



Department of Education  
 Division of Marinduque  
**RECORDS SECTION**  
**RELEASED**  
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 SEP 14 2023

Republic of the Philippines  
**Department of Education**  
**MIMAROPA REGION**  
**SCHOOLS DIVISION OF MARINDUQUE**

**Office of the Schools Division Superintendent**

**DIVISION MEMORANDUM**

**TO :** Asst. Schools Division Superintendent  
 Chief Education Supervisors, SGOD / CID  
 Public Schools District Supervisors  
 Public Elementary and Secondary Schools Heads  
 All Others Concerned

**FROM :** **LYNN G. MENDOZA, EdD**  
 OIC, Schools Division Superintendent

**SUBJECT: UPDATES ON THE DEPED-MATATAG BRAND GUIDELINES AND PRESCRIBING THE USE OF BAGONG PILIPINAS LOGO**

**DATE :** September 12, 2023

Please find attached Regional Memorandum ORD-PAU-2023-47 from the Office of the Regional Director Dr. Nicolas T. Capulong titled **UPDATES ON THE DEPED-MATATAG BRAND GUIDELINES AND PRESCRIBING THE USE OF BAGONG PILIPINAS LOGO** for reference and guidance of all concerned.

Particular attention is given to paragraph 3 which requires all concerned to implement the use of the of the DepEd-MATATAG and Bagong Pilipinas logos in the listed means of communication.

For the Schools Division Office, the official footer for all forms of communication is attached.

Immediate dissemination of and compliance with this Memorandum are desired.

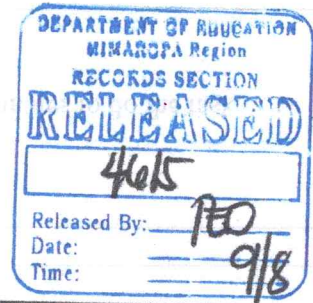
*“DepEd Marinduque: Heart of the Philippines.  
 Lead to Excel. Excel to Lead.”*



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Republic of the Philippines  
**Department of Education**  
MIMAROPA REGION



**Office of the Regional Director**

**MEMORANDUM**  
ORD-PAU-2023-47

**TO : ASSISTANT REGIONAL DIRECTOR  
SCHOOLS DIVISION SUPERINTENDENTS  
ALL REGIONAL PERSONNEL  
HEADS, PUBLIC ELEMENTARY & SECONDARY SCHOOLS**

**FROM : NICOLAS T. CAPULONG, PhD, CESO III**  
DIRECTOR IV  
REGIONAL DIRECTOR

**SUBJECT : UPDATES ON THE DEPED-MATATAG BRAND GUIDELINES AND  
PRESCRIBING THE USE OF BAGONG PILIPINAS LOGO**

**DATE : SEPTEMBER 8, 2023**

Per Memoranda PAS-OD-2023-031 dated August 14, 2023 and PAS-OD-2023-032 dated September 6, 2023, both signed by Jason V. Mercene, OIC, Office of the Director, Public Affairs Service, and in compliance with Memorandum Circular No. 24, s. 2023 from the Office of the President, all field offices are hereby provided with Updates on the DepEd-MATATAG Brand Guidelines and the use of the Bagong Pilipinas Logo in all communication materials of the Department of Education.

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 31, s. 2019)

Likewise, the DepEd-MATATAG and Bagong Pilipinas logos shall be used on the following:

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

A short orientation on these guidelines shall be made after the Flag Raising Ceremony on Monday, September 11, 2023.

For information and immediate action.

ORD-PAU/STL



Meralco Avenue corner St. Paul Road, Pasig City

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mimaropa.region@deped.gov.ph DepEd Mimaropa Region depedmimaroparegion.ph



Republic of the Philippines  
**Department of Education**  
**PUBLIC AFFAIRS SERVICE**

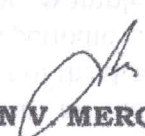
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**Office of the Director IV**

**MEMORANDUM**  
PAS-OD-2023-032

**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 :** **UPDATED DEPED-MATATAG BRAND GUIDELINES**

**DATE :** September 6, 2023

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In connection with the previously released office memorandum (PAS-OD-2023-031), the Public Affairs Service (PAS) issues the updated DepEd-MATATAG Brand Guidelines and Templates following the new logo layout.

To download a copy of the DepEd-MATATAG Brand Guidelines and other materials, visit [bit.ly/MATATAGCommMaterials](http://bit.ly/MATATAGCommMaterials).

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, and Schools to adopt these guidelines in all documents and instruments pertaining to the Department's programs, projects, and activities.

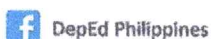
For more information, kindly contact the Creative Media Unit of PAS through email [pas.cmu@deped.gov.ph](mailto:pas.cmu@deped.gov.ph).

For compliance.

Thank you.



2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City  
Telephone No.: (02) 6316033; 6332120; 6337254





Republic of the Philippines  
**Department of Education**  
**PUBLIC AFFAIRS SERVICE**

**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).

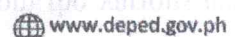
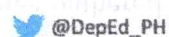
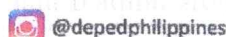
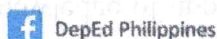
The DepEd-MATATAG logo is considered a new branding for the Department, and thereby shall not be construed as a departure from the Department's Service Marks and Visual Identity Manual (DO No. 031, series of 2019).

The DepEd-MATATAG and Bagong Pilipinas logos shall be used on the following:

- 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.



2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City  
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**Annex A.**

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos



Figure 2. The DepEd-MATATAG logo



2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City  
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