

SDS

Republic of the Philippines
Department of Education
REGION XI
SCHOOLS DIVISION OF PANABO CITY

Office of the Schools Division Superintendent

January 28, 2025

DIVISION MEMORANDUM

No. 0034, s. 2025

**DISSEMINATION OF DEPED-BAGONG PILIPINAS
BRAND GUIDELINES**

TO : Assistant Schools Division Superintendent
Chief of Curriculum Implementation Division
Chief of Schools Governance and Operations Division
Public Elementary and Secondary School Heads
Division Section Heads
All Concerned

1. For the information and guidance of all concerned, attached is the Regional Memorandum ORD-2015-018 dated January 23, 2025, and branding guidelines from the office of the Assistant Secretary for Public Affairs and in compliance with Memorandum Circular No. 24, s. 2023, the combined DepEd and Bagong Pilipinas logos are considered new branding for the Department.
2. In view of this, the School Division Office reminds all field offices to strictly adhere to the orders and stipulations in the enclosure memorandum.
3. For information and strict compliance.


JINKY B. FIRMAN, PhD, CESO VI
Schools Division Superintendent ✓

RELEASED

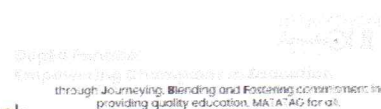
JAN 31 2025

Enclosed: As stated
OSDS/RS/reg/nnp

RECORDS SECTION SDO PANABO CITY
BY 



Schools Division of Panabo City
City Hall Compound, Panabo City
Tel. No. (084) 823-1469
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Republic of the Philippines
Department of Education
DAVAO REGION

January 23, 2025

REGIONAL MEMORANDUM
ORD-2025-018

DEPED-BAGONG PILIPINAS BRAND GUIDELINES

To: Schools Division Superintendents

1. As per the branding guidelines sent by the Office of the Assistant Secretary for Public Affairs and in compliance with Memorandum Circular No. 24, s. 2023, the combined DepEd and Bagong Pilipinas logos are considered new branding for the Department. This will take effect upon the issuance of this Memorandum.
2. The 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).
3. For wide dissemination.

DEPARTMENT OF EDUCATION - DAVAO REGION

RECORDS SECTION

RELEASED

By: 

JAN. 24, 2025

44592

ALLAN G. FARNAZO

Director IV



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BAGONG PILIPINAS

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.

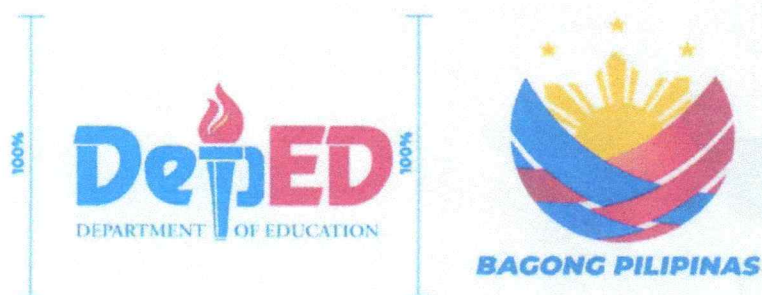


Brand Guidelines

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

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 GUIDELINES



Bureau/
Service

Region

Division

School

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

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



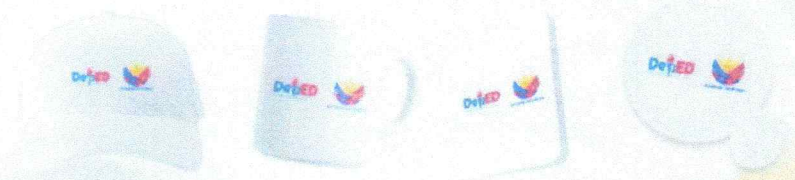
Combining with other elements

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 APPLICATION

DEPED LOGO

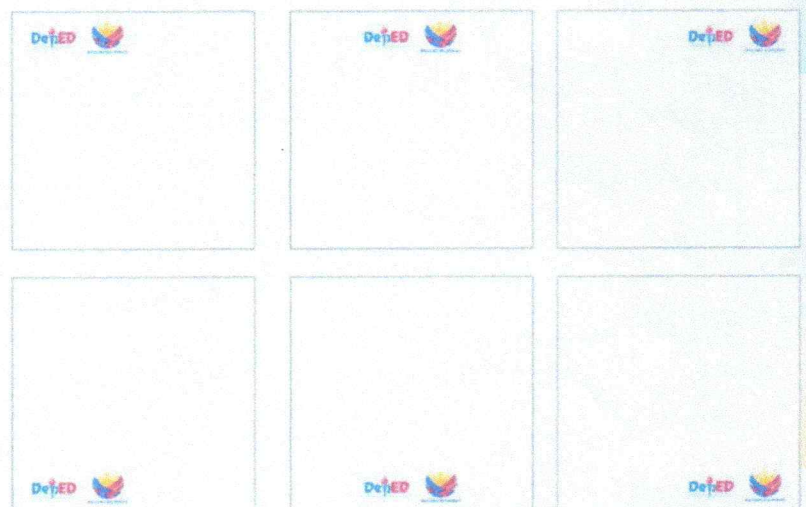
When applied to various media, ensure prominence of the DepEd logo in terms of placement and proportion compared with other elements. The official logo of DepEd can still be used separately following the guidelines under the Department's Service Marks and Visual Identity Manual (DO No. 031, s. 2019).



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