



Republic of the Philippines
Department of Education

NATIONAL CAPITAL REGION
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

Office of the Schools Division
Superintendent

AUG 29 2023

MEMORANDUM
No. 201, s. 2023

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

To: OIC-Assistant Schools Division Superintendent
Chief Education Supervisor, Curriculum Implementation Division
Chief Education Supervisor, School Governance and Operations Division
School Heads/OICs
ICT Coordinators
All Others Concerned

1. Attached is a copy of Deped Memorandum PAS-OD-2023-031 dated August 14, 2023, signed by OIC-Office of the Director on Public Affairs Service, Jason V. Mercene, on the use of new branding of the Deped-MATATAG logo and harmonizing of the Bagong Pilipinas Logo.

2. In view of this, all schools are directed to use the said logo 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

3. A high-resolution image may be downloaded by clicking the link or by scanning the QR code below.

<https://bit.ly/DepEdMATATAG-BagongPilipinas-Logos>



4. For information, guidance, and strict compliance.


EVANGELINE P. LADINES, CESO V
Schools Division Superintendent

Encl.: As stated

References: none

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

LOGO / BRANDING

COMMUNICATIONS

MLB / BAGONG PILIPINAS LOGO

201 / August 22, 2023

NUM-2023-201

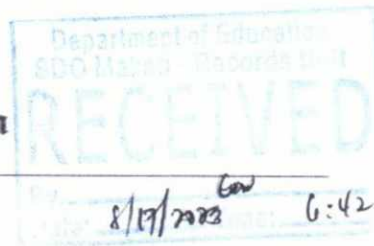


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Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

23-08-11186



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:

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



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DepEd Philippines



@depdphilippines



@DepEd_PH



www.deped.gov.ph

To download the high-resolution copies of the merged logos, visit 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.

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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