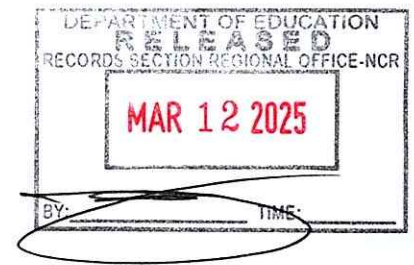




Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION



March 11, 2025

REGIONAL MEMORANDUM

No. 245, s. 2025

To: Schools Division Superintendents
All Others Concerned

ONE NCR STRONGER TOGETHER BRANDING GUIDELINES AND TEMPLATES

1. As part of its strategy to effectively communicate the One NCR Stronger Together and the DepEd NCR Five Priorities, the Office of the Regional Director - Public Affairs Unit (ORD-PAU) developed the branding guidelines for the One NCR Stronger Together logo and creative elements.
2. The guidelines aims to ensure consistency of the usage of the One NCR Stronger Together brand and avoid misinterpretation and misrepresentation of its corresponding elements.
3. In this line, ORD-PAU kindly requests all Regional Office Functional Divisions, Division Offices, Schools and other stakeholders to adopt the One NCR Stronger Together Brand Guidelines in all communication materials related to DepEd NCR, One NCR Stronger Together and DepEd NCR Five Priorities.
4. Attach herewith is the *One NCR Stronger Together* Brand Guidelines.
5. In addition, visit <https://tinyurl.com/OneNCRCommMaterials> to download One NCR Stronger Together materials and templates.
6. For further information and any concerns, please contact Richard D. Vidal, Education Program Specialist II, Officer-In-Charge, Office of the Regional Director - Public Affairs Unit through email richard.vidal@deped.gov.ph.
7. For information, guidance, and compliance of all concerned.

JOCELYN DR ANDAYA

Regional Director, NCR
concurrent Officer-In-Charge, Office of the
Assistant Secretary for Operations

rdv/pau

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Certificate No. PHP QMS
24 93 0193



BRAND GUIDELINES

ABOUT



The tagline "**One NCR Stronger Together**" encapsulates the vision of establishing a premier region that prioritizes prime education. It conveys unity and collaboration among various stakeholders to create an environment conducive to learning and growth.

The logo's elements symbolize different aspects of prime education. The heart represents compassion and care for learners, the stars signify excellence and aspiration, and the upward arrow reflects our leadership values: **RISE** (Resilience, Integrity, Service, and Excellence).

The colors used in the logo, inspired by the Philippine flag, play a significant role in conveying the brand's message. Each color carries a specific meaning that aligns with the goals of prime education in the region.

ABOUT



Blue, as represented in the logo, stands for knowledge, trust, and stability. In the context of education, it signifies a solid foundation of learning and the reliable support system provided to students.

Yellow represents optimism, energy, and enlightenment. In education, it embodies the enthusiasm and inspiration that drive learners to reach their full potential and embrace new opportunities.

Red symbolizes passion, courage, and determination. In the educational context, it highlights the commitment to fostering a resilient and motivated learning community that strives for excellence and innovation.

Brand Guidelines LOGO GUIDELINES

CLEAR SPACE

Maintain a minimum amount of clear space around the logo to ensure that the image and message is clear and unobstructed. The side of the clear space is equivalent to the width of the One NCR Stronger Together brand mark ("Stronger heart").



Brand Guidelines LOGO GUIDELINES



SIZE REQUIREMENTS

The logo may appear in different sizes but its width must not be smaller than **1.15 inches**. Placed beside the DepEd logo and Bagong Pilipinas logo, the One NCR Stronger Together logo shall be approximately **80%** of the height of the 2 former logos.

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Brand Guidelines LOGO GUIDELINES



LOGO VARIATION

The One NCR Stronger Together logo can be rendered in three different colors –
full color, black, and white

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Brand Guidelines LOGO GUIDELINES



LOGO COMBINATION

The One NCR Stronger Together logo must be placed beside the DepEd logo and Bagong Pilipinas logo to give it prominence as a premier region that prioritizes prime education. **The DepEd logo and Bagong Pilipinas logo must always be placed to the left of the One NCR Stronger Together logo.** Together, the logos are herein referred to as the DepEd-Bagong Pilipinas-One NCR Stronger Together logo.

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Brand Guidelines LOGO GUIDELINES



CO-BRANDING

For partnership materials with DepEd NCR offices, the DepEd-Bagong Pilipinas-One NCR Stronger Together logo must be placed on the **leftmost position** followed by the partner DepEd offices in this order: division office and school.

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Brand Guidelines LOGO GUIDELINES



CO-BRANDING

For partnership materials with external partners, the DepEd-Bagong Pilipinas-One NCR Stronger Together logo must be placed on the **leftmost position** followed by the external partner's logos.

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Brand Guidelines COLOR PALETTE

The colors of the One NCR Stronger Together logo are patterned from the colors of the DepEd logo to maintain its consistency with the institutional brand of the Department. The colors set the visual tone for the Five Priorities of DepEd NCR and evoke sense of unity and collaboration among various stakeholders to create an environment conducive to learning and growth.

The primary colors are **red**, **blue**, and **yellow**. The base colors are complemented by white.

#dc1f2e

Red
R220 G31 B46

#000083

Blue
R0 G0 B131

#faaf3b

Yellow
R250 G175 B59

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Brand Guidelines

TYPOGRAPHY AND FONT

The logo uses the TangoSans font family for its primary typeface. TangoSans features strong terminals which give it a bold and expressive look yet modern and inclusive.

The primary text of the logo uses **TangoSans**, while the secondary text uses **TangoSans Bold**.



TangoSans Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

TangoSans

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Brand Guidelines

LOGO RESTRICTIONS

The One NCR Stronger Together logo must not be modified or altered in any way to provide a clear and consistent identity and message. The Don'ts on the use of the DepEd logo as provided in DepEd Order No. 31, s. 2019 also apply to the One NCR Stronger Together logo.



Applying artistic effects



Using other colors apart from the allowed color variation



Applying drop shadow



Applying drop shadow



Creating new lockups



Distortion



Using at a different angle



Adding elements such as text of graphics



Adding distracting background



Cutting or cropping



Combining with other elements

Brand Guidelines APPLICATION

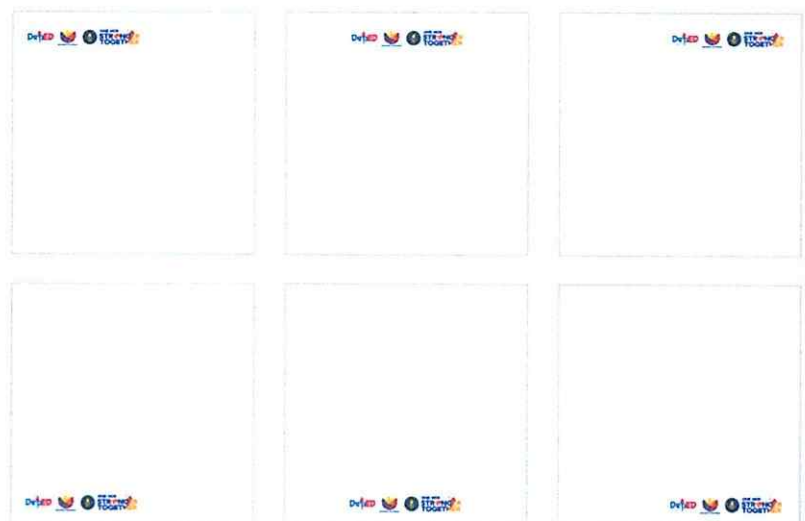
When applied to various media, ensure prominence of the One NCR Stronger Together logo in terms of placement and proportion compared with other elements. Ensure that the guidelines on logo use are followed.



Brand Guidelines IMAGERY

LOGO PLACEMENT

For logo placement in print and nonprint materials, the DepEd-Bagong Pilipinas-One NCR Stronger Together logo must be placed either at the top or bottom portion of the canvas. The Region's official social media channels may be placed at the footer of the material.



To download One NCR Stronger Together materials and asset, visit:

tinyurl.com/OneNCRCommMaterials

