




Division Memorandum No. 48, s. 2015

To: **Chief Education Supervisors, & Staff, SGOD & CID
Public Schools District Supervisors
School Heads (Elementary & Secondary)
Section/Unit Heads and Staff
All Others Concerned**

From: 
FROSERFINA J. BRAVO
Officer-in-charge
Schools Division Superintendent

Subject: **Official Logo of DepEd Dagupan City Division**

Date: **April 6, 2016**

1. Pursuant to DepEd Order No. 63 s. 2011, the Division Information Technology Office has created and developed the **Official Logo of DepEd Dagupan** duly approved by the Office of the Schools Division Superintendent.

2. The purpose of the Deped Dagupan Logo is to:

a) Facilitate the process of creating a unique brand for Deped Dagupan City and communicating the brand to its schools and offices;

b) Promote the consistent use of the logo by all schools and offices in the Division of Dagupan City and to eliminate the proliferation of logos that have been used in the past and

c) Develop a common understanding as to the methodology on the dissemination, submission and collection of memos, updates, reports, activities, programs and initiatives..

3. The Official Logo of DepEd Dagupan shall only be used for the official business, activities, programs and initiatives of Deped Dagupan City, its Chiefs, Education Supervisors, District Supervisors, Unit Heads, School Heads, Officers and Regular-Permanent Employee.

4. The Official Logo of DepEd Dagupan can be downloaded in the Division Website - http://depeddagupan.com/wp-content/uploads/2016/04/official_logo_depeddagupan.jpg

5. Immediate dissemination and compliance to this Memorandum is enjoined.



DepED
DEPARTMENT OF EDUCATION

Department of Education

Region I

DIVISION OF CITY SCHOOLS

Burgos Street, Dagupan City

www.depeddagupan.com

email address: dagupan.city@deped.gov.ph

Deped Dagupan Logo

Background

As an initiative to create a contemporary and consistent brand for the Schools Division of Dagupan City, the Division Information Technology Office of Dagupan City has developed a Deped Dagupan Logo. The proposed design incorporates elements of the Department of Education Seal (D.O no. 63, s. 2011) that conveys a distinctive image for the mother agency.

Specifications

- A. The design is comprised of two (2) concentric circles outlined with blue. The text "Department of Education and Dagupan City" are placed in the outermost circle, while the innermost circle encapsulates the (1) open book and the lighted torch – which symbolize radiated lights over the districts and the quest for knowledge; (2) filled-in circuit board pattern to the open book – which represents integration of 21st century skills and innovation; (3) two arcs of laurels – symbolize excellence and quality education; and (4) the milkfish or locally known as "bangus" which reflects the city's main local produce.

- B. **Colors** – taken from the Philippine Flag

Blue – signifies peace

Pantone reference: 330099

Red – signifies burning desire to learn

Pantone reference: cc3333

Golden Yellow – signifies quest for knowledge

Pantone reference: ffcc33

Olive Green – signifies growth

Pantone reference: 339933

Silver Gray – signifies prestige and wealth

Pantone reference: ccccff

Purpose

The purpose of the Deped Dagupan Logo is to facilitate the process of creating a unique brand for Deped Dagupan City and communicating the brand to its schools and offices.



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The Deped Dagupan Logo is distinct from the Department of Education Seal. Moreover, the Deped Dagupan Logo upon approval of its use, shall not replace the Department of Education Seal.

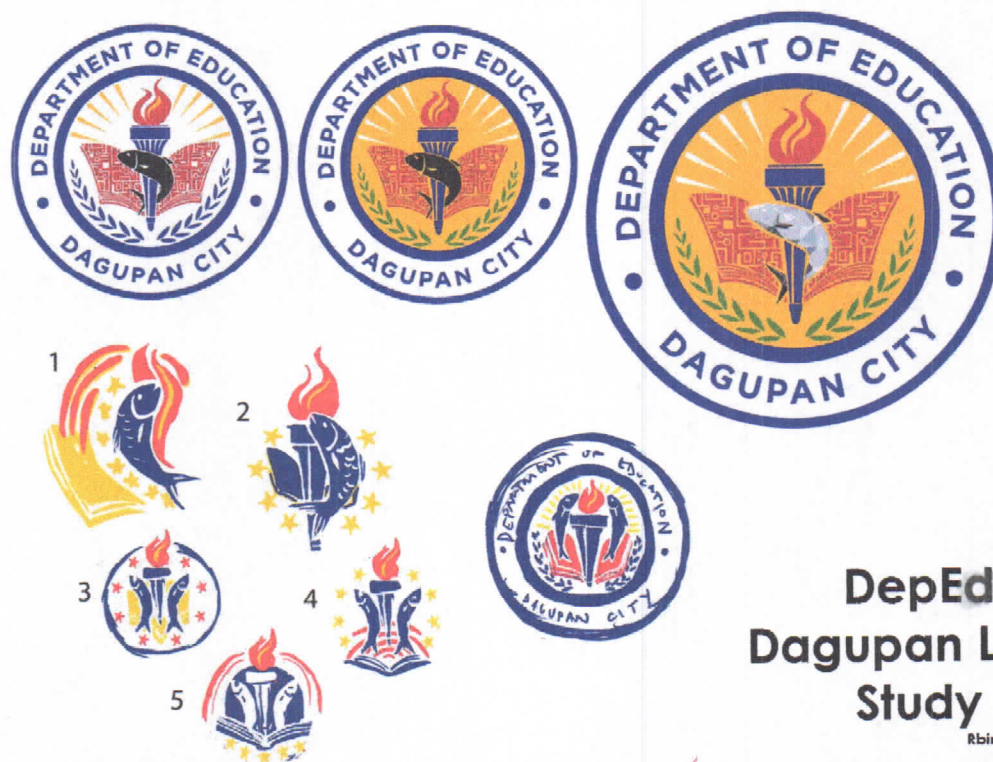
The intention of creating a Deped Dagupan Logo is to promote the consistent use of the logo by all schools and offices in the Division of Dagupan City and to eliminate the proliferation of logos that were used in the past and develop a common understanding as to the methodology on the dissemination, submission and collection of memos, updates, reports, activities, programs and initiatives.

Objectives

- Provide visual representation of the Schools Division of Dagupan City of the Department of Education;
- Facilitate the process of creating a unique brand for Deped Dagupan City;
- Promote the consistent use of the Deped Dagupan Logo by all schools in the Division of Dagupan City and
- Develop a common understanding as to the methodology on the dissemination, submission and collection of memos, updates, reports, activities, programs and initiatives.

Adoption

Upon approval, the Deped Dagupan Logo shall only be used for official business, activities, programs and initiatives of Deped Dagupan City, its Chiefs, Education Supervisors, District Supervisors, Unit Heads, School Heads, Officers and Regular-Permanent Employees.



**DepEd
Dagupan Logo
Study**

Rbinfante/itoffice

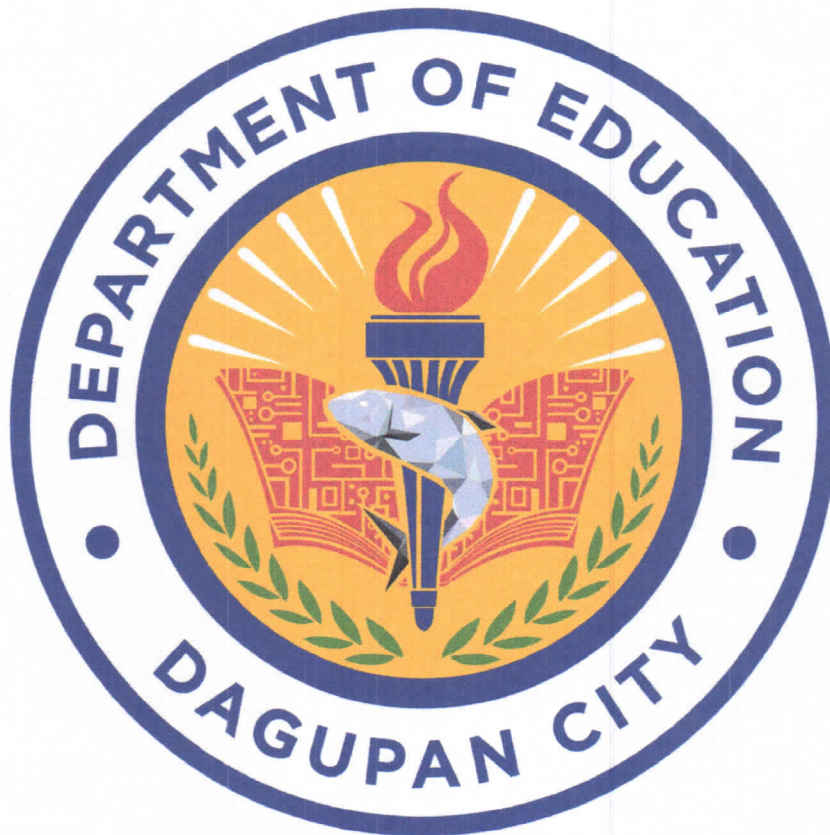


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