



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

Office of the Schools Division Superintendent

**DIVISION MEMORANDUM**

No. **0443** s. **2023**

**DISSEMINATION OF DEPED- MATATAG BRAND GUIDELINES**

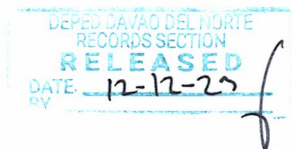
To: Rebecca C. Sagot, Assistant Schools Division Superintendent  
Eduard C. Amoguis, Curriculum Implementation Division Chief  
Ramel M. Pilo, School Governance and Operations Division Chief  
Education Program Supervisors  
Public Schools District Supervisors  
Elementary/Secondary School Heads  
Public and Private Schools

From: Office of the Schools Division Superintendent  
Date: December 5, 2023

1. The Department of Education (DepEd) Region XI disseminates Memorandum PAS-OD-2023-032, 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. Other information regarding this memorandum is hereto attached.
3. For information, guidance, and strict compliance.

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

cid/eca



References:  
Regional Memorandum No. FTAD-2023-033  
APS-OD-2023-032





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

**Office of the Regional Director**

**REGIONAL MEMORANDUM**

FTAD-2023-033

To : Schools Division Superintendents  
Chief of Functional Divisions  
All Concerned Personnel

Subject: **DISSEMINATION OF DEPED - MATATAG BRAND GUIDELINES**

Date : November 29, 2023

This Office disseminates Memorandum PAS-OD-2023-032, titled Update on the DepEd-MATATAG Logo and Prescribing the Use of Bagong Pilipinas Logo from the Public Affairs Service, Office of the Director.

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; and
- d. Other documents and instruments related to flagship programs of the Department

To download the high-resolution copies of the merged logos, visit [bit.ly/DeEdMATATAG-BagongPilipinas-Logos](http://bit.ly/DeEdMATATAG-BagongPilipinas-Logos).

Attached are DepEd Public Affairs Service Memorandum PAS-OD-2023-031 and PAS-OD-2023-032 for reference.

For information, guidance, and strict compliance.

By the Authority of the Regional Director

**REBONFAMIL R. BAGUIO**  
Director III 29 NOV 2023

**ALLAN G. FARNAZO**  
Director IV

DEPARTMENT OF EDUCATION  
RECORDS SECTION  
**RELEASE**

By: *[Signature]* Date: Nov. 30, 2023  
Time: \_\_\_\_\_



ISO 9001:2015 – Certified

Address: F. Torres St., Davao City (8000)  
Telephone Nos.: (082) 291-1665; (082) 221-6147



---

Department of Education  
Republic of the Philippines  
DAVAO REGION





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.



2<sup>nd</sup> 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



Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

**Office of the Director IV**

**MEMORANDUM**  
PAS-OD-2023-032

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 : **UPDATED DEPED-MATATAG BRAND GUIDELINES**

DATE : September 6, 2023

In connection with the previously released office memorandum (PAS-OD-2023-031), the Public Affairs Service (PAS) issues the updated DepEd-MATATAG Brand Guidelines and Templates following the new logo layout.

To download a copy of the DepEd-MATATAG Brand Guidelines and other materials, visit [bit.ly/MATATAGCommMaterials](http://bit.ly/MATATAGCommMaterials).

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, and Schools to adopt these guidelines 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 [pas.cmu@deped.gov.ph](mailto:pas.cmu@deped.gov.ph).

For compliance.

Thank you.



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



To download the high-resolution copies of the merged logos, visit [bit.ly/DepEdMATATAG-BagongPilipinas-Logos](http://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](mailto:pas.cmu@deped.gov.ph).

For compliance.

Thank you.



2<sup>nd</sup> 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

**Annex A.**

Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos



Figure 2. The DepEd-MATATAG logo



2<sup>nd</sup> 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](http://www.deped.gov.ph)