



Republic of the Philippines  
**Department of Education**  
REGION XI  
SCHOOLS DIVISION OF DAVAO DEL NORTE

**Office of the Schools Division Superintendent**

February 10, 2025

**DIVISION MEMORANDUM**

No. 0035 s. 2025

**DEPED-BAGONG PILIPINAS BRAND GUIDELINES**

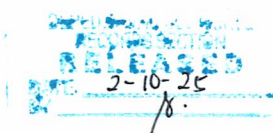
To: Janette G. Veloso, EdD, CESO VI – Assistant Schools Division Superintendent  
Eduard C. Amoguis, EdD –Chief-Curriculum Implementation Division  
All Education Program Supervisors  
All Public Schools District Supervisors  
All Section Heads and Employees  
All School Heads in Elementary, Secondary, and Integrated Schools  
All Others Concerned

1. Attached is the Regional Memorandum ORD-2025-018, titled “*DepEd-Bagong Pilipinas Brand Guidelines*”, dated January 23, 2025, informing the field on the branding guidelines sent by the Office of the Assistant Secretary for Public Affairs in compliance with the Memorandum Circular No. 24, s. 2023.
2. The combined DepEd and Bagong Pilipinas logos are considered new branding for the Department. This will take effect upon the issuance of this memorandum.
3. The guidelines are exclusive for the use of the DepEd logo and the Bagong Pilipinas logo. The official logo of DepEd can still be used separately, following the guidelines under the Department’s Service Marks and Visual Identity Manual (DO. 031, s. 2019).
4. Attached also in this memorandum is the new template (headers and footers) of the Division Memorandum and other documents.
5. Everyone is highly encouraged to continually support and recognize the value of equality and diversity of all personnel while complying with the directives set forth by this office.
6. Immediate dissemination of this Memorandum to all concerned is desired.

**REYNALDO B. MELLORIDA, CESO V**  
Schools Division Superintendent

For the Schools Division Superintendent

**ROSALINDA N. DIONIO**  
Administrative Officer V



CID/ edad

fr: DepEd-Bagong Pilipinas Brand Guidelines

Page 1 of 1



Address: Mankilam, Tagum City, Davao del Norte  
Telephone Number: (084) 216 0188  
Email Address: [depeddavnor.sdo@deped.gov.ph](mailto:depeddavnor.sdo@deped.gov.ph)  
Website: [www.depeddavnor.ph](http://www.depeddavnor.ph) | Facebook: DepEd Davao del Norte



Republic of the Philippines  
**Department of Education**  
DAVAO REGION

January 23, 2025

REGIONAL MEMORANDUM  
ORD-2025-018

DEPED-BAGONG PILIPINAS BRAND GUIDELINES

To: Schools Division Superintendents

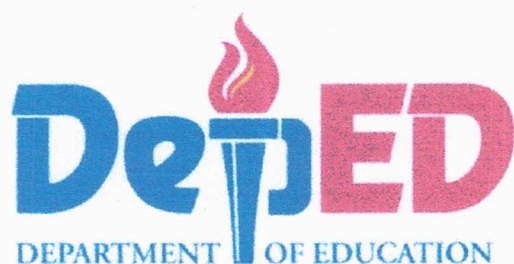
1. As per the branding guidelines sent by the Office of the Assistant Secretary for Public Affairs and in compliance with Memorandum Circular No. 24, s. 2023, the combined DepEd and Bagong Pilipinas logos are considered new branding for the Department. This will take effect upon the issuance of this Memorandum.
2. The guidelines are exclusively for the use of the DepEd logo and the Bagong Pilipinas logo. The official logo of DepEd can still be used separately, following the guidelines under the Department's Service Marks and Visual Identity Manual (DO No. 031, s. 2019).
3. For wide dissemination.

DEPARTMENT OF EDUCATION - DAVAO  
RECORDS SECTION  
**RELEASED**

By: *[Signature]*  
Date: Jan. 24, 2025  
44592

**ALLAN G. FARNAZO**  
Director *[Signature]*





## DEPED-BAGONG PILIPINAS BRAND GUIDELINES

### ABOUT



In compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President, the Department of Education (DepEd) shall incorporate the Bagong Pilipinas logo in all communication materials of the Department.

The combined DepEd and Bagong Pilipinas logos are 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).

It should be noted that these guidelines are exclusively for the use of the DepEd logo and the Bagong Pilipinas logo. The official logo of DepEd can still be used separately following the guidelines under the Department's Service Marks and Visual Identity Manual (DO No. 031, s. 2019).

## Brand Guidelines

### LOGO GUIDELINES

## CLEAR SPACE

Maintain a minimum amount of clear space around the logo to ensure that the image and message is clear and unobstructed.

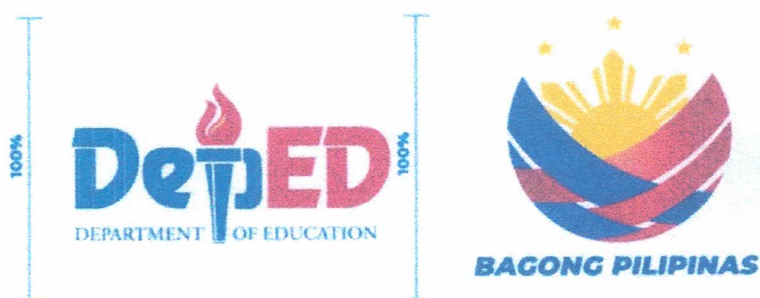


## Brand Guidelines

### LOGO GUIDELINES

## SIZE REQUIREMENTS

The logo may appear in different sizes but its width must not be smaller than **1.15 inches**. Placed beside the Bagong Pilipinas logo, the DepEd logo shall be proportionate to the height of the Bagong Pilipinas logo.





## Brand Guidelines

### LOGO GUIDELINES

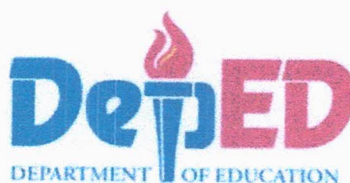


## LOGO VARIATION

The DepEd and Bagong Pilipinas logos can be rendered in three different colors – **full color, black, and white.**

## Brand Guidelines

### LOGO GUIDELINES



## LOGO COMBINATION

The Bagong Pilipinas logo must be placed beside the DepEd logo. **The DepEd logo must always be placed to the left of the Bagong Pilipinas logo.**

## Brand Guidelines

### LOGO GUIDELINES



Bureau/  
Service

Region

Division

School

## CO-BRANDING

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

## Brand Guidelines

### LOGO GUIDELINES



External partners

## CO-BRANDING

For partnership materials with external partners, the **DepEd and Bagong Pilipinas logos must be placed on the leftmost position followed by the external partners' logos.**



## Brand Guidelines

### LOGO RESTRICTIONS

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



Applying artistic effects



Using other 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



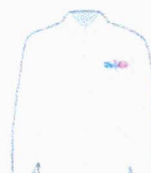
Combining with other elements

## Brand Guidelines

### APPLICATION

#### DEPED AND BAGONG PILIPINAS LOGOS

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

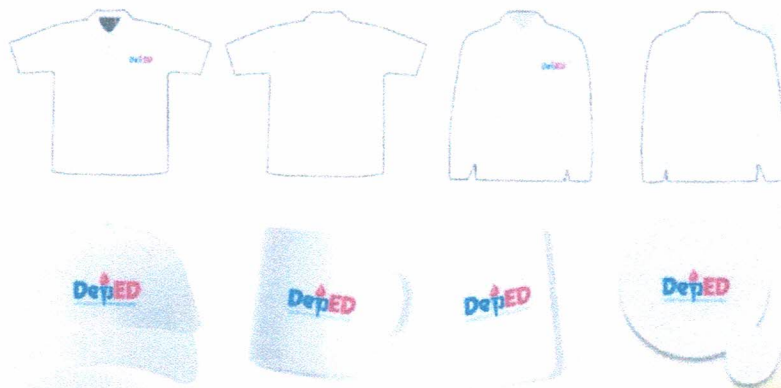


## Brand Guidelines

### APPLICATION

## DEPED LOGO

When applied to various media, ensure prominence of the DepEd logo in terms of placement and proportion compared with other elements. The official logo of DepEd can still be used separately following the guidelines under the Department's Service Marks and Visual Identity Manual (DO No. 031, s. 2019).

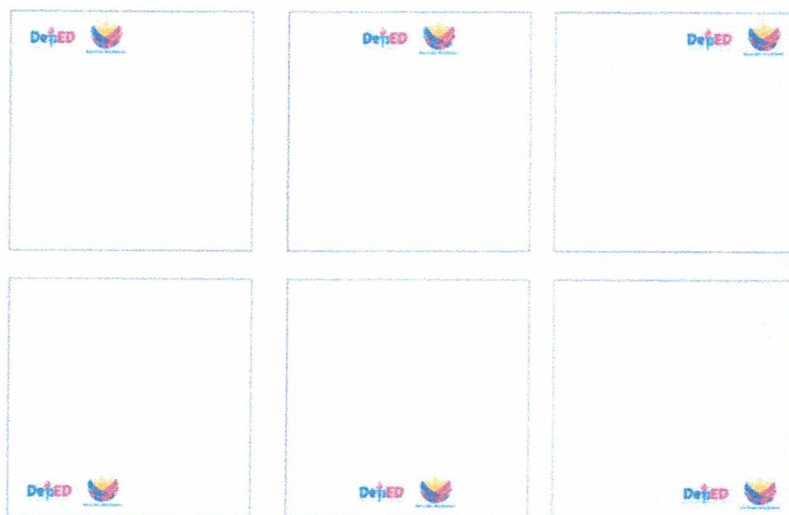


## Brand Guidelines

### IMAGERY

## LOGO PLACEMENT

For logo placement in print and nonprint materials, the DepEd and Bagong Pilipinas logos 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.

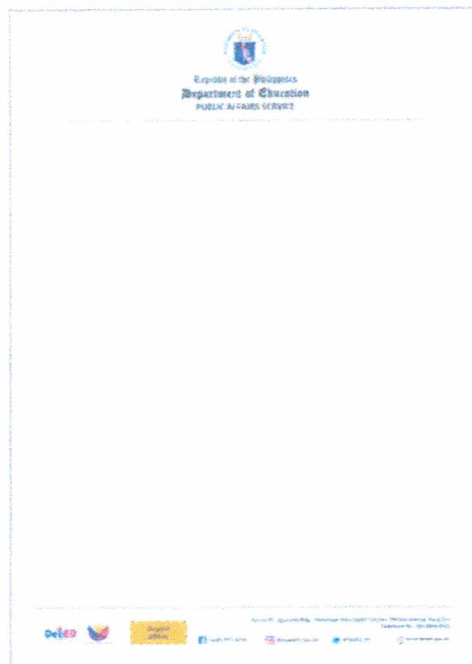




## Brand Guidelines **OFFICIAL DOCUMENTS**

### **LOGO PLACEMENT**

For logo placement in official documents, the DepEd and Bagong Pilipinas logos must be placed on the leftmost position of the footer of the document. The official logo of the DepEd office (bureau/service, region, division, or school) releasing the said document may be placed beside the DepEd and Bagong Pilipinas logos respectively. The logo for the footer has no specific size, just keep in mind that the logos to be placed must be proportionate to the other content of the footer.



To download the materials and assets, visit:

**<https://bit.ly/DepEdBagongPilipinas>**



 [deped.gov.ph](https://deped.gov.ph)

  DepEd Philippines

 [depedphilippines](https://www.instagram.com/depedphilippines)

  DepEd\_PH





Republic of the Philippines  
**Department of Education**  
REGION XI  
SCHOOLS DIVISION OF DAVAO DEL NORTE

---

*Office of the Schools Division Superintendent*