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Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS
Schools Division of Bohol

**Office of the Schools
Division Superintendent**

September 29, 2023

DIVISION MEMORANDUM

No. **0450**, s. 2023

UPDATED DEPED-MATATAG BRAND GUIDELINES

To: Assistant Schools Division Superintendent
Chief, CID and SGOD
Education Program Supervisors
Public Schools District Supervisors/OIC-PSDS
Public Elementary and Secondary School Heads
All Others Concerned

1. For the information and guidance to all concerned, this Office disseminates Memorandum PAS-OD-2023-032 dated September 6, 2023 and Regional Memorandum No. 690, s. 2023, entitled Updated DepEd-MATATAG Brand Guidelines and Templates of the new logo layout.
2. All Offices and schools in DepEd Bohol are requested to adopt the MATATAG Brand Guidelines in all communication materials related to the Agenda.
3. Immediate dissemination of and compliance with this memorandum is enjoined.


EVANGEL M. LUMINARIAS Ph.D., CESO V
Schools Division Superintendent

EML/ASDS/ADMIN SERVICE/fms



Address: 0050 Lino Chatto Drive Barangay Cogon,
Tagbilaran City, Bohol
Telephone No.: (038) 411-2544
Email Address: deped.bohol@deped.gov.ph





Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS

Office of the Regional Director

21 SEP 2023

REGIONAL MEMORANDUM

No. **690**, s. 2023

UPDATED DEPED-MATATAG BRAND GUIDELINES

To: All Schools Division Superintendents/OICs
All Division Information Officers
All Others Concerned

1. For the information and guidance of all concerned, attached is DepEd Memorandum (PAS-OD-2023-032), about the updated DepEd-MATATAG Brand Guidelines and Templates.
2. In relation to DepEd Regional Memorandum No. 617, s. 2023, prescribing the use of the merged DepEd-MATATAG Logo and Bagong Pilipinas Logo, all DepEd communications requiring the use of the official letterhead and footer are hereby directed to follow the Updated DepEd MATATAG Brand Guidelines. Specifically indicated in the said updated guidelines is the Co-Branding of the Merged DepEd-MATATAG Logo for partnership materials with DepEd Offices. Below is the prescribed logo layout:

Brand Guidelines
LOGO GUIDELINES



Bureau/
Service

Region

Division

School

CO-BRANDING

For partnership materials with DepEd offices, **the merged DepEd-MATATAG 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.**



Doña M. Gaisano St., Sudlon, Lahug, Cebu City
Telephone Number: 639457623193 local 700



Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE


Office of the Director IV

MEMORANDUM
PAS-OD-2023-032

2023
4:30 PM

FOR : ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES
REGIONAL OFFICES
SCHOOLS DIVISION OFFICES

ATTN : REGIONAL INFORMATION OFFICERS
DIVISION INFORMATION OFFICERS

FROM : 
JASON V. MERCENE
Supervising Administrative Officer
Officer-In-Charge
Office of the Director, Public Affairs Service

SUBJECT : **UPDATED DEPED-MATATAG BRAND GUIDELINES**

DATE : September 6, 2023

In connection with the previously released office memorandum (PAS-OD-2023-031), the Public Affairs Service (PAS) issues the updated DepEd-MATATAG Brand Guidelines and Templates following the new logo layout.

To download a copy of the DepEd-MATATAG Brand Guidelines and other materials, visit bit.ly/MATATAGCommMaterials.

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, and Schools to adopt these guidelines in all documents and instruments pertaining to the Department's programs, projects, and activities.

For more information, kindly contact the Creative Media Unit of PAS through email pas.cmu@deped.gov.ph.

For compliance.

Thank you.



2nd Flr. Aguinaldo Bldg. - Motorpool Area, DepEd Complex, Meralco Avenue, Pasig City
Telephone No.: (02) 6316033; 6332120; 6337254



Hence, these shall now be the updated logo layout, specifically for the footer in all official issuances/communications of DepEd Region VII:

Regional Office:



Doña M. Gaisano St., Sudlon, Lahug, Cebu City
Telephone Number: 639457623193 local 700

 DepEd Tayo Region VII

 region7.deped.gov.ph

Schools Division Offices:



<SDO address>
Telephone Number: <tel. no>

 SDO FB page

 SDO website

3. For further reference on the Updated Matatag Brand Guidelines, please access this link:
<https://bit.ly/MATATAGCommMaterials>.

4. Immediate dissemination of and compliance with this Memorandum is enjoined.

SALUSTIANO T. JIMENEZ JD, EDD, CESO V
Director IV
Regional Director