



Republic of the Philippines
Department of Education
REGION I

SCHOOLS DIVISION OFFICE DAGUPAN CITY



Division Memorandum No. 303 s. 2023

To: **Assistant Schools Division Superintendent
Chief Education Supervisors
Public Schools District Supervisors
Public Elementary and Secondary School Heads
Teachers and Non-Teaching Personnel
Others Concerned**

Date: **August 31, 2023**

Subject: **ADOPTION OF THE NEW AND UPDATED SDO DAGUPAN CITY
DIVISION LOGO**

In reference to *Division Memorandum No. 48, s2015*, entitled *Official Logo of DepEd Dagupan City Division* and pursuant to *DepEd Order No. 63, s2011, Department of Education (DepEd) Seal*, the Schools Division Office of Dagupan City with the initiative of Dr. Rowena C. Banzon, CESO V, adopts the new and updated Division Logo of SDO Dagupan City.

Relative to the commemoration of the 75th celebration of the founding of the Division of City Schools – Dagupan City, which was established, circa 1948. Its founding year should be inscribed to the updated logo bearing its institutionalization.

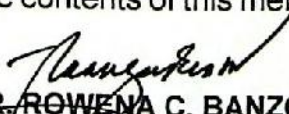
Adding to its update, the five (5) white rays behind the blazing torch represents the instructional districts within the jurisdiction of SDO Dagupan City.

The new and updated logo of SDO Dagupan City shall be utilized in all official communications, and it shall be released to all instructional districts and learning centers in the SDO Dagupan City.

Attached is Division Memorandum No. 48, s2015 for reference.

The updated official logo of SDO Dagupan City can be downloaded through this link
– <https://depeddagupan.com/category/depeddagupan-downloadables/>

Immediate and widest dissemination of the contents of this memorandum is desired.


DR. ROWENA C. BANZON, CESO V
Schools Division Superintendent



Address: Burgos St., Poblacion Oeste, Dagupan City
Telephone: (075) 615-2645/615-2649
Website: depeddagupan.com
Email: dagupan.city@deped.gov.ph



Management
System
ISO 9001:2015

www.tuv.com
ID 9108640991



Republic of the Philippines
Department of Education

REGION I

SCHOOLS DIVISION OFFICE DAGUPAN CITY

Schools Division Superintendent



Address: Burgos St., Poblacion Oeste, Dagupan City

Telephone: (075) 615-2645/615-2649

Website: depeddagupan.com

Email: dagupan.city@deped.gov.ph




Management
System
ISO 9001:2015

www.tuv.com
ID 9108640991



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
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



DepED

Department of Education
Region I

DIVISION OF CITY SCHOOLS
Burgos Street, Dagupan City

www.depdedagupan.com

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

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

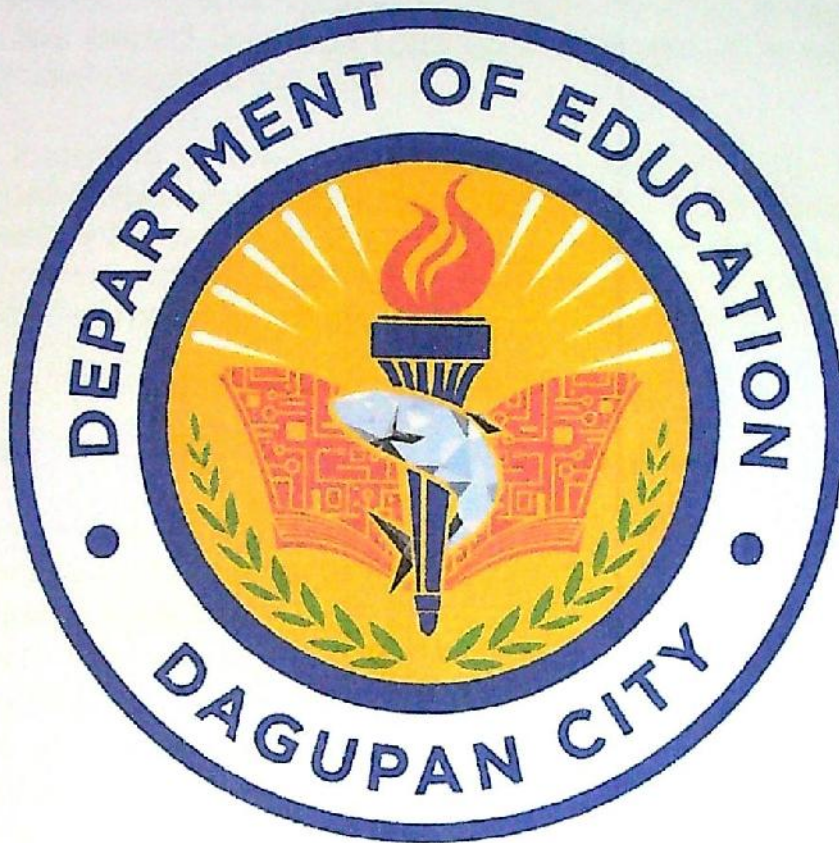
Department of Education
Region I

DIVISION OF CITY SCHOOLS

Burgos Street, Dagupan City

www.depeddagupan.com

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



Prepared and conceived by:

REYNANTE B. INFANTE

Information Technology Officer

Noted:

MYREL ANGELICA N. LOPEZ

Administrative Officer V

MARIA LINDA R. VENTURILLA

Chief Education Supervisor

School Governance and Operations

VENUS MARIA SM. ESTONILO, Ed.D

Chief Education Supervisor

Curriculum Implementation Division

Recommending Approval:

LOURDES D. SERVITO, Ed.D

OIC-Asst. Schools Division Superintendent