



Republic of the Philippines
Department of Education
REGION III
SCHOOLS DIVISION OF BULACAN

February 16, 2021

DIVISION MEMORANDUM

No. 038, s. 2021

To: Assistant Schools Division Superintendents
Division Chiefs
Education Program Supervisors
Public Schools District Supervisors
Public Elementary and Secondary School Heads
All Others Concerned

**REITERATION ON THE USE OF DEPED SERVICE MARKS AND VISUAL
IDENTITY MANUAL AND DEPED MANUAL OF STYLES**

1. In pursuance of the DepEd Orders No.30 and 31, s.2019, this Office reiterates the consistency on the use of the Department of Education Service Marks and Visual Identity Manual (DSMVIM), and the DepEd Manual of Style (DMOS).
2. All guidelines stated in the DSMVIM shall be used by all concerned pertaining to the standard specifications and applications of DepEd's name, seal, logo, official letterheads, learning resources, citations, documentations, and other official collaterals in order to produce a unified look in all DepEd communications and publications.
3. Additionally, the DMOS prescribes the latest language style, format, and usage based on *The Chicago Manual of Style*, 17th Edition and integrates DepEd House Style which includes common usage within the Department.
4. All DepEd officials and school heads are tasked to download and use the aforesaid DepEd manuals for uniformity on the issuances and templates specified in the manuals.
5. Elementary and secondary school heads are also encouraged to conduct virtual Learning Action Cell (LAC) sessions for proper dissemination and orientation of the said DepEd Orders.
6. Attached to this Memorandum are the most commonly used correspondence and documents from the DepEd service mark manuals for reference perusal.
7. Compliance with and wide dissemination of this Memorandum is desired.

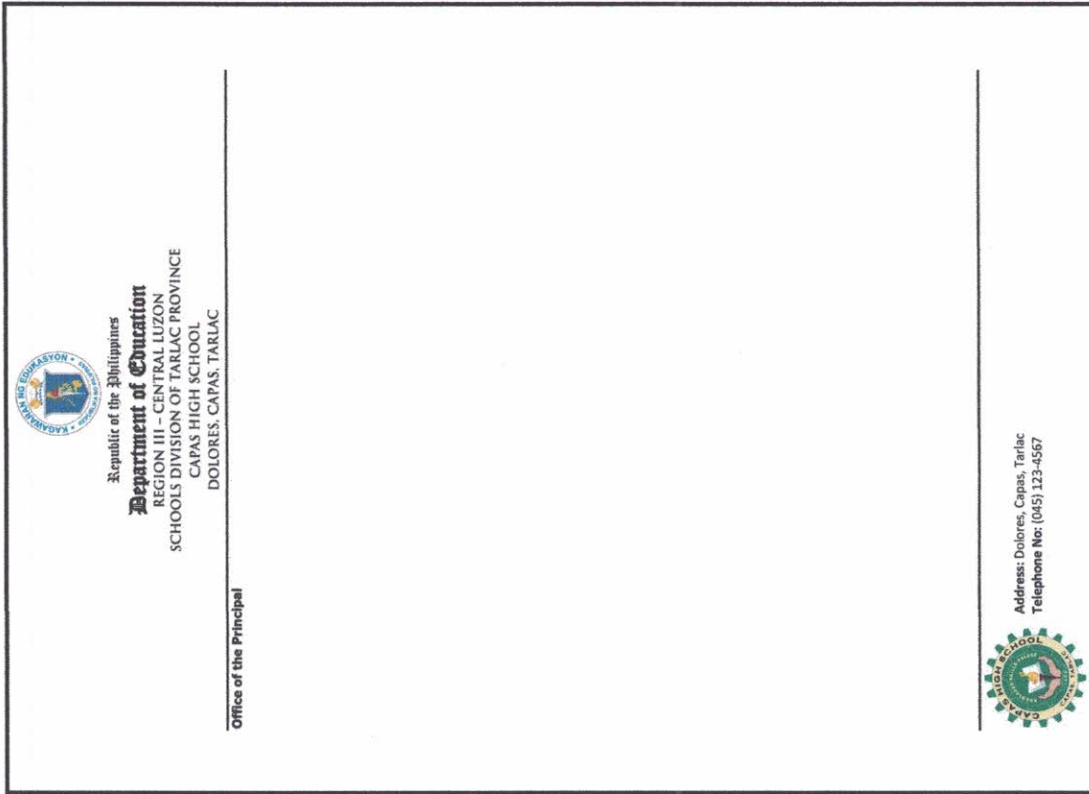

ZENIA G. MOSTOLES, EJD, CESO V
Schools Division Superintendent



Provincial Capitol Compound, Brgy. Guinhawa, City of Malolos, Bulacan
website: <https://bulacandeped.com> email: bulacan@deped.gov.ph



Sample Letterhead of School Principal's Office



Header:

- **Seal** - 0.76 inch
- **Republic of the Philippines** - Old English Text MT, 12 point size, bold
- **Department of Education** - Old English Text MT, 18 point size, bold
- **Name of Regional Office** - Trajan Pro, 10 point size, bold
- **Name of Schools Division Office** - Trajan Pro, 10 point size, bold
- **Name of School** - Trajan Pro, 10 point size, bold
- **Address** - Trajan Pro, 10 point size, bold

Footer:

- **School Seal** - 0.76 inch
- **Office Details (name of school, address, contact numbers, and email address** - Calibri (Body), 10 point size



Republic of the Philippines
Department of Education

REGIONAL _____
Division _____
School Name _____

1st Indorsement

Date _____

Respectfully forwarded to the Schools Division Superintendent, Division of _____, requesting for assistance in securing a certified true copy of School Form 18 (now School Form 5) for reconstruction of Form 137 in relation to the attached request of Name of Learner, who claims to be a graduate of / student in Name of School during the School Year _____. The said record, despite diligent search, is not available in this Office.

For the preferential appropriate action of the Schools Division Superintendent.

Signature over Printed Name
(School Head/Principal)



Name of School: _____
Address: _____
Telephone No.: _____

Sample Certification, Authentication, and Verification Form

Header:


- **Seal** - 0.76 inch
- **Republic of the Philippines** - Old English Text MT, 12 point size, bold
- **Department of Education** - Old English Text MT, 18 point size, bold
- **Name of Regional Office** - Trajan Pro, 10 point size
- **Name of Office/Division** - Tahoma, 10 point size, bold
- **Name of School** - Tahoma, 10 point size, bold

Footer:

- **School Seal** - 0.76 inch
- **Office Details (address, contact numbers, and email address** - Calibri (Body), 10 point size

Reference: DepEd Order No. 8, s. 2015

Appreciation, Participation and Appearance


 Republic of the Philippines
 Department of Education
 DepEd Complex, Meralco Avenue, Pasig City


Certificate of Appreciation

This certificate is awarded to _____

in recognition of her meritorious role during the launching of the Senior High School Program of the Department of Education

Given at the Buklagaan ng Karunungan, Department of Education, DepEd Complex, Pasig City on April 2019.

JUAN DELA CRUZ
 Secretary


 Republic of the Philippines
 Department of Education
 Schools Division Office of Caloccan City
 10th Ave., Kalookan HS, Caloccan City

Certificate of Participation


This certificate is presented to _____

for her participation during the _____ (event) _____ (held where) _____ (time) from March 5 to 10, 2019.

Given at the _____ (venue) _____ 26th day of March 2019.

JUAN DELA CRUZ
 Assistant Schools Division Superintendent

FRANCISCO BALTAZAR
 Schools Division Superintendent


 Republic of the Philippines
 Department of Education
 DepEd Region II-Cagayan Valley
 Curyg, Tuguegarao City, Cagayan

Certificate of Appearance

This is to certify that Mr./Ms. _____ of _____ attended the _____ held at the _____ on _____ month/ date/ year.

JUAN DELA CRUZ
 Regional Director
 Region II-Cagayan Valley

The Service Marks and Visual Identity Manual sets the standard for the placement of the seal and logo. DepEd may use the contents of the certificates.

Co-Branding Sample



DEPARTMENT OF EDUCATION
in partnership with
THE WORLD BANK

presents this





Certificate of Recognition

to



*for being a valuable member of the Workshop Management Team in the
**"Workshop on the Identification of Gaps in DepEd Orders and
 Setting Prioritizations and Policy Directions in the Department of Education"**
 held on March 13-15, 2013 at Taal Vista Hotel, Tagaytay City.*

JUAN DELA CRUZ
Undersecretary, DepEd

INTERAGENCY COMMITTEE ON PHILIPPINE SCHOOLS OVERSEAS

This
Certificate of Appreciation
 is presented to

for his/her invaluable support to the
SEVENTH CONFERENCE OF PHILIPPINE SCHOOLS OVERSEAS
 held on 10-11 May 2008 at the Flora Grand Hotel in Dubai, United Arab Emirates.
 Given this 11th day of May 2008.

SEC. JUAN DELA CRUZ
Department of Education

SEC. JUANA DELA CRUZ
Commission on Filipinos Overseas

SEC. JUAN DELA CRUZ
Department of Labor and Employment
Overseas Workers Welfare Administration

SEC. JUANA DELA CRUZ
Department of Foreign Affairs

The names and titles are not those of the actual agency officials.



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF BULACAN

(Date)

DIVISION MEMORANDUM

No. _____, s. _____

To: (Addressee)

-----**(TITLE OF MEMORANDUM)**-----

(Content of the Division Memorandum)

ZENIA G. MOSTOLES, EdD, CESO V
Schools Division Superintendent





Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF BULACAN

(Date)

To: (Addressee)

(Content of the Division Letter)

ZENIA G. MOSTOLES, EdD, CESO V
Schools Division Superintendent

DIVISION LETTER
No. _____, s. _____





Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF BULACAN

(Date)

To: (Addressee)

(Content of the Division Advisory)

ZENIA G. MOSTOLES, EdD, CESO V
Schools Division Superintendent

DIVISION ADVISORY

No. _____, s. _____





Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF BULACAN

(Date)

OFFICE MEMORANDUM

No. ____ s. ____

To: (Addressee)

From: **The Office of the Schools Division Superintendent**

Subject: _____

Date: _____

(Content of the Office Memorandum)

ZENIA G. MOSTOLES, EdD, CESO V
Schools Division Superintendent



ELECTRONIC MAIL SIGNATURE

- Keep it simple
- Include your name, title, and department
- Include only one address and no more than two telephone numbers (specify office, mobile, fax, etc.)
- Use common fonts such as Helvetica, Calibri, or Arial, sized 12 to 14 points
- If you include a URL, it should be short
- Use plain text for readability
- Use a single color such as black or dark gray
- Avoid using distracting graphics and flashing emoticons



JUAN DELA CRUZ

Assistant Secretary

Legal Affairs

Tel. No.: (+632) 706-5332

(+632) 633-5439

Department of Education

DepEd Complex, Meralco Avenue, Pasig City

www.deped.gov.ph

The electronic mail signature with the Department of Education seal is for the Executive Committee members and employees with salary grades (SG) 24 and up.

JUAN DELA CRUZ

Office of the Assistant Secretary for Legal Affairs

Tel. No.: (+632) 706-5332

(+632) 633-5439

Department of Education

DepEd Complex, Meralco Avenue, Pasig City

www.deped.gov.ph



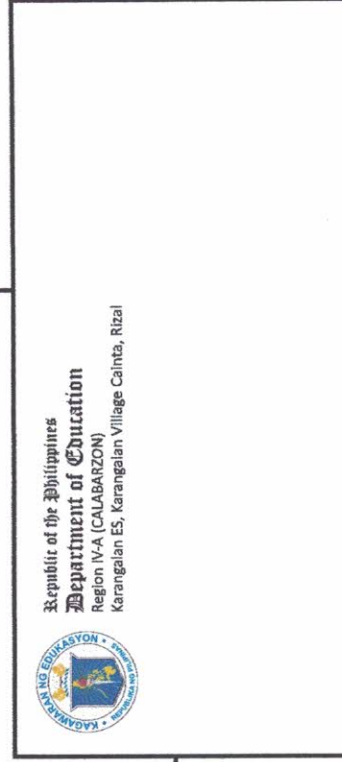
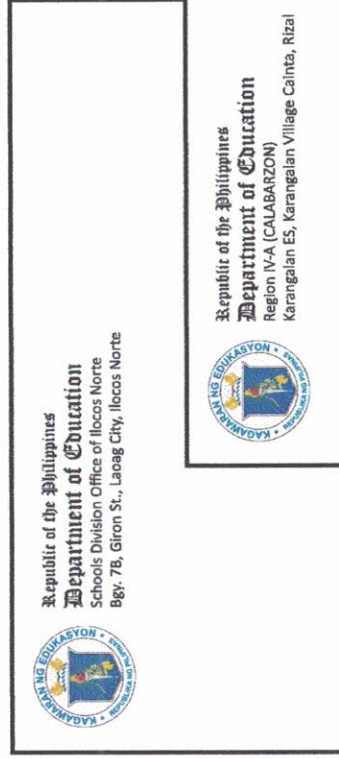
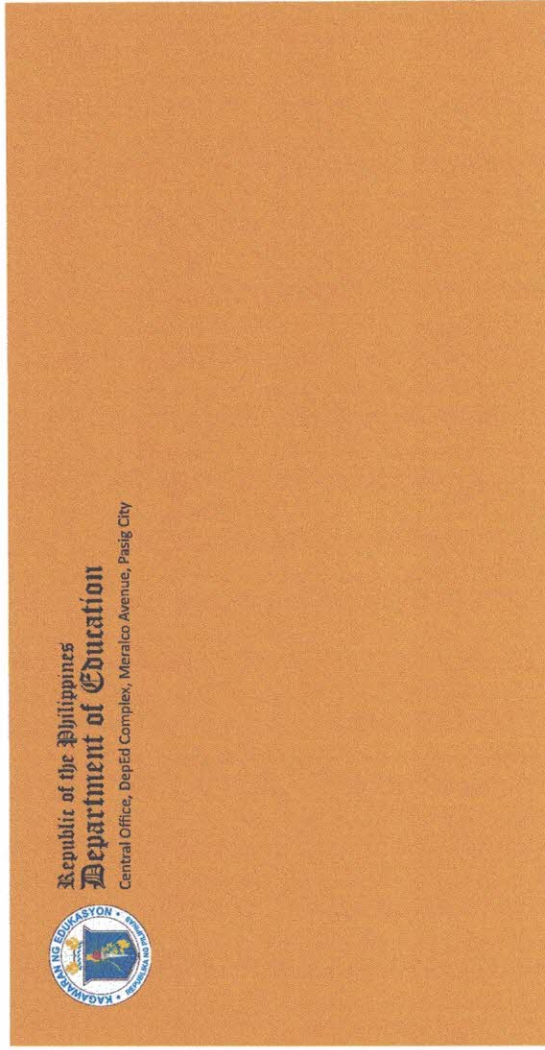
The electronic mail signature with the Department of Education logo is used by employees with salary grades (SG) 23 and below.

ENVELOPE

When the seal with the Department's name is used in envelopes, the aligned horizontal format should be applied.

The official brown envelope comes in size 8.27" x 11.69" (A4) while the size of the business/ mailing envelope is 8.5" x 11 (#10).

The seal should be placed at the uppermost left portion of the envelope. The first line text is set in Old English Text MT, 12 point size and then the second is set in Old English Text MT, 20 point size. The succeeding texts are set in Calibri, 12 point size.



Streamer, Backdrop, and Background Sample



WELCOME PARTICIPANTS DepEd Service Marks and Visual Identity Manual

Public Affairs Service-Publications Division
Ecotech Center, Lahug, Cebu City
(DATE)

FOLDER



The DepEd folder with the logo, that comes in long or short sizes, may be used as organizer or holder of official documents for purposes of presentation during inaugurations, conferences, seminars, and briefings. Sometimes this serves as a press kit.

The logo must be placed on the cover of the folder on the top left corner.

The inner back cover of the folder has another DepEd logo on it. It has the same size with the logo on the front cover.

NAMETAG

For Deped activities:

A nametag must have the DepEd logo at the center, name or nickname of the employee and his role or position in the activity.



For Deped activities in coordination with other agencies:

A nametag must contain the DepEd logo on the upper left corner and the sponsoring office logo(s) on the upper right corner, name or nickname of the employee and his role or position in an activity.



The nametag may come in different sizes.

BACK

DEPARTMENT OF EDUCATION
DepEd Complex, Meralco Avenue, Pasig City
www.deped.gov.ph

JUAN DELA CRUZ
(Secretary/Regional Director/SDS/Principal)

In case of emergency, please contact:
09XX-XXX-XXXX

Other Information

Name and Signature of Employee

FRONT

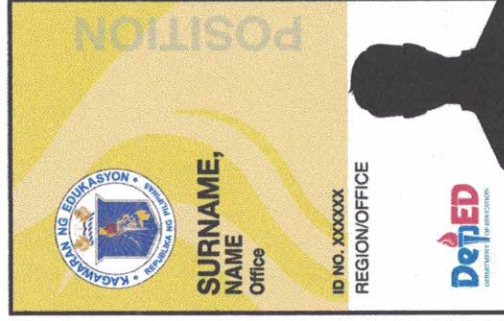
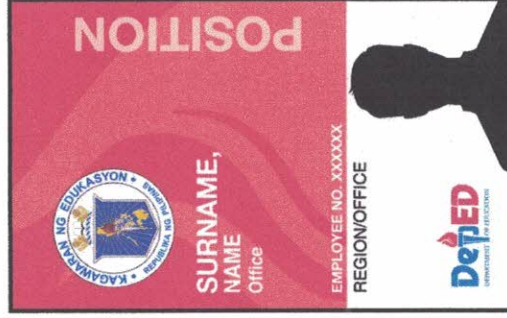
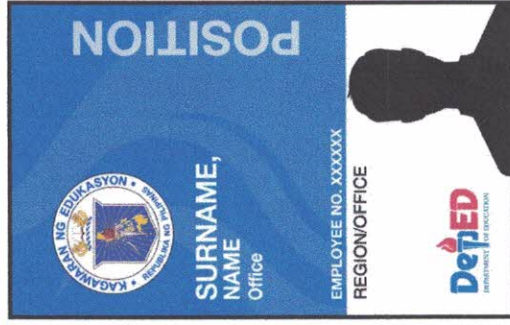


Illustration of Promotion and Advocacy Materials

