



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

**Office of the Schools  
Division Superintendent**

October 2, 2023

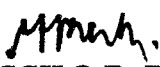

**DIVISION MEMORANDUM**

No. 407, s. 2023

**UPDATED DEPED-MATATAG BRAND GUIDELINES**

**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. 0690 s. 2023, titled **“Updated DepEd-MATATAG Brand Guidelines”**.
2. Relative to this, each office shall adhere to the instructions to merge DepEd-MATATAG logo and Bagong Pilipinas Logo in all DepEd communications requiring the use of the official letterhead and footer. Refer to the attached memorandum for the updated logo layout.
3. Immediate dissemination of and compliance with this Memorandum is directed.

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

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



Address: IPHO Bldg., Sudlon, Lahug, Cebu City  
Telephone No.: (032)424-9000  
Email Address: [cebu.province@deped.gov.ph](mailto:cebu.province@deped.gov.ph)



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

Office of the Regional Director

21 SEP 2023

**REGIONAL MEMORANDUM**

No. **690**, s. 2023

**UPDATED DEPED-MATATAG BRAND GUIDELINES**

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-2023-032), about the updated DepEd-MATATAG Brand Guidelines and Templates.
2. In relation to DepEd Regional Memorandum No. 617, s. 2023, prescribing the use of the merged DepEd-MATATAG Logo and Bagong Pilipinas Logo, all DepEd communications requiring the use of the official letterhead and footer are hereby directed to follow the Updated DepEd MATATAG Brand Guidelines. Specifically indicated in the said updated guidelines is the Co-Branding of the Merged DepEd-MATATAG Logo for partnership materials with DepEd Offices. Below is the prescribed logo layout:

Brand Guidelines  
**LOGO GUIDELINES**



Bureau/  
Service

Region

Division

School

**CO-BRANDING**

For partnership materials with DepEd offices, **the merged DepEd-MATATAG 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.**



Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
Telephone Number: 639457623193 local 700



Hence, these shall now be the updated logo layout, specifically for the footer in all official issuances/communications of DepEd Region VII:

Regional Office:



Doña M. Gaisano St., Sudlon, Lahug, Cebu City  
Telephone Number: 639457623193 local 700



DepEd Tayo Region VII



region7.deped.gov.ph

Schools Division Offices:



<SDO address>

Telephone Number: <tel. no>



SDO FB page



SDO website

3. For further reference on the Updated Matatag Brand Guidelines, please access this link:  
<https://bit.ly/MATATAGCommMaterials>.
4. Immediate dissemination of and compliance with this Memorandum is enjoined.

A handwritten signature in blue ink, appearing to be "Salustiano T. Jimenez".

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



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.



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



DepEd Philippines



@depdphilippines



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[www.deped.gov.ph](http://www.deped.gov.ph)