



Republic of the Philippines
Department of Education
REGION X- NORTHERN MINDANAO
DIVISION OF MALAYBALAY CITY

DM-2023-08-350
DEPED MALAYBALAY CITY DIVISION
RELEASED
ALIC DATE 29 2023 me: 4:40
By: *[Signature]*

Division Memorandum
No. 350 s. of 2023

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

FROM: *[Signature]*
CHERRY MAE L. LIMBAICO-REYES, CESO V
Schools Division Superintendent

DATE: August 25, 2023

**SUBJECT: DESSIMINATION OF RM 0446, s2023 re: UPODATE ON THE
DEPED-MATATAG LOGO AND PRESCRIBING THE USE OF BAGONG
PILIPINAS LOGO**

1. This office would like to inform the field to incorporate the Bagong Pilipinas logo in all communication materials of the Department of education.
2. To download the high-resolution copies of the merged logos, visit bit.ly/DepEdMATATAG-BagongPilipinas-Logos.
3. Attached is the Regional and DepEd Memorandum for complete details.
4. For guidance and compliance.

TO BE POSTED IN THE WEBSITE



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

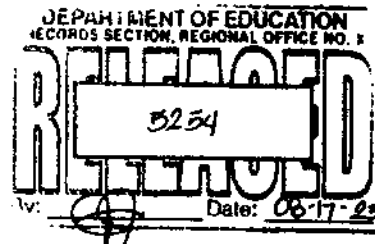


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Republic of the Philippines
Department of Education
REGION X - NORTHERN MINDANAO



August 16, 2023

REGIONAL MEMORANDUM
No. 0446, s. 2023

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

To: Assistant Regional Director
Schools Division Superintendents
Assistant Schools Division Superintendents
Divisional Information Officers
Divisional Public Assistance Coordinators
School Information Coordinators
All Others Concerned

1. Regarding **Memorandum PAS-OD-2023-031** titled **Update on the DepEd-MATATAG Logo and prescribing the use of Bagong Pilipinas Logo**, all offices shall incorporate the *Bagong Pilipinas* logo in all communication materials of the Department of Education (DepEd).
2. To download the high-resolution copies of the merged logos, visit bit.ly/DepEdMATATAG-BagongPilipinas-Logos.
3. Attached is the DepEd Memorandum for the complete details.
4. This Office directs the immediate and wide dissemination of this Memorandum.

DR. ARTURO B. BAYOCOT, CESO III
Regional Director

DR. FEDERICO P. MARTIN, CESO V
Assistant Regional Director
Officer-in-Charge
Office of the Regional Director

ATCH.: As stated
To be indicated in the Perpetual Index
under the following subjects:

DEPED-MATATAG LOGO	BRANDING
BAGONG PILIPINAS LOGO	LAYOUT

ORD-PAU/Fath



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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.

ARREX A.

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos



Figure 2. The DepEd-MATATAG logo

