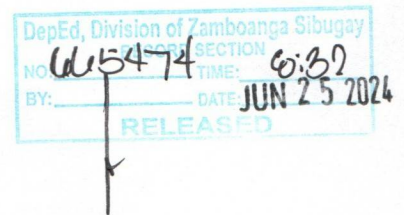




Republic of the Philippines  
**Department of Education**  
REGION IX  
**SCHOOLS DIVISION OF ZAMBOANGA SIBUGAY**



24 June 2024

DIVISION MEMORANDUM  
NO. 24, s. 2024

**GUIDELINES ON THE USE OF BAGONG PILIPINAS LOGO AND MATATAG  
BRANDING IN DEPED DIVISION OF ZAMBOANGA SIBUGAY**

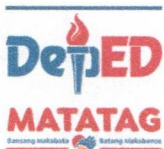
To: Assistant Schools Division Superintendent  
SGOD and CID Chiefs  
PSDSs/District in-Charge  
Division Section/Unit Heads  
Elementary and Secondary School Heads  
All Others Concerned  
This Division

1. Pursuant to the attached Memorandum Circular No. 24 from the Office of the President titled **Launching the Bagong Pilipinas Campaign as the Administration's Brand of Governance and Leadership**, all National Government Agencies (NGAs) and instrumentalities, including government-owned or controlled corporations (GOCCs) and State Universities and Colleges (SUCs), shall adopt the **Bagong Pilipinas logo** and incorporate the same in their letterheads, websites, official social media accounts, and other documents and instruments pertaining to flagship programs of the government.

2. Furthermore, in compliance with the attached Memorandum-PAS-OD-2023-032 titled **Updated DepEd-MATATAG Brand Guidelines**, Memorandum-PAS-OD-2023-031 re **Update on the DepEd-MATATAG Logo and Prescribing the Use of Bagong Pilipinas Logo**, and Memorandum-PAS-OD-2023-006, titled **MATATAG Branding Guidelines and Templates**, all sections/units of Division Office and schools shall adhere to the aforementioned issuances without prejudice to the existing Department's Service Marks and Visual Identity Manual (DSMVIM) as stipulated in DepEd Order No. 031, s. 2019.

3. Consequently, DepEd-Zamboanga Sibugay Division shall incorporate the said DepEd-MATATAG logo and Bagong Pilipinas logo guided by the principles of DSMVIM on the following:

- Official Letterheads (*as a footer*)
- Official websites
- Official Social Media Accounts
- Other documents and instruments related to DepEd's flagship programs



Pangi, Ipil, Zamboanga Sibugay, 7001  
(062) 333-5492  
zamboanga.sibugay@depd.gov.ph  
depdzamboangasibugay.ph  
facebook.com/sdozsibugay (DepEd Tayo Zamboanga Sibugay Division)



Republic of the Philippines  
**Department of Education**  
REGION IX  
**SCHOOLS DIVISION OF ZAMBOANGA SIBUGAY**

4. The templates that must be utilized by the schools and division office units/sections can be accessed through the link –<https://bit.ly/DZS-VIBG>.

5. Widest dissemination and strict compliance with this Memorandum is directed.

  
**VIRGILIO P. BATAN, JR., CESO V**  
Schools Division Superintendent

ZS-DM-SGOD-2024-06-132-0  
GCCbei-20240622

Enc. As stated

References: Memorandum Circular No. 24  
Memorandum-PAS-OD-2023-032  
Memorandum-PAS-OD-2023-031  
Memorandum-PAS-OD-2023-006  
DepEd Order No. 031, s. 2019

To be included in the perpetual index under the ff. subjects:

POLICY	OFFICIAL TEMPLATES	SEAL
COMMUNICATIONS	LOGO	SCHOOLS



Office of the President  
of the Philippines  
Malacañang

MEMORANDUM CIRCULAR NO. 24

**LAUNCHING THE *BAGONG PILIPINAS* CAMPAIGN AS THE  
ADMINISTRATION'S BRAND OF GOVERNANCE AND LEADERSHIP**

**WHEREAS**, Executive Order No. 14 (s. 2023) approved and adopted the Philippine Development Plan 2023-2028, which seeks to steer the economy back to a high-growth path, towards building an environment that provides equal opportunities to all Filipinos, and equipping them with skills to participate fully in an innovative and globally competitive economy;

**WHEREAS**, the President's 8-Point Socioeconomic Agenda seeks to enhance bureaucratic efficiency and sound fiscal management, reinvigorate job creation, accelerate poverty reduction, establish livable and sustainable communities, promote agriculture and ensure food security, improve access to affordable and clean energy, and address gaps in education brought about by the COVID-19 pandemic;

**WHEREAS**, the *Pambansang Pabahay Para sa Pilipino* Program, otherwise known as the "4PH Program," is among the priority programs of the Administration that ensures access of underprivileged and homeless citizens to adequate, safe, secure, habitable, sustainable, resilient and affordable homes;

**WHEREAS**, towards attaining a promising future for the nation, this Administration commits to embody a brand of governance and leadership that is focused on implementing an all-inclusive plan for economic and social transformation;

**WHEREAS**, *Bagong Pilipinas* is the overarching theme of the Administration's brand of governance and leadership, which calls for deep and fundamental transformations in all sectors of society and government, and fosters the State's commitment towards the attainment of comprehensive policy reforms and full economic recovery; and

**WHEREAS**, *Bagong Pilipinas* is characterized by a principled, accountable and dependable government reinforced by unified institutions of society, whose common objective is to realize the goals and aspirations of every Filipino;

**NOW, THEREFORE**, the launch of the *Bagong Pilipinas* campaign, which shall be part of the National Government's branding and communications strategy, is hereby ordered.

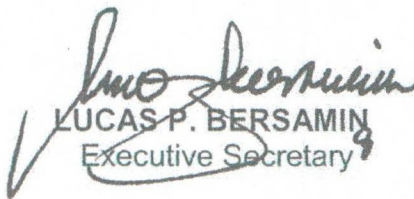
All National Government agencies (NGAs) and instrumentalities, including government-owned or -controlled corporations (GOCCs), and state universities and colleges (SUCs), shall be guided by the principles, strategies and objectives of the *Bagong Pilipinas* brand of governance and leadership in planning their programs, activities and projects.

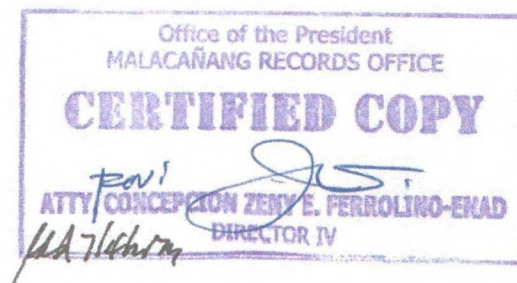
The *Bagong Pilipinas* logo, which is annexed to this Circular, is hereby approved.

All NGAs and instrumentalities, including GOCCs and SUCs, shall adopt the *Bagong Pilipinas* logo and incorporate the same in their letterheads, websites, official social media accounts, and other documents and instruments pertaining to flagship programs of the government.

**DONE**, in the City of Manila, this 3rd day of July, in the year of our Lord, Two Thousand and Twenty-Three.

By authority of the President:

  
LUCAS P. BERSAMIN  
Executive Secretary







**BAGONG PILIPINAS**



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.





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.



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.





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

**MEMORANDUM**

PAS-OD-2023-006

TO : **ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES  
REGIONAL DIRECTORS  
SCHOOL DIVISION SUPERINTENDENTS**

ATTENTION : **REGIONAL INFORMATION OFFICERS  
DIVISION INFORMATION OFFICERS  
SCHOOL INFORMATION COORDINATORS**

FROM : **JASON V. MERCENE**  
Supervising Administrative Officer  
Officer-In-Charge  
Office of the Director, Public Affairs Service

SUBJECT : **MATATAG BRANDING GUIDELINES AND TEMPLATES**

DATE : February 28, 2023

As part of its strategy to effectively communicate the MATATAG Agenda of the Department of Education (DepEd), the Public Affairs Service (PAS) developed the branding guidelines for the MATATAG logo and creative elements.

The guidelines aim to ensure consistency of the usage of the MATATAG brand and avoid misinterpretation and misrepresentation of its corresponding elements.

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, Schools, and other stakeholders to adopt the MATATAG Brand Guidelines in all communication materials related to the Agenda.

Attached herewith is the *MATATAG: Bansang Makabata, Batang Makabansa* Brand Guidelines.

In addition, visit [bit.ly/MATATAGCommMaterials](https://bit.ly/MATATAGCommMaterials) to download MATATAG materials and templates.

For more information, kindly contact the Creative Media Unit of PAS, at email [pas.cmu@deped.gov.ph](mailto:pas.cmu@deped.gov.ph).

For compliance.

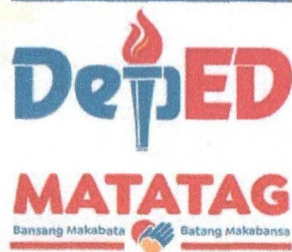
Thank you.



# DEPED-MATATAG 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.

Likewise, to achieve harmony in branding, a merged DepEd-MATATAG logo is established, combining the DepEd and the MATATAG logos, with blue and red lines in its upper and lower section.

The merged 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).

**It should be noted that these guidelines are exclusively for the use of the merged DepEd-MATATAG 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. The size of the clear space is equivalent to the width of the MATATAG brand mark ("Matatag heart").





## Brand Guidelines

### LOGO GUIDELINES

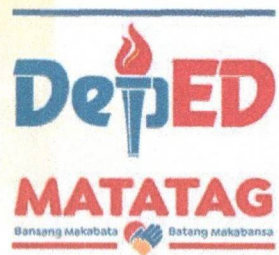
## SIZE REQUIREMENTS

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 merged DepEd-MATATAG and Bagong Pilipinas logo shall be approximately 70% and 30% respectively (enclosed within the blue and red lines in its upper and lower section) of the height of the Bagong Pilipinas logo.



## Brand Guidelines

### LOGO GUIDELINES



## LOGO VARIATION

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



## Brand Guidelines

### LOGO GUIDELINES

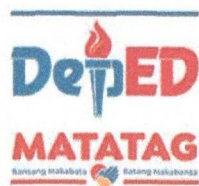
## LOGO COMBINATION

The Bagong Pilipinas logo must be placed beside the merged DepEd-MATATAG logo. **The merged DepEd-MATATAG logo must always be placed to the left of the Bagong Pilipinas logo.** Together, the logos are herein referred to as the DepEd-MATATAG logo.



## Brand Guidelines

# LOGO GUIDELINES



Bureau/  
Service

Region

Division

School

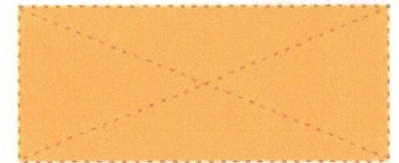
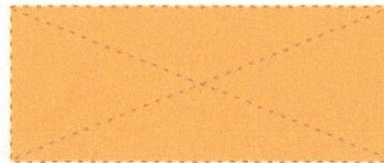
## CO-BRANDING

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.**



## Brand Guidelines

### LOGO GUIDELINES



**External partners**

## CO-BRANDING

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

## Brand Guidelines

### COLOR PALETTE

The colors of the MATATAG logo are patterned from the colors of the DepEd logo to maintain its consistency with the institutional brand of the Department. The colors set the visual tone for the campaign and evoke the sense of nationalism and resiliency of our learners and personnel.

The primary colors are **red, blue, and yellow**. The base colors are complemented by white.

**#dc1f2f**

Red  
R220 G31 B47  
C7 M99 Y91 K1

**#134983**

Blue  
R19 G73 B131  
C99 M79 Y22 K7

**#fbaf3c**

Yellow  
R251 G175 B60  
C0 M36 Y86 K0



## Brand Guidelines

### TYPOGRAPHY AND FONT

The logo uses the Goldplay font family for its primary typeface. Goldplay features rounded, soft terminals which give it a bold and expressive look yet modern and friendly.

The primary text of the logo uses **Goldplay Bold**, while the secondary text uses **Goldplay Semibold**.



#### Goldplay Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

#### Goldplay Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



## Brand Guidelines

# LOGO RESTRICTIONS

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



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



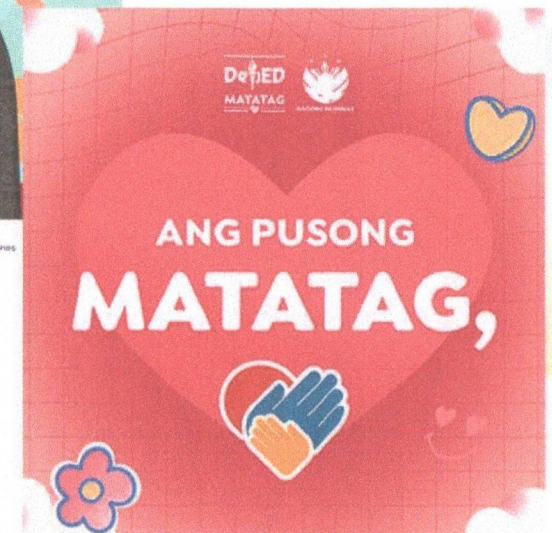
Combining with other elements



## Brand Guidelines

### LOGO RESTRICTIONS

The **MATATAG** brand mark (“Matatag heart”) can be used in isolation from the rest of the logo elements. The brand mark can be used as an easily recognizable visual shorthand for advocacy and other communication materials.





## Brand Guidelines **APPLICATION**

### **DEPED-MATATAG AND BAGONG PILIPINAS LOGO**

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





## Brand Guidelines

### APPLICATION

# DEPED-MATATAG LOGO

When applied to various media, ensure prominence of the DepEd-MATATAG logo 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 merged DepEd-MATATAG 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 merged DepEd-MATATAG 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 combined DepEd-MATATAG and Bagong Pilipinas logos. 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.





## Brand Guidelines

### IMAGERY

## COLORS

Different color schemes based on the color wheel may be used (e.g., complementary, analogous, monochromatic, etc.). It is highly encouraged to limit the colors to four (1 light + 1 dark + 2 vibrant accents).

Ensure that the colors are consistent with the color scheme of the Department and that the overall design has a cohesive and harmonious palette.





## Brand Guidelines

### IMAGERY

### TEXT

Never use more than three fonts in one design. Always define a hierarchy among them by exercising visual contrast through size, weight, or color. Use consistent style and appropriate sizes.

### LAYOUT AND COMPOSITION

Use a grid. Grids create a connection between the different elements and give a sense of order.

Give each element on the canvas some space to breathe and balance between positive and negative space will emerge organically. Choose a single focal point that will catch and hold attention.







To download MATATAG materials and assets, visit:

**[bit.ly/MATATAGCommMaterials](https://bit.ly/MATATAGCommMaterials)**

