15 March 2023

DIVISION MEMORANDUM
DM No. 215 , s. 2023

DISSEMINATION OF THE MATATAG BRANDING GUIDELINES AND TEMPLATES

To: Assistant Schools Division Superintendents
Division Chiefs
Public Schools District Supervisors
School Heads In-Charge of Governance and Operations
District/School Information Coordinators
All Others Concerned

1. This issuance refers to Memorandum PAS-OD-2023-006 titled **Matatag Branding Guidelines and Templates**, which requires strict adherence of SDO offices, schools, and learning centers.

2. The MATATAG materials and templates can be accessed through this link: **bit.ly/MATATAGCommMaterials**.

3. The said Memorandum is attached to see the complete details.

4. Immediate and widest dissemination of this Memorandum is directed.

ELIAS A. ALICAYA JR., EdD
Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent

smmeord/03/15/2023

DEPEDQUEZON-TM-SDS-04-009-003

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Address: Sitio Fori, Brgy. Talipan, Pagbilao, Quezon
Trunkline #: (042) 784-0366, (042) 784-0164, (042) 784-0391, (042) 784-0321
Email Address: quezon@deped.gov.ph
Website: www.depedquezon.com.ph

MEMORANDUM
PAS-OD-2023-006

TO	:	**ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES** **REGIONAL DIRECTORS** **SCHOOL DIVISION SUPERINTENDENTS**
ATTENTION	:	**REGIONAL INFORMATION OFFICERS** **DIVISION INFORMATION OFFICERS** **SCHOOL INFORMATION COORDINATORS**
FROM	:	**JASON V. MERCENE** Supervising Administrative Officer Officer-In-Charge Office of the Director, Public Affairs Service
SUBJECT	:	**MATATAG BRANDING GUIDELINES AND TEMPLATES**
DATE	:	February 28, 2023

As part of its strategy to effectively communicate the MATATAG Agenda of the Department of Education (DepEd), the Public Affairs Service (PAS) developed the branding guidelines for the MATATAG logo and creative elements.

The guidelines aim to ensure consistency of the usage of the MATATAG brand and avoid misinterpretation and misrepresentation of its corresponding elements.

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, Schools, and other stakeholders to adopt the MATATAG Brand Guidelines in all communication materials related to the Agenda.

Attached herewith is the *MATATAG: Bansang Makabata, Batang Makabansa* Brand Guidelines.

In addition, visit bit.ly/MATATAGCommMaterials to download MATATAG materials and templates.

For more information, kindly contact the Creative Media Unit of PAS, at email pas.cmu@deped.gov.ph.

For compliance.

Thank you.

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

DepEd Philippines   @depedphilippines   @DepEd_PH   www.deped.gov.ph

MATATAG

Bansang Makabata · Batang Makabansa

"

We know that the road will be bumpy, but our direction is clear.

We know that the challenges are vast but we, Filipinos are resilient.

We will overcome.

Tayo po ay magiging MATATAG. Tungo sa isang Bansang Makabata at Batang Makabansa.

"

SARA Z. DUTERTE
Vice President of the Republic of the Philippines
Secretary of the Department of Education

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ABOUT MATATAG

Bansang Makabata   Batang Makabansa

The MATATAG logo depicts the tagline Bansang Makabata, Batang Makabansa, as the Department aims to establish a nation that values its youth and the Filipino youth that values its nation.

The MATATAG brand mark depicts a small hand, that of the learners, and a big hand, that of educators, partners, and stakeholders. Together, they complete a shape of a heart, representing the love and passion of Filipinos in building a better future for the next generation.

The colors of the MATATAG logo were adopted from the DepEd logo, consistent with the colors of the Philippine flag.

Blue represents the culture of peace and inclusivity the Department continues to uphold.

Yellow stands for the optimism of our learners who strive to achieve their dreams and aspirations.

Red describes the burning passion of our educators, partners, and stakeholders to deliver resilient, quality education for all Filipino learners.

CLEAR SPACE

Maintain a minimum amount of clear space around the logo to ensure that the image and message is clear and unobstructed. The size of the clear space is equivalent to the width of the MATATAG brand mark ("Matatag heart").
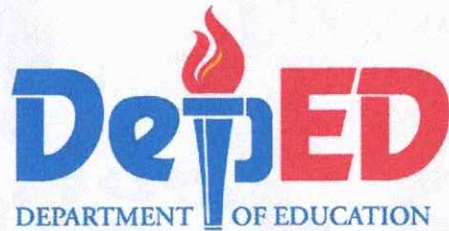
SIZE
REQUIREMENTS

The logo may appear in different sizes but its width must not be smaller than **1.15 inches**. Placed beside the DepEd logo, the MATATAG logo shall be approximately **80%** of the height of the DepEd logo.

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LOGO VARIATION

The MATATAG logo can be rendered in three different colors –
full color, black, and white.

LOGO COMBINATION

The MATATAG logo must be placed beside the DepEd logo to give it prominence as the new basic education agenda of the Department. **The DepEd logo must always be placed to the left of the MATATAG logo.** Together, the logos are herein referred to as the DepEd–MATATAG logo.

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DepED
DEPARTMENT OF EDUCATION

MATATAG
Bansang Makabata   Batang Makabansa

Bureau/
Service

Region

Division

School

CO-BRANDING

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

External partners

CO-BRANDING

For partnership materials with external partners, the **DepEd-MATATAG logo must be placed on the leftmost position followed by the external partners' logos**.

COLOR PALETTE

The colors of the MATATAG logo are patterned from the colors of the DepEd logo to maintain its consistency with the institutional brand of the Department. The colors set the visual tone for the campaign and evoke the sense of nationalism and resiliency of our learners and personnel.

The primary colors are **red, blue, and yellow**. The base colors are complemented by white.

#dc1f2f	#134983	#fbaf3c

Red
R220 G31 B47
C7 M99 Y91 K1

Blue
R19 G73 B131
C99 M79 Y22 K7

Yellow
R251 G175 B60
C0 M36 Y86 K0

TYPOGRAPHY AND FONT

The logo uses the Goldplay font family for its primary typeface. Goldplay features rounded, soft terminals which give it a bold and expressive look yet modern and friendly.

The primary text of the logo uses **Goldplay Bold**, while the secondary text uses **Goldplay Semibold**.

MATATAG

Bansang Makabata Batang Makabansa

Goldplay Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Goldplay Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

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LOGO RESTRICTIONS

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

|				
Applying artistic effects	Using othe 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		

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LOGO RESTRICTIONS

The MATATAG brand mark ("Matatag heart") can be used in isolation from the rest of the logo elements. The brand mark can be used as an easily recognizable visual shorthand for advocacy and other communication materials.
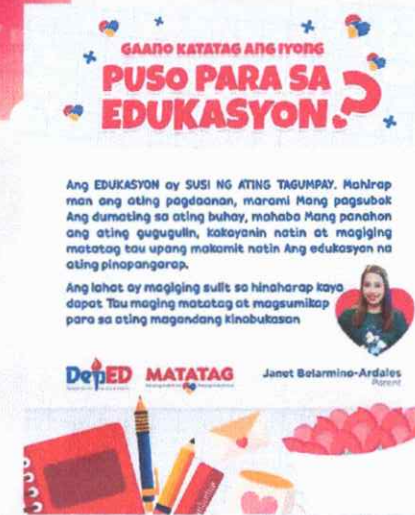
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APPLICATION

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

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LOGO PLACEMENT

For logo placement in print and nonprint materials, the DepEd-MATATAG logo 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.

COLORS

Different color schemes based on the color wheel may be used (e.g., complementary, analogous, monochromatic, etc.). It is highly encouraged to limit the colors to four (1 light + 1 dark + 2 vibrant accents).

Ensure that the colors are consistent with the color scheme of the Department and that the overall design has a cohesive and harmonious palette.

IMAGERY

TEXT

Never use more than three fonts in one design. Always define a hierarchy among them by exercising visual contrast through size, weight, or color. Use consistent style and appropriate sizes.

LAYOUT AND COMPOSITION

Use a grid. Grids create a connection between the different elements and give a sense of order.

Give each element on the canvas some space to breathe and balance between positive and negative space will emerge organically. Choose a single focal point that will catch and hold attention.

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ICONS AND ILLUSTRATIONS

The following samples may be used as reference for the current style of icons and illustrations being used for the MATATAG agenda.

*Icons were adopted from the designs created by **pikisuperstar** from freepik.com.*

When creating icons or using the works of other people, ensure that they are of the same style or based on the samples provided in this brand book. Ensure that they are royalty-free or the designer is properly credited.

To download MATATAG materials and assets, visit:

bit.ly/MATATAGCommMaterials

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