



POSTED

Republic of the Philippines
Department of Education
Region I
Schools Division Office
City of San Fernando (La Union)

DIVISION MEMORANDUM

JAN 16 2025

DM No. 43, s. 2025

To: **Assistant Schools Division Superintendent
SGOD and CID Chiefs
Concerned Education Program Supervisors
Concerned Elementary and Secondary Public and Private School Heads
All Others Concerned**

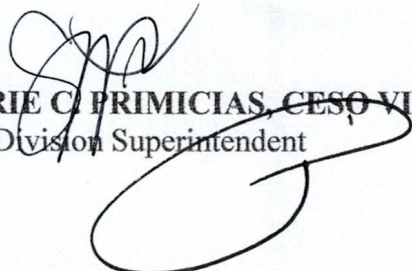
FROM: **OFFICE OF THE SCHOOLS DIVISION SUPERINTENDENT**

SUBJECT: **DISSEMINATION OF THE DEPED-BAGONG PILIPINAS BRAND
GUIDELINES**

Date: January 14, 2025

PARTICULARS

1. This Office, through the Information and Community Relations Unit, disseminates the DepEd and Bagong Pilipinas Brand Guidelines released by the Office of the Assistant Secretary for Public Affairs Service for information and reference to all concerned.
2. These guidelines are in compliance with the Memorandum Circular No. 24, series of 2023 of the Office of the President, incorporating the Bagong Pilipinas logo in all communication materials of government agencies and offices.
3. The combined DepEd and Bagong Pilipinas logos are considered a new branding of the Department and shall not be construed as a departure from the Department's Service Marks and Visual Identity Manual (DepEd Order No. 031, series 2019).
4. The materials may be accessed through the link: <https://bit.ly/DepEdBagongPilipinas>.
5. Compliance to this memo is enjoined.


SHEILA MARIE C. PRIMICIAS, CESO VI
Schools Division Superintendent



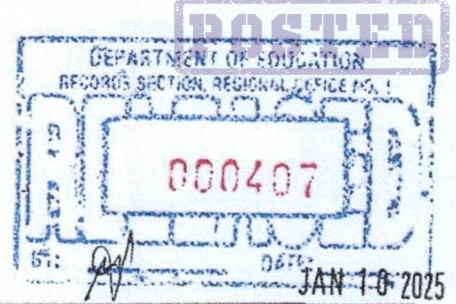
Address: Tanqui, City of San Fernando, La Union
Tel. No./Fax No.: (072) 607-4715
Email Address: sanfernando.city1@deped.gov.ph



Ed. C
Pls disseminate



Republic of the Philippines
Department of Education
REGION I



REGIONAL MEMORANDUM
No. 040 s. 2025

DISSEMINATION OF THE DEPED-BAGONG PILIPINAS BRAND GUIDELINES

To: Schools Division Superintendents
Chiefs of Functional Division
Section and Unit Heads

1. This Office, through the Public Affairs Unit, disseminates the DepEd and Bagong Pilipinas Brand Guidelines released by the Office of the Assistant Secretary for Public Affairs Service for information and reference of all concerned.
2. These guidelines are in compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President, incorporating the Bagong Pilipinas logo in all communication materials of government agencies and offices.
3. The combined DepEd and Bagong Pilipinas logos are considered a new branding of the Department and shall not be construed as a departure from the Department's Service Marks and Visual Identity Manual (DepEd Order No. 031, s. 2019).
4. The materials may be accessed through the link:
<https://bit.ly/DepEdBagongPilipinas>.
4. For strict compliance and wide dissemination.

For the Regional Director:

RHODA T. RAZON
Director III

Encl.: As Stated
Reference: PAS Memorandum
To be indicated in the Perpetual Index
Under the following subjects:

COMMUNICATIONS LOGO

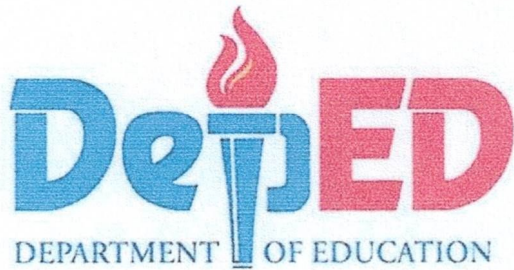
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ORD-PAU/jds/RM_DepEd Bagong Pilipinas Brand Guidelines
January 9, 2025



Doc. Ref. Code	RM-ORD	Rev	00
Effectivity	11.18.2024	Page	1 of 1





DEPED-BAGONG PILIPINAS BRAND GUIDELINES

ABOUT



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.

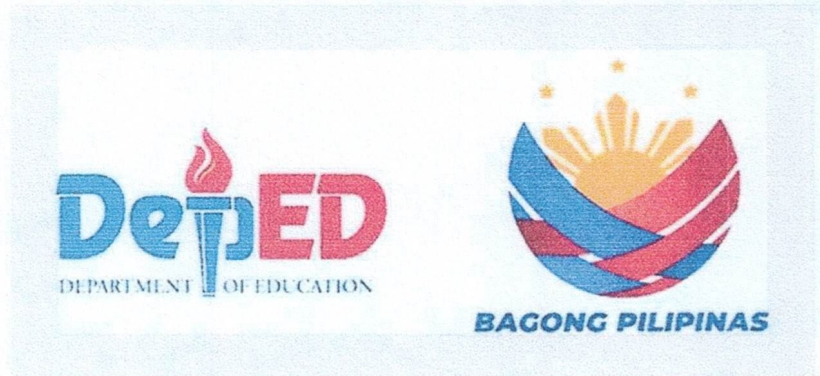
The combined DepEd and Bagong Pilipinas logos are considered a new branding for the Department, and thereby shall not be construed as a departure from the Department's Service Marks and Visual Identity Manual (DO No. 031, series of 2019).

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



BAGONG PILIPINAS

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 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

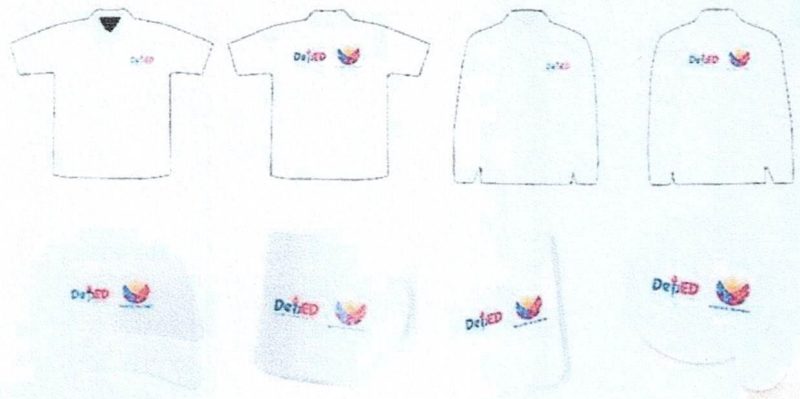


Combining with other elements

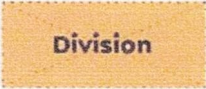
Brand Guidelines APPLICATION

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
LOGO GUIDELINES



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

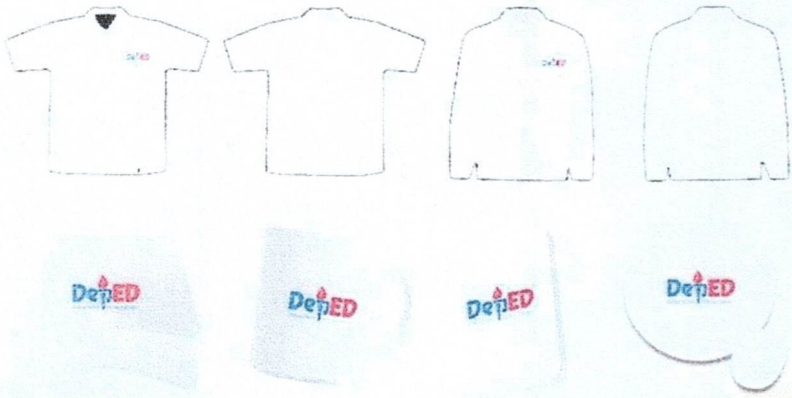
CO-BRANDING

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
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

  DepEd Philippines

 [depedphilippines](https://www.instagram.com/depedphilippines)

  DepEd_PH