



Republic of the Philippines  
**Department of Education**  
REGION VII – CENTRAL VISAYAS  
Schools Division of Cebu Province

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September 4, 2023

**DIVISION MEMORANDUM**

No. 364, s. 2023

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

**To: Assistant Superintendents  
Chiefs, CID and SGOD  
Education Program Supervisors/Division Coordinators  
Public Schools District Supervisors/OICs  
Elementary and Secondary School Heads**

1. Attached is Regional Memorandum No. 0617 s. 2023, titled **“Update on the DepEd-MATATAG Logo and Prescribing the Use of Bagong Pilipinas Logo”**.
2. Relative to this, each office shall adhere to the instruction to incorporate the Bagong Pilipinas logo in all communication materials within the department. The list of communication materials are specified in Paragraph 4 of the said Regional Memorandum.
3. Immediate dissemination and compliance with this Memorandum is directed.

  
**SENEN PRISCILO P. PAULIN, CESO V**  
Schools Division Superintendent 

<SPPP/VAY/LMD/FCL/CID/MAP/BMP>



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Republic of the Philippines  
**Department of Education**  
REGION VII - CENTRAL VISAYAS

Office of the Regional Director

AUG 24 2023

REGIONAL MEMORANDUM

No. **0617**, s. 2023

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

To: All Schools Division Superintendents/OICs  
All Division Information Officers  
All Others Concerned

1. For the information and guidance of all concerned, attached is DepEd Memorandum (PAS-OD-2023-031), about the update on the DepEd-Matatag Logo and prescribing the use of Bagong Pilipinas Logo.
2. With its instruction to incorporate the Bagong Pilipinas logo in all communication materials, the Department of Education directs all of its field offices to use the combined DepEd-MATATAG logo and the Bagong Pilipinas logo in all communications of the department. Please see paragraph 4 of the said Memorandum for the list of communication materials where these logos shall be used.
3. For further details, please refer to the said Memorandum.
4. Immediate dissemination of and compliance with this Memorandum is enjoined.

**SALUSTIANO T. JIMENEZ JD, EdD, CESO III**  
Director IV  
Regional Director

STJ/TYA/PAU/ARV



**DepED**  
**MATATAG**



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DepEd Tayo Region VII

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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.



2<sup>nd</sup> Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City  
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DepEd Philippines



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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.




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**Annex A.**


Figure 1. The DepEd-MATATAG and Bagong Pilipinas logos





Figure 2. The DepEd-MATATAG logo




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