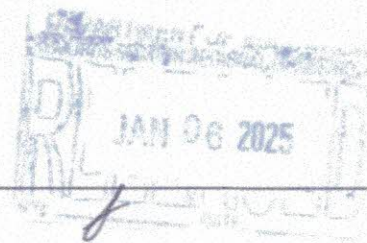


Reproduction No. 001, s. 2025
For dissemination and compliance.

NORMA P. ESTEBAN EdD, CESO V
Schools Division Superintendent
Office of the Schools Division Superintendent
SCHOOLS DIVISION OF BULACAN



Republic of the Philippines
Department of Education
REGION III-CENTRAL LUZON



REGIONAL MEMORANDUM

No. 008, s. 2025

DISSEMINATION OF THE DEPED-BAGONG PILIPINAS BRANDING GUIDELINES

To : Assistant Regional Director
Schools Division Superintendents
Chiefs, Functional Division Chiefs
Public Elementary and Secondary School Heads
Division Information Officers
Heads, Regional Units and Sections
All Others Concerned

1. This is to disseminate the DepEd-Bagong Pilipinas Branding Guidelines released by the Office of the Assistant Secretary for Public Affairs (OASPAS) for information and reference of all concerned. These guidelines are in compliance with Memorandum Circular No. 24, s. 2023 of the Office of the President, directing all government instrumentalities to incorporate the Bagong Pilipinas logo in all communication materials of the agencies and offices.
2. These guidelines shall be observed in the formatting of official issuances letterhead and footer of all DepEd offices and schools in the region including QMS-related documents and advocacy materials cited in the guidelines.
3. For information and guidance of all concerned.



RONNIE S. MALLARI, PhD, CESO V
Regional Director

Incl.: As stated
References: None
To be indicated in the Perpetual Index
under the following subjects:

BAGONG PILLIPINAS	BRANDING GUIDELINES
LETTERHEAD FORMAT	FOOTER FORMAT

/paul
January 6, 2025

To send feedback
regarding any of
our services,
kindly scan the
QR Code.



Address: Matalino St. D.M. Government Center, Maimpis,
City of San Fernando (P)
Telephone Number: (045) 598-8580 to 89
Email Address: region3@depd.gov.ph
Website: <https://region3.depd.gov.ph/>



**[FOR GUIDANCE] DepEd-Bagong Pilipinas Branding Guidelines**

From Office of the Assistant Secretary for Public Affairs (OASPAS) <oaspas@deped.gov.ph>

Date Fri 1/3/2025 4:06 PM

To PUBLIC AFFAIRS UNIT REGION1 <pau.region1@deped.gov.ph>; PUBLIC AFFAIRS UNIT DEPED RO2 <pau.region2@deped.gov.ph>; PAU RO III <pau.ro3@deped.gov.ph>; PAU CALABARZON <pau.calabarzon@deped.gov.ph>; PAU MIMAROPAREGION <pau.mimaroparegion@deped.gov.ph>; DEPED V BICOL REGION <region5@deped.gov.ph>; REGION6 PAU <region6.pau@deped.gov.ph>; PAU RO7 <ro7.pau@deped.gov.ph>; PAU REGION8 <pau.region8@deped.gov.ph>; DEPED IX ZAMBOANGA PENINSULA <region9@deped.gov.ph>; PAU REGION10 <pau.region10@deped.gov.ph>; DEPED XI DAVAO REGION <region11@deped.gov.ph>; PAU REGION12 <pau.region12@deped.gov.ph>; PAU NCR <pau.ncr@deped.gov.ph>; CAR PAU <car.pau@deped.gov.ph>; PAU CARAGA <pau_caraga@deped.gov.ph>

Cc Cesar Bucsit <cesar.bucsit@deped.gov.ph>; Amir Aquino <amir.aquino@deped.gov.ph>; Michelle Lacson <michelle.lacson001@deped.gov.ph>; Ariel Azuelo <ariel.azuelo@deped.gov.ph>; Sherelyn Laquindanum <sherelyn.laquindanum@deped.gov.ph>; Mayflor Marie Jumamil <mayflormarie.jumamil@deped.gov.ph>; Hernani Escullar Jr <hernani.escullarjr@deped.gov.ph>; Amaryllis Villarmia <amaryllis.rodriquez@deped.gov.ph>; Jasmin Calzita <jasmin.calzita@deped.gov.ph>; Dahlia Paragas <dahlia.paragas@deped.gov.ph>; Fatima Villaremo <fatima.villaremo@deped.gov.ph>; Reah Joy Halique <reahjoy.halique@deped.gov.ph>; Germa Constantino <germa.constantino@deped.gov.ph>; BLESS MARICAR RAMOS <bless.ramos@deped.gov.ph>; Pedro Tecson <pedro.tecson@deped.gov.ph>; Public Affairs Service - Office of the Director <pas.od@deped.gov.ph>; Communications Divisions <pas.cd@deped.gov.ph>; Jan Kevin Rivera <jankevin.rivera@deped.gov.ph>; Jason Mercene <jason.mercene@deped.gov.ph>

1 attachment (2 MB)

DepEd_BP Guidelines.pdf

Dear All,

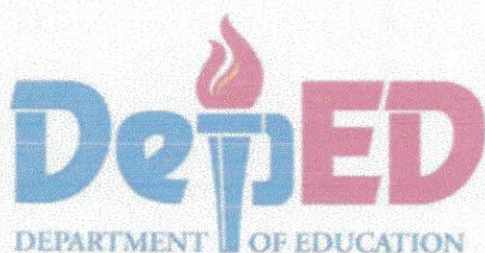
Please find attached the DepEd-Bagong Pilipinas branding guidelines, for reference and guidance. Thank you.



Office of the Assistant Secretary for Public Affairs
Department of Education Central Office
Meralco Avenue, Pasig City

Tel. No. (02) 8631-8493

Email: oaspas@deped.gov.ph



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



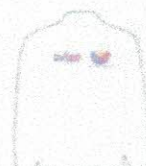
Combining with other elements

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

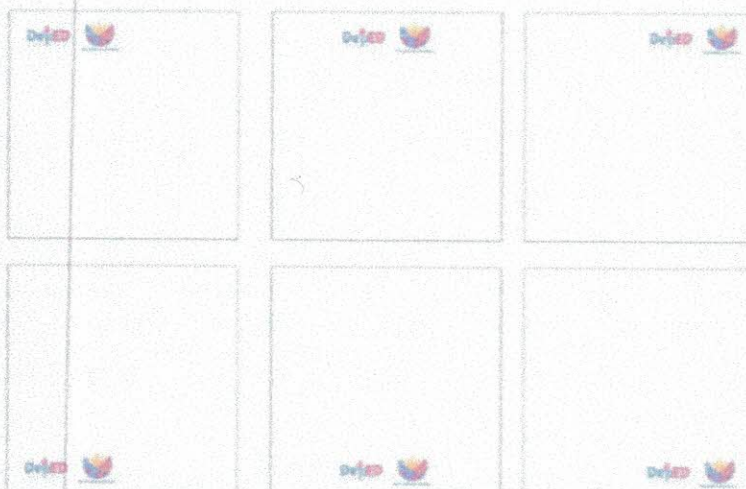
When applied to various media, ensure prominence of the DepEd logo in terms of placement and proportion compared with other elements. The official logo of DepEd can still be used separately following the guidelines under the Department's Service Marks and Visual Identity Manual (DO No. 031, s. 2019).



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](https://www.deped.gov.ph)

  DepEd Philippines

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

  DepEd_PH
