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



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

REGIONAL MEMORANDUM

No. 242, s. 2025

ADOPTION AND USE OF THE NEW OFFICIAL LOGO OF THE DEPARTMENT OF
EDUCATION REGION III

To : Assistant Regional Director
Schools Division Superintendents
Assistant Schools Division Superintendents
Education Program Supervisors
Public and Private Elementary School Heads
All Others Concerned

1. In line with the Regional Office's commitment to strengthen its visual identity and to align with the Department's thrust for unified and responsive branding, the Department of Education (DepEd) Region III hereby officially adopts its new logo, which symbolizes the Region's vision for transformative, inclusive, and forward-looking education.
2. Effective immediately, all Regional Office units, Schools Division Offices, public schools, and relevant stakeholders are directed to:
 - a. Use the new logo in all official communications, memoranda, reports, presentations, learning resources, digital platforms, social media pages, and other promotional and official materials;
 - b. Replace all old versions of the DepEd Region III logo in physical and digital assets (e.g., letterheads, tarpaulins, official seals, signage, and backdrops) no later than **August 14, 2025**;
 - c. Ensure that the new logo is used in accordance with the official brand guidelines of the department; and,
 - d. Refrain from unauthorized modification, distortion, or inappropriate use of the new logo.
3. A high-resolution copy of the official logo can be accessed through **<https://tinyurl.com/DepEdR3Logo>**
4. Schools Division Offices are enjoined to cascade this directive to all public and private schools within their respective jurisdictions to ensure consistent implementation.



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5. For queries and other concerns, you may directly contact **Mr. Ireneo G. Dumas, Jr.**, Project Development Officer II, Office of the Regional Director- Public Affairs Unit, through email at **pau.ro3@deped.gov.ph**.

6. This Memorandum is issued for information and compliance.

RONNIE S. MALLARI, PhD, CESO V
Regional Director

Encl.: As stated

References: None

To be indicated in the Perpetual Index
under the following subjects:

LOGO	IDENTITY
COMMUNICATIONS	BRANDING

ORD1/pau2
July 31, 2025

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