



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

JAN 10 2025

DIVISION ADVISORY
No. 013, s. 2025

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Public Schools District Supervisors
Elementary and Secondary School Heads
All Others Concerned

Pursuant to Regional Memorandum No. 008, s. 2025, titled "Dissemination of the DepEd-Bagong Pilipinas Branding Guidelines," this Office informs all concerned that these guidelines are in compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President. The memorandum directs all government instrumentalities to incorporate the Bagong Pilipinas logo in all communication materials of the agencies and offices.

Attached herewith is Regional Memorandum No. 008, s. 2025 for your reference and guidance.


CAROLINA S. VIOLETA, EdD, CESO V
Schools Division Superintendent

In compliance with DepEd Order No. 8 s. 2013, this Division Advisory is issued not for endorsement per D.O. 28 s. 2001 only for the information of DepEd Officials, personnel as well as the concerned public.

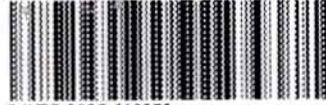
CI10/ci28
January 9, 2025



Kabukiran, Calaylayan, Abucay 2114 Bataan
www.depedbataan.com bataan@deped.gov.ph
www.facebook.com/DepEdBataan

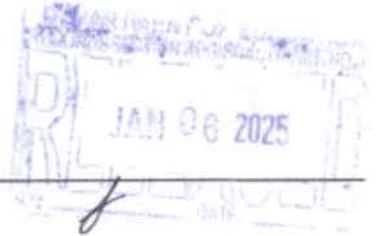
"We Mould Heroes"





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JAN 07 2025

Republic of the Philippines
Department of Education
REGION III-CENTRAL LUZON



BY: 940

REGIONAL MEMORANDUM

No. 008, s. 2025

DISSEMINATION OF THE DEPED-BAGONG PILIPINAS BRANDING GUIDELINES

To : Assistant Regional Director
Schools Division Superintendents
Chiefs, Functional Division Chiefs
Public Elementary and Secondary School Heads
Division Information Officers
Heads, Regional Units and Sections
All Others Concerned

1. This is to disseminate the DepEd-Bagong Pilipinas Branding Guidelines released by the Office of the Assistant Secretary for Public Affairs (OASPAS) for information and reference of all concerned. These guidelines are in compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President, directing all government instrumentalities to incorporate the Bagong Pilipinas logo in all communication materials of the agencies and offices.
2. These guidelines shall be observed in the formatting of official issuances letterhead and footer of all DepEd offices and schools in the region including QMS-related documents and advocacy materials cited in the guidelines.
3. For information and guidance of all concerned.

RONNIE S. MALLARI, PhD, CESO V
Regional Director

Incl.: As stated

References: None

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

BAGONG PILLIPINAS BRANDING GUIDELINES
LETTERHEAD FORMAT FOOTER FORMAT

/paul
January 6, 2025

To send feedback
regarding any of
our services,
kindly scan the
QR Code.



Address: Matalino St. D.M. Government Center, Maimpis,
City of San Fernando (P)

Telephone Number: (045) 598-8580 to 89

Email Address: region3@deped.gov.ph

Website: <https://region3.deped.gov.ph/>



Certificate No. PMP QMS
24 82 0181

**[FOR GUIDANCE] DepEd-Bagong Pilipinas Branding Guidelines**

From Office of the Assistant Secretary for Public Affairs (OASPAS) <oaspas@deped.gov.ph>

Date Fri 1/3/2025 4:06 PM

To PUBLIC AFFAIRS UNIT REGION1 <pau.region1@deped.gov.ph>; PUBLIC AFFAIRS UNIT DEPED RO2 <pau.region2@deped.gov.ph>; PAU RO III <pau.ro3@deped.gov.ph>; PAU CALABARZON <pau.calabarzon@deped.gov.ph>; PAU MIMAROPAREGION <pau.mimaroparegion@deped.gov.ph>; DEPED V BICOL REGION <region5@deped.gov.ph>; REGION6 PAU <region6.pau@deped.gov.ph>; PAU RO7 <ro7.pau@deped.gov.ph>; PAU REGION8 <pau.region8@deped.gov.ph>; DEPED IX ZAMBOANGA PENINSULA <region9@deped.gov.ph>; PAU REGION10 <pau.region10@deped.gov.ph>; DEPED XI DAVAO REGION <region11@deped.gov.ph>; PAU REGION12 <pau.region12@deped.gov.ph>; PAU NCR <pau.ncr@deped.gov.ph>; CAR PAU <car.pau@deped.gov.ph>; PAU CARAGA <pau_caraga@deped.gov.ph>

Cc Cesar Bucsit <cesar.bucsit@deped.gov.ph>; Amir Aquino <amir.aquino@deped.gov.ph>; Michelle Lacson <michelle.lacson001@deped.gov.ph>; Ariel Azuelo <ariel.azuelo@deped.gov.ph>; Sherelyn Laquindanum <sherelyn.laquindanum@deped.gov.ph>; Mayflor Marie Jumamil <mayflormarie.jumamil@deped.gov.ph>; Hernani Escullar Jr <hernani.escullarjr@deped.gov.ph>; Amaryllis Villarmia <amaryllis.rodiguez@deped.gov.ph>; Jasmin Calzita <jasmin.calzita@deped.gov.ph>; Dahlia Paragas <dahlia.paragas@deped.gov.ph>; Fatima Villaremo <fatima.villaremo@deped.gov.ph>; Reah Joy Halique <reahjoy.halique@deped.gov.ph>; Germa Constantino <germa.constantino@deped.gov.ph>; BLESS MARICAR RAMOS <bless.ramos@deped.gov.ph>; Pedro Tecson <pedro.tecson@deped.gov.ph>; Public Affairs Service - Office of the Director <pas.od@deped.gov.ph>; Communications Divisions <pas.cd@deped.gov.ph>; Jan Kevin Rivera <jankevin.rivera@deped.gov.ph>; Jason Mercene <jason.mercene@deped.gov.ph>

1 attachment (2 MB)

DepEd_BP Guidelines.pdf;

Dear All,

Please find attached the DepEd-Bagong Pilipinas branding guidelines, for reference and guidance. Thank you.



Office of the Assistant Secretary for Public Affairs
Department of Education Central Office
Meralco Avenue, Pasig City

Tel. No. (02) 8631-8493

Email. oaspas@deped.gov.ph



DEPED-BAGONG PILIPINAS BRAND GUIDELINES

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.

ABOUT



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

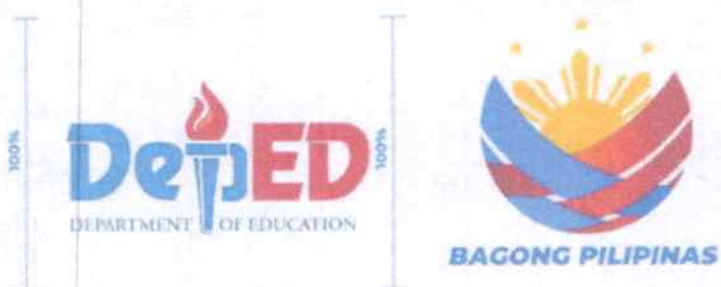
Maintain a minimum amount of clear space around the logo to ensure that the image and message is clear and unobstructed.



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

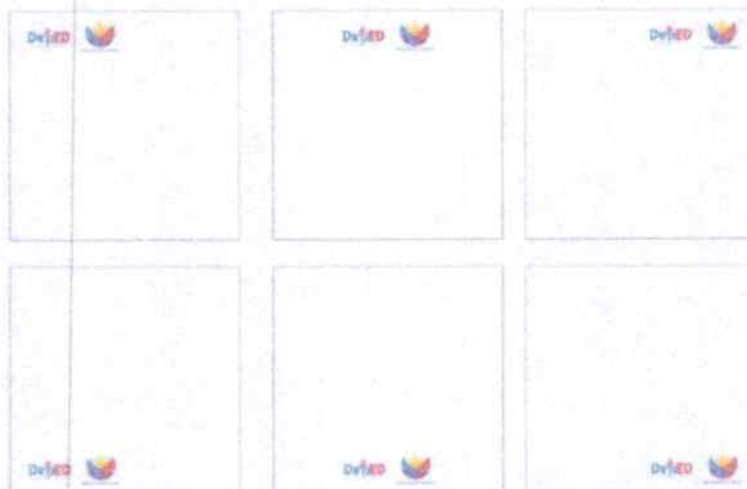
When applied to various media, ensure prominence of the DepEd logo in terms of placement and proportion compared with other elements. The official logo of DepEd can still be used separately following the guidelines under the Department's Service Marks and Visual Identity Manual (DO No. 031, s. 2019).



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

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