

Department of Education

SOCCSKSARGEN REGION

October 10, 2023

REGION MEMORANDUM KMT-2023-001

GUIDELINES ON THE USE OF BAGONG PILIPINAS LOGO AND MATATAG BRANDING IN DEPED SOCCSKSARGEN REGION

To: Assistant Regional Director
Functional Division Chiefs
Schools Division Superintendents
All Teaching, Related Teaching, and Non-Teaching Personnel

- 1. Pursuant to Memorandum Circular No. 34 from the Office of the President titled Launching the Bagong Pilipinas Campaign as the Administration's Brand of Governance and Leadership, all Non-Government Agencies and instrumentalities, including Government-Owned and Controlled Organizations, and State Universities and Colleges, shall adopt the Bagong Pilipinas logo and incorporate the same in their letterheads, websites, official social media accounts, and other documents and instruments pertaining to flagship programs of the government.
- 2. Additionally, in reference to Memorandum-PAS-OD-2023-006 titled **MATATAG Branding Guidelines and Templates**, the Department of Education developed the branding guidelines for the Matatag logo and creative elements as part of its strategy to effectively communicate the department's priority agenda.
- 3. In conformance with the issuances, DepEd-SOCCSKSARGEN Region shall incorporate the Bagong Pilipinas logo and MATATAG branding in all its official communication channels and materials.
- 4. Refer to the following enclosures for the standards and guidelines: Enclosure 1: Official Slide Decks for RO, SDOs, and Schools Enclosure 2: Official Template for Letters and Issuances
- 5. The templates can be accessed through the link: https://bit.ly/DepEdXIIOfficialFormsandTemplates.
- 6. For queries and clarifications, email kmt.region12@deped.gov.ph.

7. For information and compliance of all concerned.

Director IV

Encl.: 1- Official Slide Decks for RO, SDOs, & Schools; 2- Official Template for Letters and Issuances

Reference: MC No. 34, Memorandum-PAS-OD-2023-006

Allotment: None

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

OFFICIAL TEMPLATES ISSUANCES

 $\it EFE/KMT/RM/GUIDELINES~ON~THE~USE~OF~BAGONG~PILIPINAS~LOGO~AND~MATATAG~BRANDING~IN~DEPED~SOCCSKSARGEN~REGION/005/October~11,~2023 \\$





Address: Regional Center, Brgy. Carpenter Hill, City of Koronadal

Telefax No.: (083) 2288825/ (083) 2281893 **Website:** depedroxii.org

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Department of Education

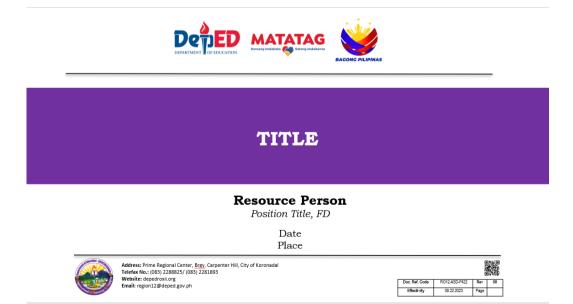
SOCCSKSARGEN REGION

Enclosure 1 to Region Memorandum KMT-2023-001

Official Slide Decks for RO, SDOs, and Schools

- 1. The Title Slide reflects the DepED logo, MATATAG Branding, and Bagong Pilipinas Logo on the upper front center.
- 2. The official background color for the TITLE is violet for the regional office. For the SDOs, respective division colors may be used with font color that will blend well with the background, if white does not.
 - Font Style Bookman Old Style
 - Font Size 32-36
 - Font color white
- 3. The title can be written in (a) UPPERCASE or (b) Capitalize Each Word, depending on the length of words used.
- 4. The official slide deck template is already registered as documented information of the regional office; hence, there is no need to change the QR code, document reference code, and effectivity found at the footer section.
- 5. The region logo can be changed to division logo or school logo with complete division/school information: Adress, Telephone Number, Website, and Email. If the slides would be used in schools, the division logo shall be replaced with the school logo.
- 6. The succeeding slide decks shall have the following branding and logo at the footer: DepEd logo, MATATAG branding, and Division/School logo.

Slide 1: Title Page









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Slide 2 onwards.

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Enclosure 2 to Region Memorandum KMT-2023-001

Official Template for Letters and Issuances

- 1. The header and the footer must follow the standards set by the following legal bases:
 - a. DO 30 s. 2019 The Department of Education Manual Of Style
 - b. DO 31 s. 2019 The Department of Education Service Marks and Visual Identity Manual
 - c. DM 14 s. 2022 The DepEd Quality Management System Manual and Procedures and Work Instructions Manual
- 2. The Bagong Pilipinas logo and MATATAG branding are reflected in the footer section of both letters and issuances.
- 3. The region logo can be changed to division logo or school logo with complete division/school information: Adress, Telephone Number, Website, and Email. If the letter/issuance shall emanate from the school, the division logo shall be replaced with the school logo.





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