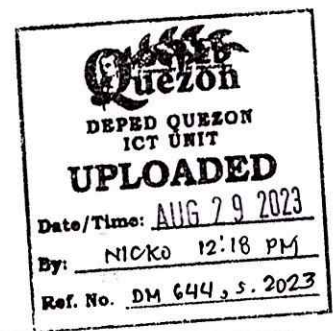




Republic of the Philippines
Department of Education
Region IV-A
SCHOOLS DIVISION OF QUEZON PROVINCE




23 August 2023

DIVISION MEMORANDUM
DM No. 644, s. 2023

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

To: Assistant Schools Division Superintendents
Division Chiefs
Public Schools District Supervisors
Elementary and Secondary School Heads
School and District Information Coordinators
All Others Concerned

1. This Office disseminates Memorandum PAS-OD-2023-031, titled **Update on the DepEd-MATATAG Logo and Prescribing the Use of Bagong Pilipinas Logo** from the Public Affairs Service, Office of the Director.
2. The DepEd-MATATAG and Bagong Pilipinas logos shall be used on the following:
 - a. Official letterheads (as footer),
 - b. Official websites,
 - c. Official social media accounts, and
 - d. Other documents and instruments related to flagship programs of the Department of Education.
3. To download the high-resolution copies of the merged logos, visit **bit.ly/DepEdMATATAG-BagongPilipinas-Logos**.
4. Kindly see attached Memorandum for other important details.
5. For immediate and widest dissemination.


ROMMEL C. BAUTISTA, CESO V
Schools Division Superintendent

parord/08/23/2023

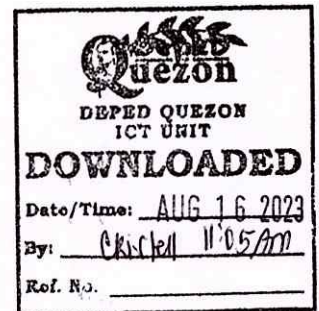
DEPEDQUEZON-TM-SDS-04-009-003



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Website: www.depedquezon.com.ph



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).

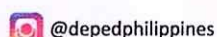
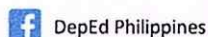
The DepEd-MATATAG logo is considered a new branding for the Department, and thereby shall not be construed as a departure from the Department's Service Marks and Visual Identity Manual (DO No. 031, series of 2019).

The DepEd-MATATAG and Bagong Pilipinas logos shall be used on the following:

- Official letterheads (as a footer)
- Official websites
- Official social media accounts
- Other documents and instruments related to flagship programs of the Department of Education.



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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.



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DepEd Philippines



@depedphilippines



@DepEd_PH



www.deped.gov.ph

Annex A.

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos



Figure 2. The DepEd-MATATAG logo



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