



Republic of the Philippines
Department of Education

REGION I

SCHOOLS DIVISION OFFICE OF ALAMINOS CITY



Office of the Schools Division Superintendent

DIVISION MEMORANDUM

DM-2023-442

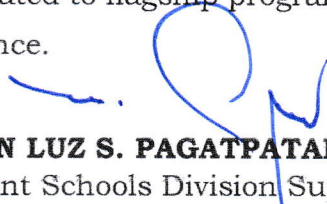
TO : Assistant Schools Division Superintendent
Chief Education Supervisors-CID and SGOD
Administrative Officer
Division Education Program Supervisors-CID and SGOD
All Schools Division Office personnel
All School Heads, Teachers and Non-Teaching Personnel in
elementary and secondary schools

SUBJECT : **DepEd MATATAG Brand Guidelines**

FROM : Office of the Schools Division Superintendent

DATE : September 15, 2023

1. The Public Affairs Service of the Department of Education (DepEd) recently issued PAS-OD-2023-031 or the memorandum on the Update on the DepEd-MATATAG Logo and Prescribing the Use of Bagong Pilipinas Logo.
2. In view of this, all functional divisions and units in the Division Office, including all elementary and secondary schools, are requested to adopt these brand guidelines and other DepEd MATATAG communication materials which are accessible through this link: bit.ly/MATATAGCommMaterials.
3. To ensure harmony in branding, the DepEd-MATATAG logo, which was developed with guidance of the Office of the DepEd Secretary, was hereby established combining the DepEd and the MATATAG logos with blue and red lines in its upper and lower section.
4. Furthermore, the DepEd-MATATAG logo is DepEd's new branding and shall not be construed as a departure from the DepEd Service Marks and Visual Identify Manual as stated in DepEd ORDER No. 031, s. 2019.
5. The DepEd-MATATAG and Bagong Pilipinas logos shall be used on the following:
 - Official letterheads (as a footer);
 - Official websites;
 - Official social media accounts, and
 - Other documents and instruments related to flagship programs of DepEd.
6. For your information, guidance 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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