



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

**Office of the Schools Division  
Superintendent**

**06 Jan 2025**

DIVISION MEMORANDUM  
OSDS No. **004** s. 2025

**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  
Division Information Officer  
Public Elementary and Secondary School Heads  
School Information Coordinators  
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. Anent this, all personnel concerned are informed that to achieve harmony in branding, the combined **DepEd logo** and **Bagong Pilipinas Logos** are 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 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 personnel concerned are advised to refer to, and use the official templates that can be downloaded through these links:



Address: Alunan Avenue, Koronadal City, South Cotabato  
Telephone Number: (083)228-3801  
Email Address: [south.cotabato@deped.gov.ph](mailto:south.cotabato@deped.gov.ph)



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- 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/](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://tinyurl.com/SDOSC-TEMPLATES-2025>
- d. SDOSC PPT Presentation Template - <https://tinyurl.com/SDOSC-TEMPLATES-2025>
- e. High-resolution copies of the merged logos - <https://bit.ly/DepEdBagongPilipinas>
3. For the **Office of the School Principal**, the letterhead must conform to the standards stipulated in **DepEd Service Marks and Visual Identity Manual** except for the inclusion of DepEd and Bagong Pilipinas logos before the School Logo in the footer as shown below.



Address:  
Telephone Number:  
Email Address:

4. All the Functional Division Office, Section, Unit, and School Heads, the Designated Division Information Officer, and School Information Coordinators of SDOSC are directed to ensure compliance with the **Guidelines on the use of DepEd 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)**.
5. Immediate dissemination of this memorandum is directed.

  
**LEONARDO M. BALALA, CESO V**  
Schools Division Superintendent

Encl.: As stated  
Reference: MC 24, S. 2023  
DO 030, S. 2019



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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  
0000/January 06, 2025

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