



Republic of the Philippines  
**Department of Education**

REGION I  
SCHOOLS DIVISION OFFICE OF ALAMINOS CITY



**Office of the Schools Division Superintendent**

**DIVISION MEMORANDUM**  
**DM-2023-259**

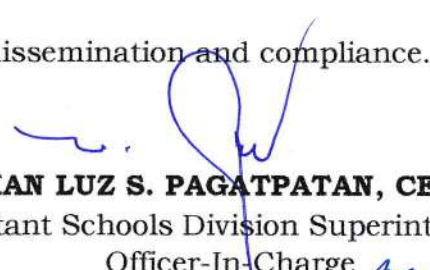
**TO :** Asst. Schools Division Superintendent  
Chief Education Supervisor -Curriculum Implementation Division  
Chief Education Supervisor -Schools Governance Operation Division  
School Heads of Public Schools

**SUBJECT :** **MATATAG LOGO INTEGRATION IN ALL DIVISION AND SCHOOL DOCUMENTS AND FORMS**

**FROM :** Schools Division Superintendent

**DATE :** May 23, 2023

1. In line with the Department of Education - Public Affair Service's MEMORANDUM PAS-OD-2023-006 titled "**MATATAG BRANDING GUIDELINES AND TEMPLATES**", all schools and offices are enjoined to incorporate the official MATATAG logo on all official documents and forms, regardless of their purpose or content.
2. The MATATAG logo should be positioned on the leftmost side of the footer, following the DepEd Logo. After the MATATAG logo, the partner DepEd offices should be listed as follows:
  - a. Bureau/Service
  - b. Region
  - c. Division
  - d. School
3. The MATATAG logo should be displayed clearly, without distortion or modification.
4. A sample template for division offices and schools can be downloaded through this link: [https://bit.ly/SDOAC\\_MATATAG](https://bit.ly/SDOAC_MATATAG).
5. Attached is a copy of MEMORANDUM PAS-OD-2023-006 for your reference.
6. For information, guidance, wide dissemination and compliance.

  
**VIVIAN LUZ S. PAGATPATAN, CESO VI**  
Assistant Schools Division Superintendent  
Officer-In-Charge  
Schools Division Superintendent

***With hundred reasons to serve!***



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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](http://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

  
Republic of the Philippines  
Department of Education  
CORDILLERA ADMINISTRATIVE REGION

ADVISORY

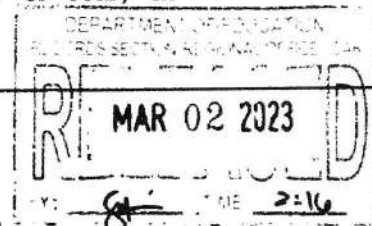
March 2, 2023

TO: Schools Division Superintendents  
Division Information Officers

For immediate dissemination and compliance.

ESTELA P. LEON-CARIÑO EdD, CESO III  
Director IV/ Regional Director

For the Regional Director:





# MATATAG

Bansang Makabata



Batang Makabansa

## BRAND GUIDELINES



“

*We know that the road will be bumpy, but our direction is clear.*

*We know that the challenges are vast but we, Filipinos are resilient.*

*We will overcome.*

**Tayo po ay magiging MATATAG.  
Tungo sa isang Bansang Makabata at  
Batang Makabansa.**

”

**SARA Z. DUTERTE**

Vice President of the Republic of the Philippines  
Secretary of the Department of Education

# ABOUT MATATAG

Bansang Makabata  Batang Makabansa

The MATATAG logo depicts the tagline Bansang Makabata, Batang Makabansa, as the Department aims to establish a nation that values its youth and the Filipino youth that values its nation.

The MATATAG brand mark depicts a small hand, that of the learners, and a big hand, that of educators, partners, and stakeholders. Together, they complete a shape of a heart, representing the love and passion of Filipinos in building a better future for the next generation.

The colors of the MATATAG logo were adopted from the DepEd logo, consistent with the colors of the Philippine flag.

Blue represents the culture of peace and inclusivity the Department continues to uphold.

Yellow stands for the optimism of our learners who strive to achieve their dreams and aspirations.

Red describes the burning passion of our educators, partners, and stakeholders to deliver resilient, quality education for all Filipino learners.

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## 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").



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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 DepEd logo, the MATATAG logo shall be approximately **80%** of the height of the DepEd logo.

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Brand Guidelines  
**LOGO GUIDELINES**



**LOGO VARIATION**

The MATATAG logo can be rendered in three different colors – **full color, black, and white.**

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Brand Guidelines  
**LOGO GUIDELINES**

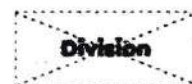


**LOGO  
COMBINATION**

The MATATAG logo must be placed beside the DepEd logo to give it prominence as the new basic education agenda of the Department. **The DepEd logo must always be placed to the left of the MATATAG logo.** Together, the logos are herein referred to as the DepEd-MATATAG logo.

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Brand Guidelines  
**LOGO GUIDELINES**



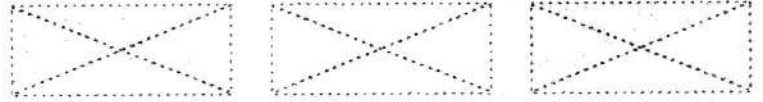
**CO-BRANDING**

For partnership materials with DepEd offices, the **DepEd-MATATAG logo must be placed on the leftmost position followed by the partner DepEd offices in this order: bureau/service, region, division, and school.**

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## Brand Guidelines

### LOGO GUIDELINES



**External partners**

## CO-BRANDING

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

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## 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.



**Red**  
R220 G31 B47  
C7 M99 Y91 K1



**Blue**  
R19 G73 B131  
C99 M79 Y22 K7



**Yellow**  
R251 G175 B60  
CO M36 Y86 K0



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## 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**.

# MATATAG

Bansang Makabata  Batang Makabansa

#### 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 MATATAG 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 MATATAG logo.

**MATATAG**  
Bansang Makabata  Batang Makabansa

Applying artistic effects

**MATATAG**  
Bansang Makabata  Batang Makabansa

Using other colors apart from the allowed color variation

**MATATAG**  
Bansang Makabata  Batang Makabansa

Applying drop shadow

**MATATAG**  
Bansang Makabata  Batang Makabansa

Scaling below the minimum size

**M.A.T.A.T.A.G.**  
Bansang Makabata  Batang Makabansa

Creating new lockups

**MATATAG**  
Bansang Makabata  Batang Makabansa

Distortion

**MATATAG**  
Bansang Makabata  Batang Makabansa

Using at a different angle

**MATATAG**  
Bansang Makabata  Batang Makabansa

Adding elements such as text or graphics

**MATATAG**

Adding distracting background

**MATATAG**  
Bansang Makabata  Batang Makabansa

Cutting or cropping

**MATATAG**  
Bansang Makabata  Batang Makabansa

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.



Ang EDUKASYON ay SIEMING ATING TUMUKHIN. Mabigat man ang ating paglalaran, marami pang pagsubalit ang dumating sa ating buhay, mahalaga itong panahon ang ating pagpapali, katarungan natin at magiging matatag tau upang makasali natin ang edukasyon na ating pinapangarap.

Ang lehet ay magiging sukat sa hinaharap kung copes. Tau maging matatag at magsumikap para sa ating magandang kinabibilagan.

**DepED MATATAG** Janet Belarmino-Ardales



## Brand Guidelines APPLICATION

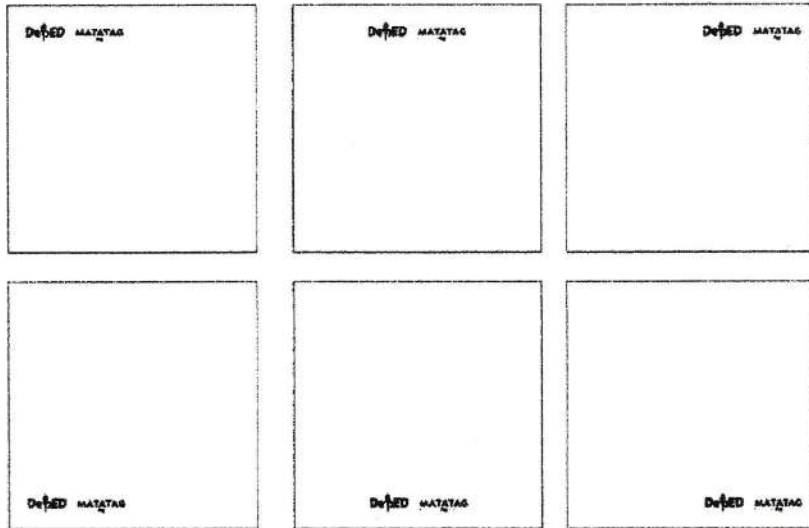
When applied to various media, ensure prominence of the **MATATAG** logo in terms of placement and proportion compared with other elements. Ensure that the guidelines on logo use are followed.



Brand Guidelines  
**IMAGERY**

# LOGO PLACEMENT

For logo placement in print and nonprint materials, the DepEd-MATATAG logo 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  
**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.





To download MATATAG materials and assets, visit:

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

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