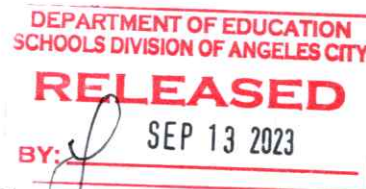




Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OF ANGELES CITY



12 Sep 2023

DIVISION MEMORANDUM
No. 328, s. 2023

**INCORPORATION OF THE DEPED MATATAG AND BAGONG PILIPINAS LOGOS
IN ALL COMMUNICATION MATERIALS OF THE DEPARTMENT OF EDUCATION
REGION III**

To : Assistant Schools Division Superintendent
OIC-Chief, CID and Chief, SGOD
Education Program Supervisors
Public Schools District Supervisors
Public Elementary and Secondary School Heads
All Others Concerned

1. Please be informed of the Regional Memorandum No. 463 s. 2023, entitled, "Incorporation of the DepEd Matatag and Bagong Pilipinas Logos in All Communication Materials of the Department of Education Region III", dated September 11, 2023.
2. Attached is the Regional Memorandum No. 463 s. 2023, for reference and guidance.
3. Immediate and wide dissemination of and strict compliance with this Memorandum are earnestly desired.

RONALDO A. POZON, PhD, CESO V
Schools Division Superintendent

Encl.: As stated

Reference:

To be indicated in the Perpetual Index
under the following subjects:

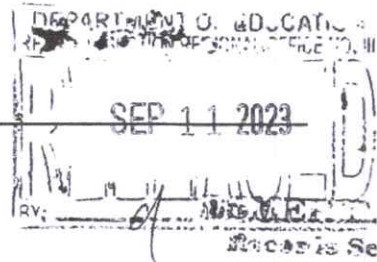
MEDIA PUBLIC AFFAIRS
BRANDING RELATIONS

KIP/ADAS3/September 12, 2023





Republic of the Philippines
Department of Education
REGION III-CENTRAL LUZON



REGIONAL MEMORANDUM

No. 463, s. 2023

**INCORPORATION OF THE DEPED MATATAG AND BAGONG PILIPINAS LOGOS
IN ALL COMMUNICATION MATERIALS OF THE DEPARTMENT OF EDUCATION
REGION III**

To : Assistant Regional Director
Schools Division Superintendents
Public Elementary and Secondary School Heads
All Others Concerned

1. Pursuant to the Memorandum Circular No. 24, series of 2023 of the Office of the President, and as reiterated by the memorandum from the Public Affairs Service (PAS) of the Department of Education (DepEd) Central Office, this Office respectfully enjoins all Schools Division Offices (SDOs) and all the public elementary and secondary schools under their jurisdiction to incorporate the *Bagong Pilipinas* logo in all official communication materials of DepEd offices in the region.
2. Furthermore, to maintain the branding efforts of the Department, a **DepEd-MATATAG logo** has been established to be adopted by all offices without prejudice to the existing Department's Service Marks and Visual Identity Manual as stipulated in DepEd Order No. 031, s. 2019.
3. Consequently, the said DepEd-MATATAG logo 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 DepEd
4. To access and download the high-resolution copies of the merged logos, visit: bit.ly/MATATAGCommMaterials.
5. Hence, all DepEd offices in the region are expected to adopt the new logo layout in all documents and instruments related to the Department's programs, projects, and activities.



Address: Matalino St. D.M. Government Center, Maimpis, City Fernando (P)
Telephone Number: (045) 598-8580 to 89 Email Address: region3@deped.gov.ph



Republic of the Philippines
Department of Education
REGION III-CENTRAL LUZON

6. For more information, kindly contact the Public Affairs Unit through email at pau.r03@deped.gov.ph
7. For information and strict compliance.


MAY B. ECLAR, PhD, CESO III
Regional Director

Encl.: [MEMORANDUM PAS-OD-2023-032] UPDATED DEPED-MATATAG BRAND GUIDELINES
Reference: [MEMORANDUM PAS-OD-2023-032] UPDATED DEPED-MATATAG BRAND GUIDELINES
To be indicated in the Perpetual Index
under the following subjects:

MEDIA BRANDING	PUBLIC AFFAIRS RELATIONS
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PAU1/pau2
R03_ORD_PAU-MEMO-2023-00016/September 8, 2023



Address: Matalino St. D.M. Government Center, Maimpis, City Fernando (P)
Telephone Number: (045) 598-8580 to 89 **Email Address:** region3@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.

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.

For compliance.

Thank you.



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

