



Republic of the Philippines
Department of Education
 REGION VI- WESTERN VISAYAS
SCHOOLS DIVISION OF SAGAY CITY

DEC 03 2024

DIVISION MEMORANDUM

No. 795, s. 2024

ADOPTION OF DEPED AND BAGONG PILIPINAS LOGOS IN ALL COMMUNICATION MATERIALS OF DEPED REGION VI AND SDO SAGAY CITY

To: Asst. Schools Division Superintendent
 Chiefs of CID and SGOD
 Public Schools District Supervisors
 Schools Heads of Public Elementary and Secondary Schools
 School Information Coordinators

- This is to reiterate the Regional Memorandum Nos. 1160, S 2024 Adoption of DepEd and Bagong Pilipinas Logos, which attached brand guidelines from the Office of the Director, Public Affairs Service on using these logos.
- The Schools Division Office (SDO) and schools shall strictly adhere to the **Brand Guidelines** and ensure that all communication materials, including but not limited to the following, incorporate the **DepEd** and **Bagong Pilipinas** logos:
 - Official letterheads (footer);
 - Official websites;
 - Official social media accounts;
 - Information, Education, and Communication (IEC) materials;
 - Tarpaulins, banners, and collaterals;
 - Other documents related to DepEd's flagship programs.
- Please access the link layout here at <https://bit.ly/DepEdBagongPilipinas>
- Immediate dissemination and compliance of this memorandum is desired.

MARSETTE D. SABBALUCA
MARSETTE D. SABBALUCA, CESO VI
 Schools Division Superintendent



Enclosure : RM 1160, S. 2024
 Reference :
 Allotment :
 No. of Pages : _____
 To be indicate in the **Perpetual Index** under the following subjects:

DepEd and Bagong Pilipinas Logos

FN: /Junmarl Alconga/ Division Information Officer /SGOD



Republic of the Philippines
Department of Education
REGION VI-WESTERN VISAYAS

NOV 15 2024

REGIONAL MEMORANDUM

No. 1-160 s. 2024

**ADOPTION OF DEPED AND BAGONG PILIPINAS LOGOS
IN ALL COMMUNICATION MATERIALS OF DEPED REGION VI**

To: Assistant Regional Director
Schools Division Superintendents
Regional Functional Division Chiefs and ORD Unit Heads
All Others Concerned

- Attached is a Brand Guideline from the Office of the Director, Public Affairs Service on the use of **DepEd and Bagong Pilipinas Logos**.
- The Schools Division Offices, Schools, Community Learning Centers, and other Offices in the Region shall adopt the Brand Guideline and ensure that all communication materials, such as but not limited to the following, will incorporate DepEd and Bagong Pilipinas logos:
 - official letterheads (as a footer);
 - official websites;
 - official social media accounts
 - Information and Education Campaign materials
 - tarpaulins, banners, and collaterals; and
 - other documents and instruments related to flagship programs of the Department of Education.
- The layout can be accessed through the following link: <https://bit.ly/DepEdBagongPilipinas>.
- Should there be a concern or clarification regarding this matter, contact Hernani D. Escullar Jr. via mobile: 09274391118 / 09605950838 or email: hernani.escullarjr@deped.gov.ph.
- Immediate dissemination of and compliance with this Memorandum are desired.


RAMIR B. UYTICO EdD, CESO III
Regional Director

Encl.: As stated
Reference: As stated
To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
MANUALS

COMMUNICATIONS
POLICY

FORMS
PUBLICATIONS

LOGO

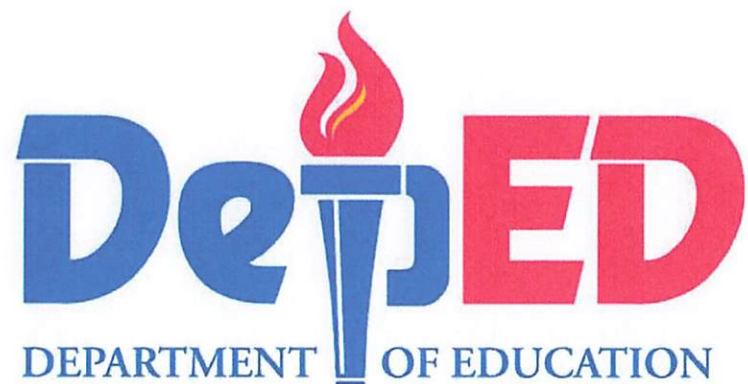
HDE/Folio – Template for issuance
DepEDRO6-PAU-Com-2024-1141/November 13, 2023



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Certificate No. PHP QMS
24 93 0184



BAGONG PILIPINAS

DEPED-BAGONG PILIPINAS 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.

The combined DepEd and Bagong Pilipinas logos are 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 DepEd 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.

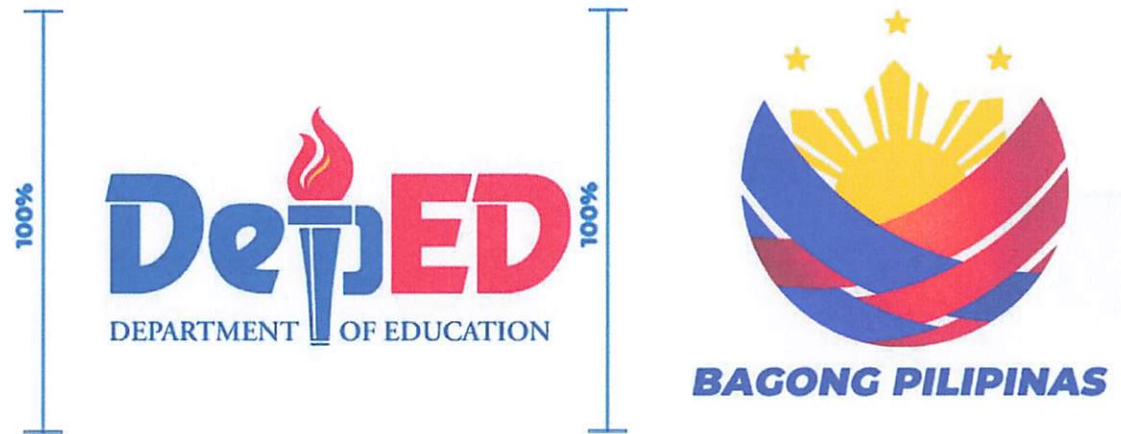


Brand Guidelines

LOGO GUIDELINES

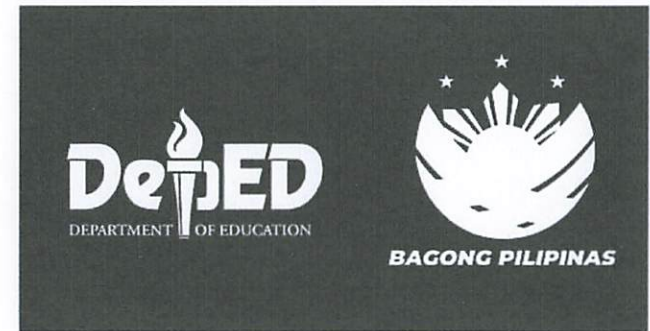
SIZE REQUIREMENTS

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 DepEd logo shall be proportionate to the height of the Bagong Pilipinas logo.



Brand Guidelines

LOGO GUIDELINES



LOGO VARIATION

The DepEd and Bagong Pilipinas logos 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 DepEd logo. **The DepEd logo must always be placed to the left of the Bagong Pilipinas logo.**



Brand Guidelines

LOGO GUIDELINES



Bureau/
Service

Region

Division

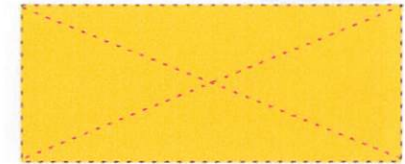
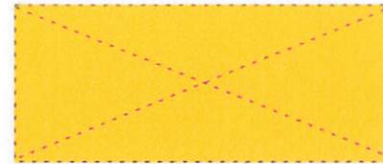
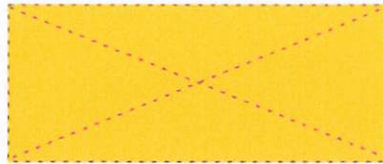
School

CO-BRANDING

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

Brand Guidelines

LOGO RESTRICTIONS

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



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 **APPLICATION**

DEPED AND BAGONG PILIPINAS LOGOS

When applied to various media, ensure prominence of the DepEd and Bagong Pilipinas logos 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).

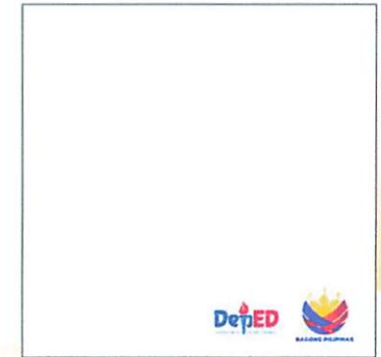
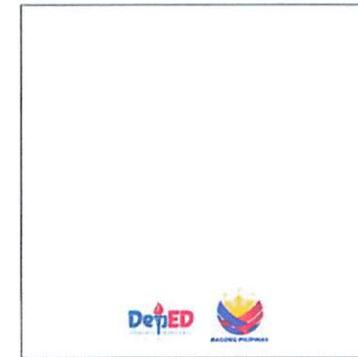
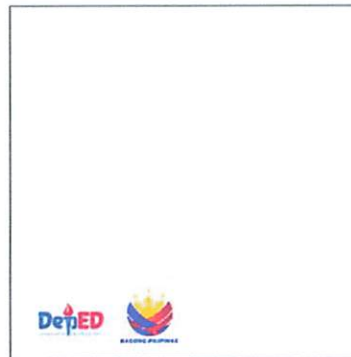
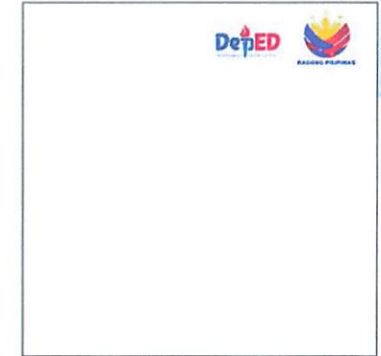


Brand Guidelines

IMAGERY

LOGO PLACEMENT

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

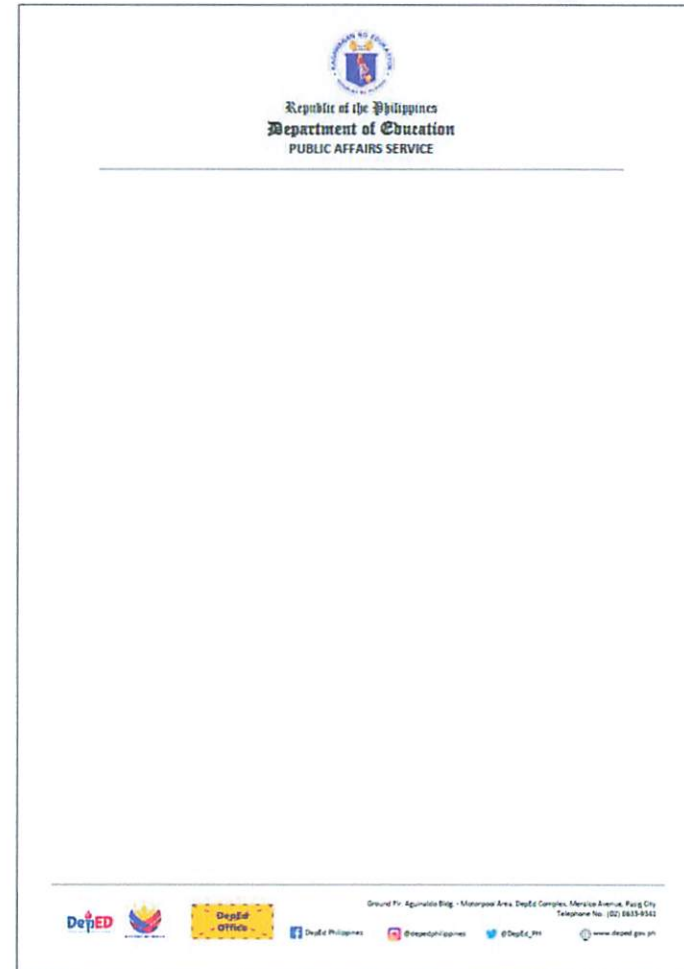


Brand Guidelines

OFFICIAL DOCUMENTS

LOGO PLACEMENT

For logo placement in official documents, the DepEd 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 DepEd and Bagong Pilipinas logos respectively. 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.



To download the materials and assets, visit:

<https://bit.ly/DepEdBagongPilipinas>



 deped.gov.ph

  DepEd Philippines

 [depedphilippines](https://www.instagram.com/depedphilippines)

  DepEd_PH