



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
Public Schools District Supervisors
Public Elementary and Secondary School Heads
All Others Concerned

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

SUBJECT: **DISSEMINATION AND UTILIZATION OF THE NEW DEPED - BAGONG PILIPINAS BRANDING GUIDELINES**

DATE: January 8, 2025

1. In compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President, the Department of Education (DepEd) shall incorporate the new branding guidelines exclusively for the use of the DepEd Logo and Bagong Pilipinas logo in all communication materials of the department.
2. The combined DepEd and Bagong Pilipinas logos shall not depart from DepEd Order No. 31, s. 2019 or the DepEd Service Marks and Visual Identity Manual (DSMVM).
3. For reference, please see the attached copy of the Guidelines while materials and assets can be downloaded via <https://bit.ly/DepEdBagongPilipinas>
4. Immediate and wide dissemination of this Memorandum is desired.

/SMM&E-FA

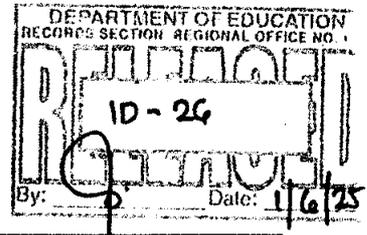
*"DepEd Marinduque: Heart of the Philippines.
Lead to Excel. Excel to Lead."*



Malusak, Boac, Marinduque
Email: marinduque@deped.gov.ph
Tel. No.: (042) 754-0247 • Fax No.: (042) 332-1611
Facebook Page: DepEd Tayo Marinduque



Republic of the Philippines
Department of Education
MIMAROPA REGION



Office of the Regional Director

REGIONAL MEMORANDUM
ORD-2025-004

TO : **SCHOOLS DIVISION SUPERINTENDENTS
ALL REGIONAL OFFICE PERSONNEL**

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

SUBJECT : **DISSEMINATION AND UTILIZATION OF THE NEW DEPED-
BAGONG PILIPINAS BRANDING GUIDELINES**

DATE : **January 6, 2025**

Per email message from the Office of the Assistant Secretary for Public Affairs (OASPAS) dated January 3, 2025, and per agreement during the Assessment and Planning Workshop with Regional Information Officers last December 9-12, 2024, this Office provides you with a copy of the new DepEd-Bagong Pilipinas Branding Guidelines for reference and wide dissemination.

These guidelines are in strict compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President, incorporating the new branding guidelines exclusively for the use of the DepEd Logo and Bagong Pilipinas Logo in all communication materials. However, it shall not depart from DepEd Order No. 31, s.2019 or the DepEd Service Marks and Visual Identity Manual (DSMVIM).

In connection with this, the Regional Office, through the Public Affairs Unit (PAU), shall update its communication templates following these guidelines, but still with the incorporation of the ISO 9001:2015 Seal from TÜV Nord Philippines. Meanwhile, the Schools Division Offices are also enjoined to update their templates following these guidelines.

For any related concerns, please coordinate with Ms. Gina R. Talabis, PDO II, PAU for prompt assistance.

Please be guided accordingly.

ORD-PAU/STL



Meralco Avenue corner St. Paul Road, Pasig City
Telephone Nos.: (02) 8631-4070 | (02) 8637-2895 | (02) 8637-1799

DepEd MIMAROPA Region | depedmimaroparegion.ph
mimaropa.region@deped.gov.ph



Pau Mimaroparegion <pau.mimaroparegion@deped.gov.ph>

[FOR GUIDANCE] DepEd-Bagong Pilipinas Branding Guidelines

1 message

Office of the Assistant Secretary for Public Affairs (OASPAS) <oaspas@deped.gov.ph>

Fri, Jan 3, 2025 at 4:05 PM

To: PUBLIC AFFAIRS UNIT REGION1 <pau.region1@deped.gov.ph>, PUBLIC AFFAIRS UNIT DEPED RO2 <pau.region2@deped.gov.ph>, PAU RO III <pau.ro3@deped.gov.ph>, PAU CALABARZON <pau.calabarzon@deped.gov.ph>, PAU MIMAROPAREGION <pau.mimaroparegion@deped.gov.ph>, DEPED V BICOL REGION <region5@deped.gov.ph>, REGION6 PAU <region6.pau@deped.gov.ph>, PAU RO7 <ro7.pau@deped.gov.ph>, PAU REGION8 <pau.region8@deped.gov.ph>, DEPED IX ZAMBOANGA PENINSULA <region9@deped.gov.ph>, PAU REGION10 <pau.region10@deped.gov.ph>, DEPED XI DAVAO REGION <region11@deped.gov.ph>, PAU REGION12 <pau.region12@deped.gov.ph>, PAU NCR <pau.ncr@deped.gov.ph>, CAR PAU <car.pau@deped.gov.ph>, PAU CARAGA <pau_caraga@deped.gov.ph>

Cc: Cesar Bucsit <cesar.bucsit@deped.gov.ph>, Amir Aquino <amir.aquino@deped.gov.ph>, Michelle Lacson <michelle.lacson001@deped.gov.ph>, Ariel Azuelo <ariel.azuelo@deped.gov.ph>, Sherelyn Laquindanum <sherelyn.laquindanum@deped.gov.ph>, Mayflor Marie Jumamil <mayflormarie.jumamil@deped.gov.ph>, Hernani Escullar Jr <hernani.escullarjr@deped.gov.ph>, Amaryllis Villarmia <amaryllis.rodrguez@deped.gov.ph>, Jasmin Calzita <jasmin.calzita@deped.gov.ph>, Dahlia Paragas <dahlia.paragas@deped.gov.ph>, Fatima Villaremo <fatima.villaremo@deped.gov.ph>, Reah Joy Halique <reahjoy.halique@deped.gov.ph>, Germa Constantino <germa.constantino@deped.gov.ph>, BLESS MARICAR RAMOS <bles.ramos@deped.gov.ph>, Pedro Tecson <pedro.tecson@deped.gov.ph>, Public Affairs Service - Office of the Director <pas.od@deped.gov.ph>, Communications Divisions <pas.cd@deped.gov.ph>, Jan Kevin Rivera <jankevin.rivera@deped.gov.ph>, Jason Mercene <jason.mercene@deped.gov.ph>

Dear All,

Please find attached the DepEd-Bagong Pilipinas branding guidelines, for reference and guidance. Thank you.



Office of the Assistant Secretary for Public Affairs
Department of Education Central Office
Meralco Avenue, Pasig City

Tel. No: (02) 8631-8493

Email: oaspas@deped.gov.ph

DepEd_BP Guidelines.pdf
1708K



ABOUT



In compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President, the Department of Education (DepEd) shall incorporate the Bagong Pilipinas logo in all communication materials of the Department.

The combined DepEd and Bagong Pilipinas logos are 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).

It should be noted that these guidelines are exclusively for the use of the DepEd logo and the Bagong Pilipinas logo. The official logo of DepEd can still be used separately following the guidelines under the Department's Service Marks and Visual Identity Manual (DO No. 031, s. 2019).

DEPED-BAGONG PILIPINAS BRAND GUIDELINES

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.



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 Bagong Pilipinas logo, the DepEd logo shall be proportionate to the height of the Bagong Pilipinas logo.



Brand Guidelines
LOGO GUIDELINES



LOGO VARIATION

The DepEd and Bagong Pilipinas logos can be rendered in three different colors - full color, black, and white.

Brand Guidelines
LOGO GUIDELINES



LOGO COMBINATION

The Bagong Pilipinas logo must be placed beside the DepEd logo. **The DepEd logo must always be placed to the left of the Bagong Pilipinas logo.**

Brand Guidelines
LOGO GUIDELINES



CO-BRANDING

For partnership materials with DepEd offices, the DepEd and Bagong Pilipinas logos must be placed on the leftmost position followed by the partner DepEd offices in this order: bureau/service, region, division, and school.

Brand Guidelines
LOGO GUIDELINES



External partners

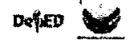
CO-BRANDING

For partnership materials with external partners, the DepEd and Bagong Pilipinas logos must be placed on the leftmost position followed by the external partners' logos.

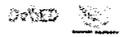
Brand Guidelines

LOGO RESTRICTIONS

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



Applying artistic effects



Using other colors apart from the allowed color variation



Applying drop shadow



Scaling below the minimum size



Creating new lockups



Distortion



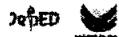
Using at a different angle



Adding elements such as text or graphics



Adding distracting background



Cutting or cropping



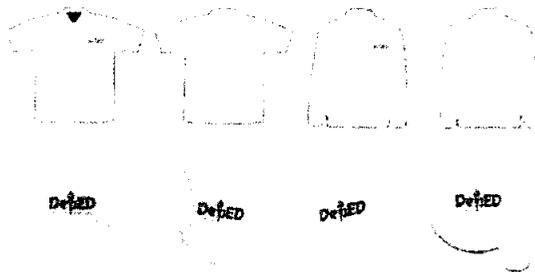
Combining with other elements

Brand Guidelines

APPLICATION

DEPED LOGO

When applied to various media, ensure prominence of the DepEd logo in terms of placement and proportion compared with other elements. The official logo of DepEd can still be used separately following the guidelines under the Department's Service Marks and Visual Identity Manual (DO No. 031, s. 2019).



Brand Guidelines

APPLICATION

DEPED AND BAGONG PILIPINAS LOGOS

When applied to various media, ensure prominence of the DepEd and Bagong Pilipinas logos in terms of placement and proportion compared with other elements. Ensure that the guidelines on logo use are followed.

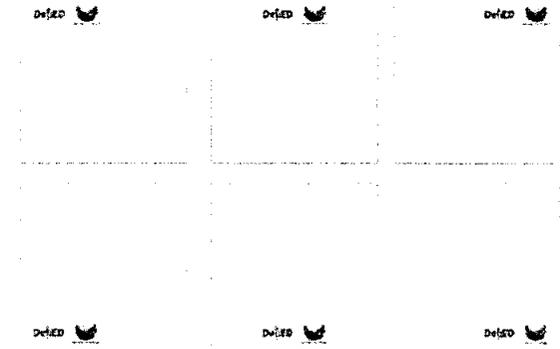


Brand Guidelines

IMAGERY

LOGO PLACEMENT

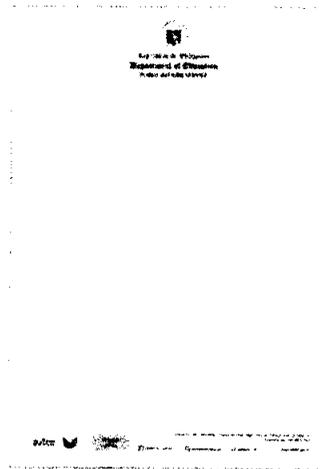
For logo placement in print and nonprint materials, the DepEd and Bagong Pilipinas logos must be placed either at the top or bottom portion of the canvas. The Department's official social media channels may be placed at the footer of the material.



Brand Guidelines
OFFICIAL DOCUMENTS

**LOGO
PLACEMENT**

For logo placement in official documents, the DepEd and Bagong Pilipinas logos must be placed on the leftmost position of the footer of the document. The official logo of the DepEd office (bureau/service, region, division, or school) releasing the said document may be placed beside the DepEd and Bagong Pilipinas logos respectively. The logo for the footer has no specific size, just keep in mind that the logos to be placed must be proportionate to the other content of the footer.



To download the materials and assets, visit:

<https://bit.ly/DepEdBagongPilipinas>

