



Republic of the Philippines
Department of Education
REGION XII
SCHOOLS DIVISION OF SOUTH COTABATO

Office of the Schools Division
Superintendent

02 Jan 2024

DIVISION MEMORANDUM
OSDS No. **001** s. 2024

GUIDANCE ON THE USE OF THE OFFICIAL COMMUNICATION TEMPLATES
OF DEPED-SCHOOLS DIVISION OF SOUTH COTABATO

To: Assistant Schools Division Superintendent
Functional Division Chiefs
Public Schools District Supervisors/Principals In-Charge
Public Elementary and Secondary School Heads
All Others Concerned

1. Complying with Memorandum Circular No. 24, s. 2023 of the Office of the President titled **Launching the Bagong Pilipinas Campaign as the Administration's Brand of Governance and Leadership**, this office instructs the incorporation of the Bagong Pilipinas logo in all communication materials of the DepEd-Schools Division Office of South Cotabato and its schools.
2. In reference to MEMORANDUM PAS-OD-2023-031 on **Update on the Deped-Matatag Logo and Prescribing the Use of Bagong Pilipinas Logo**, all personnel concerned are informed that to achieve harmony in branding, a DepEd-MATATAG logo was established, combining the DepEd and the MATATAG logos with blue and red lines in its upper and lower section. The DepEd-MATATAG logo was developed with the guidance of the Office of the Secretary (OSEC), is considered a new branding for the Department, and shall not be construed as a departure from the Department's Service Marks and Visual Identity Manual (DO No. 031, series of 2019).
3. These DepEd-MATATAG and Bagong Pilipinas logos shall be used on the following:
 - a. Official Issuances/Correspondences (as a footer),
 - b. Official website,
 - c. Official social media account, and
 - d. Other documents and instruments related to flagship programs of the Department of Education.
2. Anent these, all the authors and office encoders of issuances/correspondences, layout/graphic artists of SDO and schools, and other



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personnel concerned are advised to refer to, and use the official templates that can be downloaded through these links:

a. DO 031, s. 2019 - https://www.deped.gov.ph/2019/11/04/november-4-2019-do-031-s-2019-the-department-of-education-service-marks-and-visual-identity-manual/do_s2019_031-dsmvim/

b. DO 030, s. 2019 - <https://www.deped.gov.ph/2019/10/18/october-18-2019-do-030-s-2019-the-department-of-education-manual-of-style/>

c. SDOSC Issuances/ Correspondences - <https://bit.ly/SDSCNewDocTemplates>

d. SDOSC PPT Presentation Template - <https://bit.ly/SDSCMatatagTemplates>

3. To download the high-resolution copies of the merged logos, visit [bit.ly/DepEdMATATAG- BagongPilipinas-Logos](https://bit.ly/DepEdMATATAG-BagongPilipinas-Logos)

4. For the Office of the School Principal, the letterhead must conform with the standards stipulated in DepEd Service Marks and Visual Identity Manual except for the inclusion of DepEd Matatag and Bagong Pilipinas logos before the School Logo in the footer as shown below.



5. All the Functional Division Office, Section, Unit, and School Heads, the Designated Division Information Officer and School Information Officers of SDOSC are directed to ensure compliance with the **Guidelines on the use of DepEd Matatag and Bagong Pilipinas Logos**, and adherence to DepEd Order 031, s. 2019 on **DepEd Service Marks and Visual Identity Manual (DSMVIM)**, and DepEd Order 030, s. 2019 on **DepEd Manual of Style (DMOS)**.

6. Immediate dissemination of this memorandum is directed.

LEONARDO M. BALALA, CESO V
Schools Division Superintendent



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Encl.: As stated

Reference: MC 24, S. 2023

MEMORANDUM PAS-OD-2023-031

DO 030, S. 2019

DO 031, S. 2019

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

COMMUNICATIONS

MTSH/DM- guidance on the use of the official communication templates of deped-
schools division of south cotabato

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