



Republic of the Philippines
Department of Education

DM-2020-01-48

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 DIVISION
 JAN 29 2020

DIVISION MEMORANDUMNo. 48, s. 2020

TO: Assistant Schools Division Superintendent
 Chief Education Supervisor, CID and SGOD
 Public Elementary and School Heads
 All Others Concerned

FROM: VICTORIA *V.* GAZO, PhD, CESO IV
 Schools Division Superintendent

DATE: January 21, 2020

SUBJECT: **REITERATION OF DEPED MEMO NO. 31, SERIES OF 2019
 (DEPED SERVICE MARKS AND VISUAL IDENTITY MANUAL)**

This office reiterates strict compliance to DepEd Memo No. 31, s. of 2019. The pertinent points of this memorandum are as follows:

1. The Department's name**Department of Education**

Official/Legal Name: Department of Education
 Typeface: Old English Text MT
 Color Guide: C-0, M-0, Y-0, K-100 (black)
 Font size: 18 pt

DEPARTMENT OF EDUCATION

Official/Legal Name: Department of Education
 Typeface: Trajan Pro
 Color Guide: C-0, M-0, Y-0, K-100 (black)
 Font size: 16 pt

When the official name of the department is used in the body of the communication for the first time, it shall appear in this type – Department of Education following the font of the text. When it is used again in the same communication, it shall appear in an abbreviated style, DepEd.

2. The DepEd Seal and it's Usage

The seal is used for:

- a. diplomatic or international communication and external affairs;
- b. legal documents;
- c. academic awards;
- d. diplomas; certificates and plaques;
- e. Form 137 or SF10-ES and SF10-JHS;





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- f. Accreditation and Equivalency Test Result;
- g. Philippine Educational Placement Test Result;
- h. Government Permit to Operate, and Recognition;
- i. Certification, Authentication, and Verification forms;
- j. letterheads and stationeries;
- k. memos and notepads;
- l. official envelopes;
- m. business cards;
- n. identification cards;
- o. press conference backdrops;
- p. permanent markers, such as architectural elements produced in stone, metal or glass, and for regalia; and
- q. budget forms, planning and statistics forms, and other official documents.

3. The Color Versions of the Seal

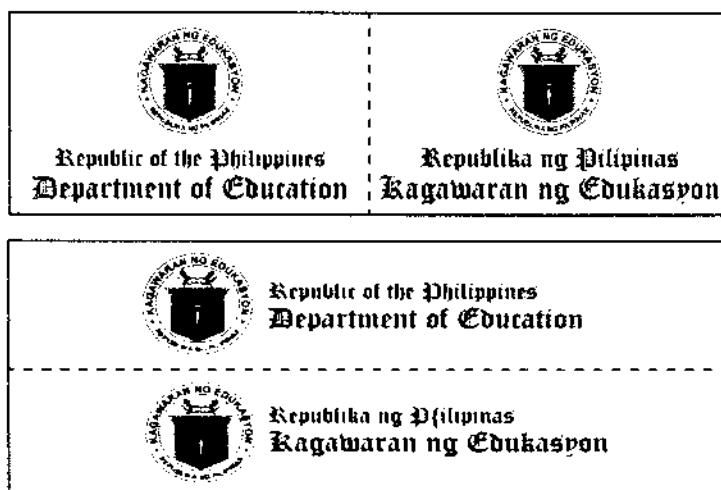


The full color version must be used at all times; however, the seal may be occasionally rendered in a grayscale version.

4. The Sizes of the Seal

The official seal may appear in different sizes depending on the available space in which it is being applied. However, the seal must never be smaller than 1/2 inch (0.5”).

5. The Formats of the Seal



The seal or the formal signature has two formats—the vertical and horizontal formats in English and Filipino versions.





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6. The DepEd logo

The elements of the logo include the abbreviated name, “DepED,” in which the “ED” is capitalized to emphasize the importance of basic education. The spelled-out name of the Department, all in capital letters, is found below the “DepED” element.

7. The Usage of the DepEd logo

- a. The logo appears in print publications and nonprint materials (online collaterals like infographics, website banner);
- b. promotion and advocacy materials;
- c. leaflets, flyers, brochures, posters, streamers, backdrops, and backgrounds;
- d. DepEd vehicle signages;
- e. employees’ vehicles;
- f. name tags;
- g. covers of instructional and educational materials;
- h. website as part of a “signature” in conjunction with the word mark; and
- i. roof mark in all public elementary and secondary schools nationwide.

8. The Color Versions of the Logo



Although the official logo shall be rendered in its three official colors, it may also be rendered in grayscale and black version and white version, depending on the background the logo is being applied and in observance of the rule of contrast.

9. The Seal and Logo Don'ts

The following are prohibited in accordance with the use of the seal and logo:

- a. applying artistic effects,
- b. using other colors apart from the allowed color variations,
- c. applying drop shadow,
- d. scaling below the minimum size,
- e. creating new lockups,
- f. using the word mark in isolation,
- g. using other colors apart from the allowed color variations,
- h. distortion,
- i. using at a different angle,
- j. adding elements such as underline,
- k. adding distracting backgrounds,
- l. cutting or cropping, and



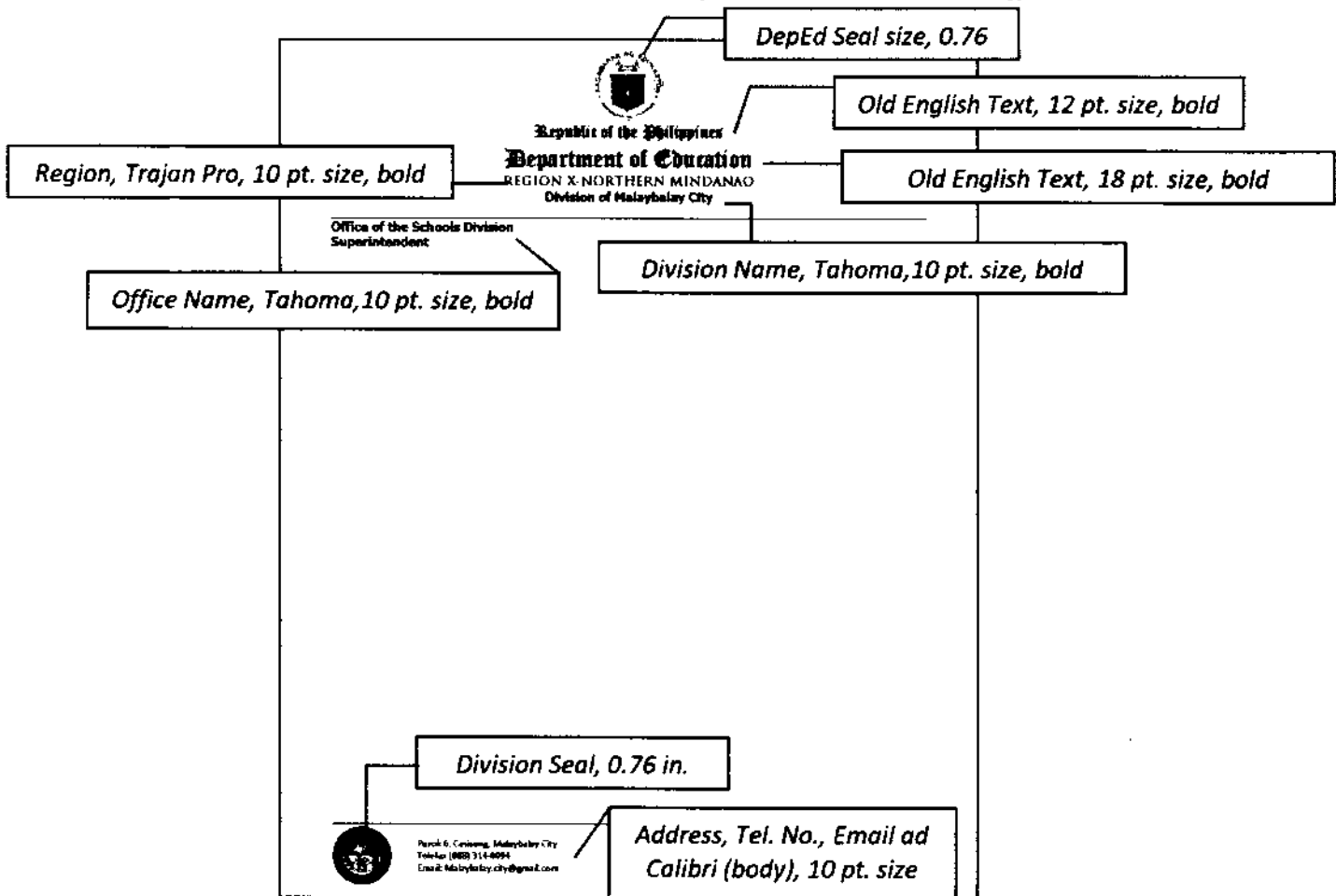


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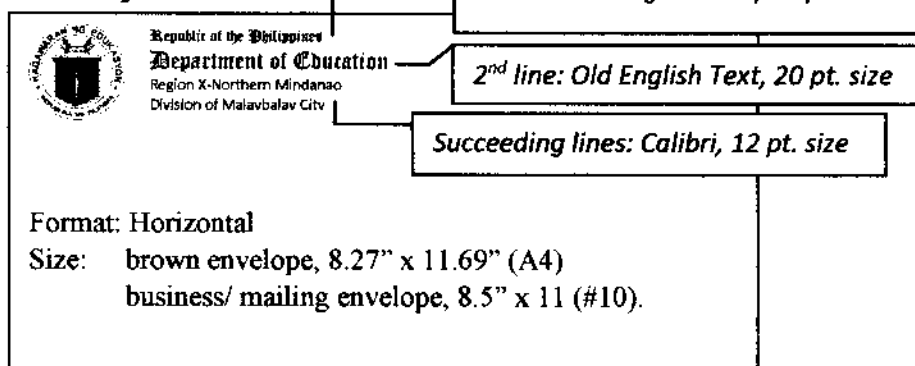
m. combining other elements.

10. Applications

a. Letterheads and Stationeries of the Schools Division Office




b. Envelopes





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C. Certificates




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Format: Vertical, Seal should at the center. Below the seal is the Republic of the Philippines and the Department of Education

Font Size: Depending on the size of the paper used

d. DepEd Issuances (DepEd Memo, DepEd Order, Office Order, Office Memo, Unnumbered Memorandum)



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Division Memorandum


Bookman Old MT, 11 pt. size

DepEd Seal, center

Old English Text, 12 pt. size

Old English Text, 20 pt. size

The font style for all DepEd issuances should be
Bookman Old MT, 11 pt. size



Purok 6, Casisang, Malaybalay City
Telefax (088) 314-0094
Email: Malaybalay.city@gmail.com

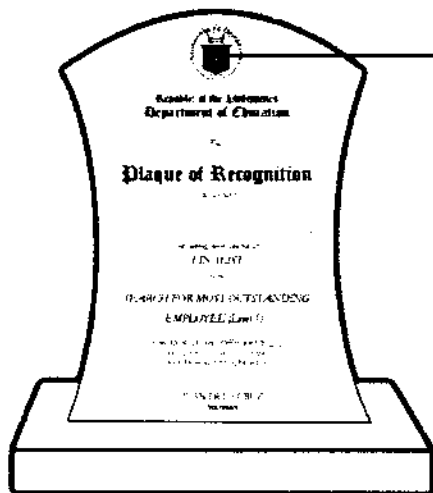
Footer: 8 pt. size





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e. Plaques



The vertical format with the official seal must be placed prominently at the center, topmost portion.

f. The DepEd ID

Blue: For third level positions appointed by the President of the Philippines

Red: For chiefs or other plantilla positions and regular employees

Yellow: For Contract of Service and consultants

	FRONT	BACK

For additional information and details, please refer to the abovementioned memorandum or contact Rio G. Arbutante, *EPS II Social Mobilization and Networking* at 0917 845 6602.

For immediate dissemination.

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Personnel Unit
TO BE POSTED ON THE WEBSITE

