



Republic of the Philippines  
**Department of Education**  
REGION III  
SCHOOLS DIVISION OFFICE OF BATAAN

**DIVISION MEMORANDUM**

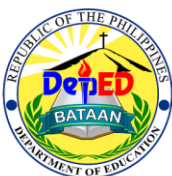
February 14, 2020

No. 65, s. 2020

**IMPLEMENTATION OF THE DEPARTMENT OF EDUCATION MANUAL OF  
STYLE AND SERVICE MARKS AND VISUAL IDENTITY MANUAL**

To: Assistant Schools Division Superintendent  
Chiefs of Division  
Education Program Supervisors  
Public Schools District Supervisors  
Public School Heads  
All Others Concerned

1. Pursuant to DepEd Order No. 030, s. 2019 entitled "The Department of Education Manual of Style", this Office announces the implementation of the DepEd Manual of Style (DMOS), 2019 edition. This Manual prescribes the latest language style, format, and usage based on the *The Chicago Manual of Style*, 17<sup>th</sup> Edition and integrates DepEd House Style, which includes common usage within the Department.
2. The DMOS shall serve as reference for DepEd personnel involved in styling and formatting DepEd issuances and other official documents to ensure clarity; completeness of information; conciseness; and consistency in spelling, grammar, punctuation, hyphenation, capitalization, typeface, and abbreviation, among other rules.
3. Likewise, this Office also announces the adoption of Service Marks and Visual Identity Manual (DSMVIM), 2019 Edition to all DepEd Officials and personnel at the schools division office, district offices, and schools as per DepEd Order No. 031, s. 2019 entitled "The Department of Education Service Marks and Visual Identity Manual".
4. The DSMVIM shall serve as reference for DepEd officials, personnel, and employees on the style and usage of the Department's name, seal, and logo. It will also be useful for those involved in the production of official forms, publications, and advocacy materials in communication, multimedia and graphic creative solutions intended to enhance the Department's strategic priorities.
5. The features and colors of the DepEd seal and other provisions as described in DO 63, s. 2011 entitled "Department of Education (DepEd) Seal" shall remain and shall be



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ISO 9001: 2015 CERTIFIED

used and applied in all relevant DepEd standard templates and official documents, as specified in the Manual.

6. DepEd shall protect and safeguard the integrity of its official visual marks such as official name, seal, and logo. This Department shall also guard the use of these marks against commercialization by unscrupulous entities. Anyone found responsible for violating any provisions in the abovementioned Order will undergo administrative disciplinary action and other legal remedies.
7. The implementation shall take effect on February 17, 2020.
8. Template for letterhead can be accessed through this link, <http://bit.ly/NewISOLetterhead>. Modifying or editing any elements of the prescribed template is strictly discouraged. Furthermore, release date of all issuances shall be stamped by the records section. Date of preparation must be indicated in the tracer section of the issuance.
9. Issuances and Templates can be downloaded through the following links:
  - DO No. 30, s. 2019 (The Department of Education Manual of Style) – <http://bit.ly/DepEDMOS>
  - DepEd Manual of Style (DMOS), 2019 edition - <http://bit.ly/MOS2019Edition>
  - DO No. 31, s. 2019 (The Department of Education Service Marks and Visual Identity Manual) - <http://bit.ly/DepEdVIM>
10. Attached is the sample letterhead for schools.
11. Immediate dissemination of and strict compliance with this Memorandum is enjoined.

  
**ROMEO M. ALIP, PhD, CESO V**  
Schools Division Superintendent

Encl.: As stated  
Reference:  
DepEd Order: (Nos. 30 and 31, s. 2019)

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

BUREAUS AND OFFICES	POLICY
COMMUNICATIONS	PUBLICATIONS
LANGUAGE	RULES AND REGULATIONS
MANUAL	LOGO
MONITORING AND EVALUATION	SEAL



Republic of the Philippines

## Department of Education

REGION III

SCHOOLS DIVISION OFFICE OF BATAAN

NAME OF SCHOOL

SCHOOL ADDRESS

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Writer code  
Date

School  
Logo

Complete School Address:  
School Contact Details