Assistant Secretary for Operations

OASOPS No. 2024-~~1840~~  
**MEMORANDUM**

**FOR :** ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES  
REGIONAL OFFICES  
SCHOOLS DIVISION OFFICES  
ALL PUBLIC SCHOOLS

**FROM :** FRANCIS CESAR B. BRINGAS  
*Assistant Secretary for Operations*  
*Palarong Pambansa Secretary General*

**SUBJECT :** ADOPTION OF PALARONG PAMBANSA LOGO AND BRAND  
GUIDELINES

**DATE :** May 02, 2024

As a step to unify the branding of the flagship national sports program of DepEd across all communication materials, the Office of the Assistant Secretary for Operations hereby issues the following guidelines for the branding of Palarong Pambansa developed by the Public Affairs Service (PAS) and approved by the Palarong Pambansa Board.

With this, we are requesting the Central Office Bureaus, Services and Offices, Regional Offices, Schools Division Offices, Schools, and other related offices to **adopt the Palarong Pambansa Brand Guidelines in all communication materials (i.e., posters, infographics, etc.) related to Palarong Pambansa.**

To download a copy of the brand guidelines, visit: <https://bit.ly/PaloroCommMaterials>.

This issuance is expected to be fully adopted starting Palarong Pambansa 2024 in Cebu City. However, communication materials produced and/or procured prior to the release of guidelines are exempted.

For more information, kindly contact the Creative Media Unit of PAS through email [pas.cmu@deped.gov.ph](mailto:pas.cmu@deped.gov.ph).

For compliance.

Thank you.