



Republic of the Philippines  
**Department of Education**  
Region VI – Western Visayas  
**SCHOOLS DIVISION OF CAPIZ**


November 19, 2024

DIVISION MEMORANDUM  
NO. **730** s. 2024

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

To: OIC, Office of the Assistant Schools Division Superintendent  
Chief Education Supervisor, CID  
OIC, Office of the Chief Education Supervisor, SGOD  
Public Schools District Supervisors  
Heads of Public Elementary, Secondary and Integrated Schools  
All Others Concerned

1. Attached is Regional Memorandum No. 1160, s. 2024 titled **“Adoption of DepEd and Bagong Pilinas Logos in all Communication Materials of DepEd Region VI”**.
2. The layout can be accessed through the following link:  
<https://bit.ly/DepEdBagongPilipinas>.
3. For inquiries and concerns, please contact Mr. Hernani D. Escullar Jr., Regional Information Officer, at email [hernani.escullar@deped.gov.ph](mailto:hernani.escullar@deped.gov.ph) or at mobile no. 09274391118/09605950838.
4. Immediate dissemination of and compliance with this Memorandum are desired.

  
**MIGUEL MAC D. APOSIN EdD, CESO V**  
Schools Division Superintendent

Encl.: As stated  
Reference: Regional Memo No. 1160, s. 2024  
To be indicated in the Perpetual Index  
under the following subjects:

CAMPAIGN  
FORMS

COMMUNICATIONS  
PUBLICATION

SCHOOLS  
LOGO

POLICY



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

NOV 15 2024

REGIONAL MEMORANDUM

No. 4-160 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

1. Attached is a Brand Guideline from the Office of the Director, Public Affairs Service on the use of **DepEd and Bagong Pilipinas Logos**.
2. 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.
3. The layout can be accessed through the following link: <https://bit.ly/DepEdBagongPilipinas>.
4. 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](mailto:hernani.escullarjr@deped.gov.ph).
5. 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

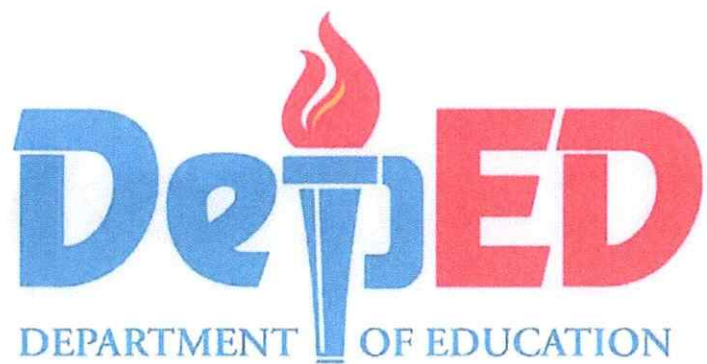
HDE/Folio - Template for issuance  
DepEDRO6-PAU-Com-2024-1141/November 13, 2023



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Certificate No. PHP QMS



**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

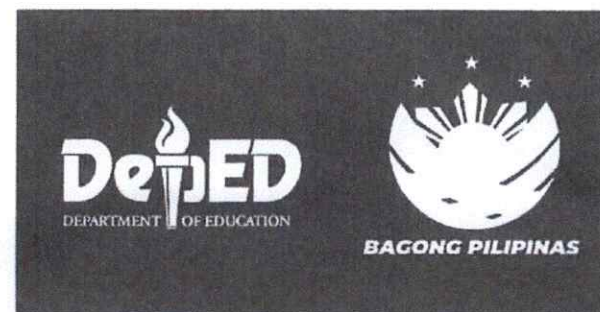
The logo may appear in different sizes but its width must not be smaller than **1.15 inches**. Placed beside the Bagong Pilipinas logo, the DepEd logo shall be proportionate to the height of the Bagong Pilipinas logo.





## 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

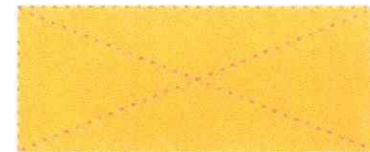
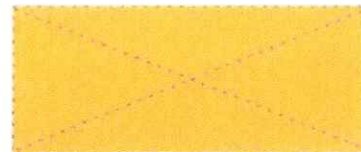
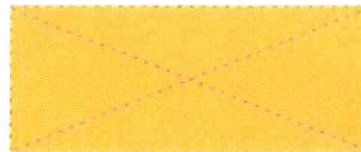
School

## 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.

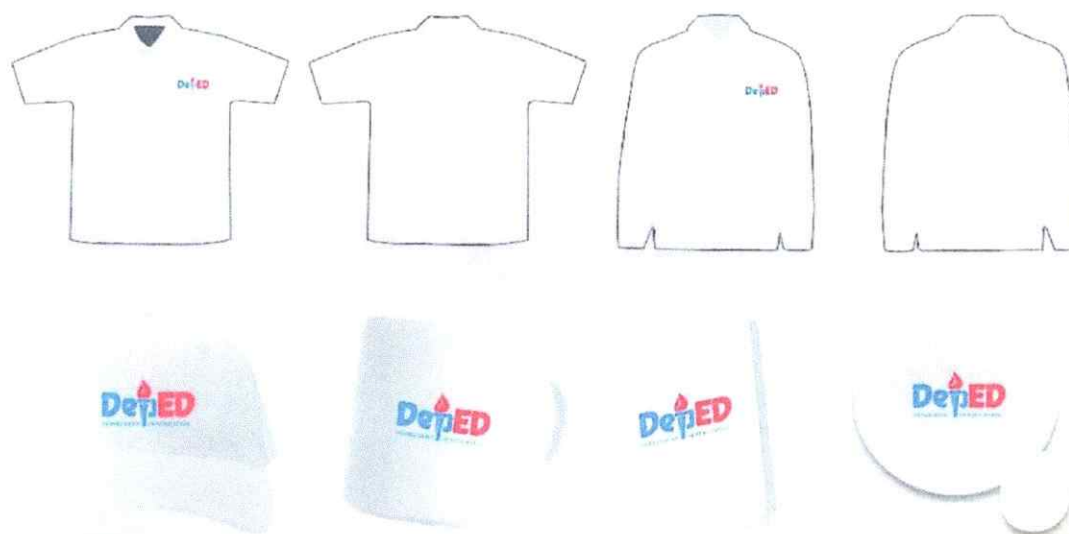


## Brand Guidelines

### 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).

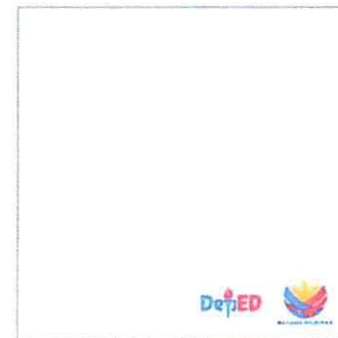
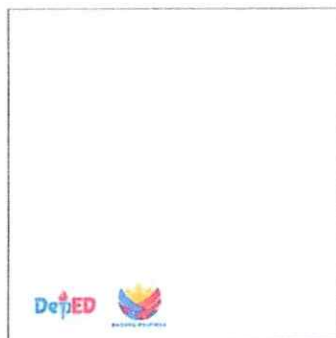
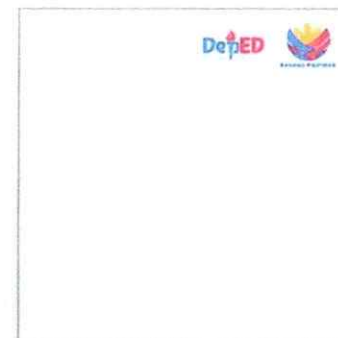
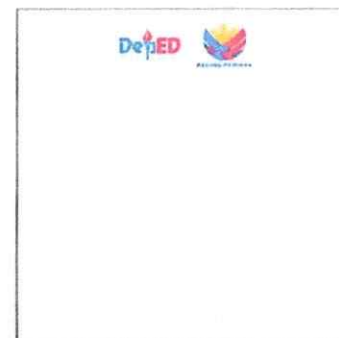


## Brand Guidelines

### 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.





## LOGO PLACEMENT

[illegible]

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To download the materials and assets, visit:

**<https://bit.ly/DepEdBagongPilipinas>**

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 [deped.gov.ph](https://www.deped.gov.ph)

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

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