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Republic of the Philippines
Department of Education

NATIONAL CAPITAL REGION
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

Office of the Schools Division
Superintendent

JUL 23 2026

MEMORANDUM
No. **336** s. 2026

**SUBMISSION OF PROPOSED OFFICIAL SCHOOL ACRONYM FOR
BRANDING AND COMMUNICATION PURPOSES**

To: Assistant Schools Division Superintendent
Chief Education Supervisor, Curriculum Implementation Division
Chief Education Supervisor, School Governance and Operations Division
Public Elementary and Secondary School Principals / OICs
All Others Concerned

1. Pursuant to DepEd Order No. 007, s. 2026 (Media Management Guidelines), which provides the framework for the effective management of the Department's official communication platforms and institutional branding, all public schools in the Schools Division Office (SDO) of Muntinlupa City are directed to submit their proposed official school acronym for branding and communication purposes.
2. This initiative aims to establish a distinct and standardized institutional identity for each public school and promote consistency across official communications, reports, publications, websites, social media platforms, presentations, and other information materials. This Memorandum does not constitute a change in the official school name. The official school name recorded in DepEd shall remain unchanged, and this initiative pertains solely to the school's official acronym or abbreviated reference for branding and communication purposes.
3. The proposed official school acronym shall conform to the following guidelines:
 - a. The acronym shall faithfully represent the school's official name and be concise, professional, and appropriate for official use.
 - b. The acronym shall be unique and shall not duplicate or closely resemble the official acronym of another public or private school in any Schools Division or locality to avoid confusion in official communications and public engagement.
 - c. Where appropriate, schools are encouraged to incorporate "Mun" into their official acronym (e.g., MunES, MunNHS, MunSciHS) to strengthen the institutional identity of SDO Muntinlupa City and distinguish their institutional brand from similarly named schools in other Schools Divisions.
 - d. Schools with existing acronyms that are already unique and do not duplicate or closely resemble the official acronym of another public or private school may retain their current acronym, subject to validation and approval by the Schools Division Office. Only acronyms determined to be potentially confusing, duplicative, or inconsistent with these guidelines shall be required to adopt a revised official acronym.

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4. Each public school shall submit its proposal using the prescribed template below:

School ID	Official School Name	Existing Acronym	Proposed Official Acronym	Justification (if revised)

The accomplished template shall be submitted to the Office of the Schools Division Superintendent on or before August 7, 2026.

5. The Schools Division Office shall review and validate all submitted acronyms to ensure compliance with these guidelines, establish their uniqueness, and prevent duplication with the acronyms of other educational institutions. The Schools Division Superintendent shall approve the official acronym of each school prior to its adoption and implementation.

6. Upon approval, the official school acronym shall be used consistently in official communications, memoranda, reports, publications, presentations, websites, official social media accounts, and other branding and information materials of the school. The complete official school name shall continue to be used in formal, legal, financial, and other official documents where required by existing DepEd policies and applicable laws.

7. Immediate dissemination of and compliance with this Memorandum are desired.


VIOLETA M. GONZALES CESO VI
Schools Division Superintendent

Encl.: As stated

Reference: DepEd Order No. 007, s. 2026 – Media Management Guidelines

To be indicated in the Perpetual Index

Under the following subjects:

SCHOOL BRANDING

SCHOOL ACRONYM

MEDIA MANAGEMENT

PUBLIC SCHOOLS

JBA/DM/ Submission of Proposed Official School Acronym for Branding and Communication Purposes

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