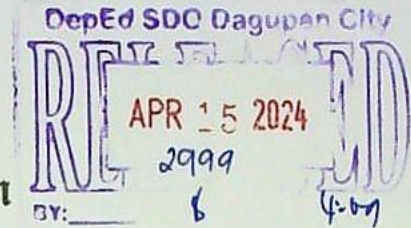




Republic of the Philippines
Department of Education
REGION I

SCHOOLS DIVISION OFFICE DAGUPAN CITY



Office of the Schools Division
Superintendent

15 April 2024

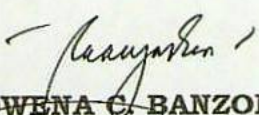
DIVISION MEMORANDUM

NO. 159, s. 2024

**DISSEMINATION OF UPDATE ON THE DEPED-MATATAG LOGO AND PRESCRIBING
THE USE OF BAGONG PILIPINAS LOGO**

To: OIC-Office of the Assistant Schools Division Superintendent
Chief Education Supervisor, CID and SGOD
Public Schools District Supervisors
Public Elementary and Secondary School Heads
Division/Section/Unit Heads
All Others Concerned

1. This Office, through the Documented Information Management Team (DIMT) disseminates **MEMORANDUM PAS-OD-2023-031**, titled "Update on the DepEd-MATATAG Logo and Prescribing the Use of Bagong Pilipinas Logo", from DepEd, Office of the Director, Public Affairs Service.
2. The DepEd-MATATAG and Bagong Pilipinas Logo shall be used in the following:
 - a. Official letterheads (as a footer)
 - b. Official website
 - c. Official social media accounts
 - d. Other documents and instruments related to flagship programs of the Department of Education
3. SDO divisions, sections, units and schools shall adopt the new logo layout in all documents and instruments pertaining to the Department's programs, projects and activities.
4. In addition, the format for DepEd Memorandum shall be used for Division Memorandum. A sample format of the memorandum and SDO template is attached.
5. Moreover, the name of the Schools Division Superintendent shall be included in all official documents as follows:


ROWENA C. BANZON EdD, CESO V
Schools Division Superintendent



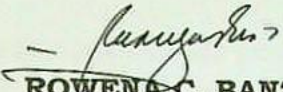
Address: Burgos St., Poblacion Oeste, Dagupan City
Telephone: (075) 653-4101
Website: depeddagupan.com



Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OFFICE DAGUPAN CITY

Office of the Schools Division
Superintendent

6. For immediate dissemination and compliance.


ROWENA C. BANZON EdD, CESO V
Schools Division Superintendent

Encl.: As stated
Reference: None



Address: Burgos St., Poblacion Oeste, Dagupan City
Telephone: (075) 653-4101
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SDO DAGUPAN CITY



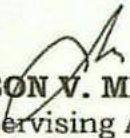
Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

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.

To download the high-resolution copies of the merged logos, visit bit.ly/DepEdMATATAG-BagongPilipinas-Logos.

PAS shall issue a separate memorandum with updated MATATAG Branding Guidelines and Templates.

In this line, PAS kindly requests all Central Office bureaus, services, units, Regional and Division Offices, and Schools to adopt the new logo layout 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 at pas.cmu@deped.gov.ph.

For compliance.

Thank you.

Annex A.

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos



Figure 2. The DepEd-MATATAG logo





Republic of the Philippines
Department of Education
REGION I
SCHOOLS DIVISION OFFICE DAGUPAN CITY

Office of the Schools Division
Superintendent

15 April 2024

DIVISION MEMORANDUM

No. , s. 2024

TITLE OF THE DIVISION MEMORANDUM

To: OIC-Office of the Assistant Schools Division Superintendent
Chief Education Supervisor, CID and SGOD
Public Schools District Supervisors
Public Elementary and Secondary School Heads
Division/Section/Unit Heads
All Others Concerned

1. Statement of the activity.
2. Objectives of the activity:
3.
 - a.
 - b.
 - c.
 - i.
 - ii.
 - iii.
- 4.
- 5.

ROWENA C. BANZON EdD, CESO V
Schools Division Superintendent



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