



Republic of the Philippines  
Department of Education

NATIONAL CAPITAL REGION  
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

Office of the Schools Division  
Superintendent

MAR 31 2023

**MEMORANDUM**

No. 079, s. 2023

**SDO LIBRARY HUB BOOKMOBILE DIGITAL LOGO MAKING CONTEST**

TO: OIC – Assistant Schools Division Superintendent  
Chief Education Supervisor, Curriculum Implementation Division  
Chief Education Supervisor, School Governance and Operations Division  
Public Elementary and Secondary School Head  
All Concerned

1. This Office announces the conduct of the above-mentioned activity from April 21, 2023 to May 29, 2023. Attached are the mechanics of the contest and the Rubrics for the Judging.
2. Interested participants must register online through this link <https://tinyurl.com/REGISTRATION-FOR-DIGITAL-LOGO> from April 15 to April 20, 2023.
3. For further inquiries about the contest, please contact Mr. Reynante L. Benito, PDO II-LRMS at telephone number 8805-99-35 local 130 or at email address [reynante.benito002@deped.gov.ph](mailto:reynante.benito002@deped.gov.ph) and Messenger Reynante Latumbo Benito.
4. Immediate dissemination of this memorandum is desired.

**CARLEEN S. SEDILLA CESO V**  
Schools Division Superintendent

Encl.: As stated

Reference: None

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

LEARNING RESOURCES      LIBRARY      TEACHERS      CONTESTS

GUU/NM – SDO LIBRARY HUB BOOKMOBILE DIGITAL LOGO MAKING CONTEST  
079 /March 29, 2023

NUM-2023-079



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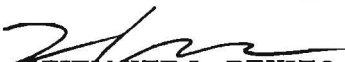
**LEARNING RESOURCES MANAGEMENT SECTION (LRMS)**  
**Library Hub – Book Mobile Digital Logo Making Contest**  
**Mechanics, Rules and Regulations**

1. The contest is open to all Teaching and Non-Teaching Personnel under the SDO Muntinlupa City. All interested participants should register in the link to be indicated in the Division Memorandum.
2. The contest duration is from April 28 to May 29, 2023.
3. The digital logo shall include the National Library Hub Logo.
4. Participants may use gadgets and applications of their choice.
5. Submitted entries must be saved in 4x4 inches .PNG and/or .JPEG format.
6. Submission of entries will be on May 30, 2023 through Google Drive, and will be judged on May 31, 2023.
7. By entering the contest, the participants declare that the submitted entry is their original work and does not infringe on any third party's existing copyright.
8. The Digital Logo entries shall be judged according to the following criteria;

|                                                        |     |
|--------------------------------------------------------|-----|
| Relevance of Logo Design to the concept of Library Hub | 20% |
| Principles of Design properly observed                 | 20% |
| Elements of Design properly observed                   | 20% |
| Possesses characteristics of a good logo               | 30% |
| Impact and Originality                                 | 10% |

9. The LRMS reserves its right to further refine or make improvements and alterations on the final artwork of the winning entry.
10. One winner shall be chosen and shall receive a Certificate of Recognition.

Prepared by;

  
**REYNANTE L. BENITO**  
PDO II, LRMS

Approved by;

  
**DR. GINA U. URQUIA**  
EPS, LRMS



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**DIGITAL LOGO MAKING**  
**Criteria for Judging**

|                             |
|-----------------------------|
| <b>NAME OF PARTICIPANT:</b> |
| <b>SCHOOL:</b>              |

| RELEVANCE OF LOGO DESIGN TO THE CONCEPT OF LIBRARY HUB<br>(20%)                                                                                                                         | 20 | 19 | 18 | 17 | 16 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|
| The main objective of the SDO Muntinlupa City Library Hub Bookmobile is to support the reading program of the Department and develop the habit and love for reading among the learners. |    |    |    |    |    |
| <b>TOTAL</b>                                                                                                                                                                            |    |    |    |    |    |

| PRINCIPLES OF DESIGN PROPERLY OBSERVED (20%)                                                                                                                                | 5 | 4 | 3 | 2 | 1 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Balance:</b> Balance refers to the distribution of visual weight in a design. It can be symmetrical (evenly balanced on both sides) or asymmetrical (unevenly balanced). |   |   |   |   |   |
| <b>Emphasis:</b> Emphasis refers to the use of visual elements to draw attention to a particular area or object within a design.                                            |   |   |   |   |   |
| <b>Unity/Harmony:</b> Unity refers to the overall cohesiveness of a design. It is achieved when all the elements of a design work together to create a unified whole.       |   |   |   |   |   |
| <b>Proportion:</b> Proportion refers to the relative size of different elements in a design. It can be used to create balance and harmony.                                  |   |   |   |   |   |
| <b>TOTAL</b>                                                                                                                                                                |   |   |   |   |   |



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| ELEMENTS OF DESIGN PROPERLY OBSERVED (20%)                                                                                                                                       | 5 | 4 | 3 | 2 | 1 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| Proper use of <b>Lines, Shapes</b> and <b>Forms</b>                                                                                                                              |   |   |   |   |   |
| Proper use of <b>Spaces, Texture</b> and <b>Value</b>                                                                                                                            |   |   |   |   |   |
| <b>Color:</b> Color is an element of design that refers to the hue, saturation, and brightness of an object. It can be used to create mood, express emotion, and convey meaning. |   |   |   |   |   |
| <b>Typography:</b> Typography refers to the use of type (letters, numbers, and symbols) in design. It can be used to create hierarchy, readability, and visual interest.         |   |   |   |   |   |
|                                                                                                                                                                                  |   |   |   |   |   |
| <b>TOTAL</b>                                                                                                                                                                     |   |   |   |   |   |

| POSSESSES CHARACTERISTICS OF A GOOD LOGO (30%)                                                                                                                                                               | 5 | 4 | 3 | 2 | 1 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Simple:</b> A simple logo is easy to recognize and remember. It should be easily identifiable even when viewed at a small size.                                                                           |   |   |   |   |   |
| <b>Memorable:</b> A good logo should be memorable and leave a lasting impression on the viewer. It should be unique and stand out from the competition.                                                      |   |   |   |   |   |
| <b>Timeless:</b> A timeless logo is one that remains relevant and effective over time. It should not be overly trendy or based on passing fads.                                                              |   |   |   |   |   |
| <b>Appropriate:</b> A good logo should be appropriate for the intended audience and industry. It should reflect the values, personality, and culture of the business it represents.                          |   |   |   |   |   |
| <b>Scalable:</b> A good logo should be able to be resized without losing its quality or legibility.                                                                                                          |   |   |   |   |   |
| <b>Meaningful:</b> A meaningful logo is one that communicates a message or concept related to the business it represents. It should be able to convey the essence of the brand in a simple and memorable way |   |   |   |   |   |
|                                                                                                                                                                                                              |   |   |   |   |   |
| <b>TOTAL</b>                                                                                                                                                                                                 |   |   |   |   |   |



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| IMPACT AND ORIGINALITY (10%)                                                                                                                                                                                                                       | 5 | 4 | 3 | 2 | 1 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Logo Impact</b> refers to the ability of a logo to make a lasting and memorable impression on the target audience. A well-designed logo can create a strong visual identity for a brand and communicate its values and personality effectively. |   |   |   |   |   |
| <b>Logo Originality</b> refers to the uniqueness and distinctiveness of a logo design. An original logo is one that stands out from the crowd and does not resemble other logos or designs in the same industry.                                   |   |   |   |   |   |
|                                                                                                                                                                                                                                                    |   |   |   |   |   |
| <b>TOTAL</b>                                                                                                                                                                                                                                       |   |   |   |   |   |
| <b>FINAL SCORE</b>                                                                                                                                                                                                                                 |   |   |   |   |   |

|                       |                   |
|-----------------------|-------------------|
| <b>NAME OF JUDGE:</b> | <b>SIGNATURE:</b> |
|-----------------------|-------------------|



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