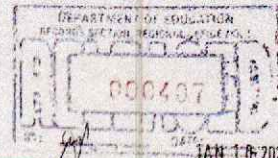


2501-895

Republic of the Philippines  
Department of Education  
REGION I



REGIONAL MEMORANDUM  
No. 040 s. 2025

SCHOOLS DIVISION OFFICE  
DEPED VIGAN CITY

15 JAN 2025

RECEIVED  
BY: WLL

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://doe.gov.ph/DepEdBagongPilipinas>.
4. For strict compliance and wide dissemination.

For the Regional Director:

RHODA T. TAZON  
Director III

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

COMMUNICATIONS      LOGO

ORD-PAU/jds/RM\_DepEd\_Bagong\_Pilipinas\_Brand\_Guidelines  
January 9, 2025

SCHOOLS DIVISION OFFICE  
DEPED VIGAN CITY

16 JAN 2025

RELEASED  
BY: WLL

January 15, 2025

To: Assistant Schools Division Superintendent  
SGOD - CES  
CID - CES  
Public School Heads - Elementary & Secondary

DISSEMINATION OF THE DEPED-BAGONG PILIPINAS BRAND GUIDELINES

Attention is invited to Paragraph 1, in which the Regional Office, through the Public Affairs Unit, disseminates the DepEd and Bagong Pilipinas Brand Guidelines released by the Office of the Secretary for Public Affairs Service. For your information, guidance, and reference.

VILMA D. EDA, CESO V  
Schools Division Superintendent





Republic of the Philippines  
**Department of Education**  
 REGION I



**REGIONAL MEMORANDUM**  
 No. 040 s. 2025

SCHOOLS DIVISION OFFICE  
**DEPED VIGAN CITY**

15 JAN 2025

**RECEIVED**  
 BY: 748

**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.
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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

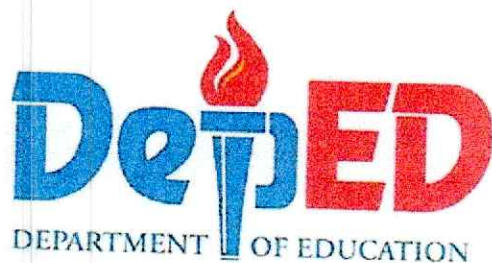
ORD-PAU/jds/RM\_DepEd Bagong Pilipinas Brand Guidelines  
 January 9, 2025



Flores St., Catbangan, City of San Fernando, La Union  
 Telephone Nos.: (072) 607-8137/682-2324  
 DepEd Region I      region1@deped.gov.ph  
 www.depedro1.com

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## 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).



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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.

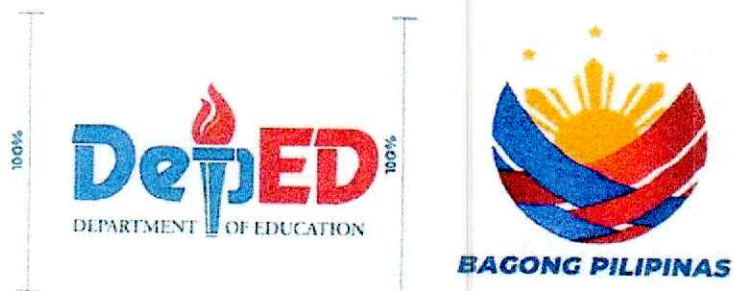


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Brand Guidelines  
**LOGO GUIDELINES**

**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.



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Brand Guidelines  
**LOGO GUIDELINES**



**LOGO VARIATION**

The DepEd and Bagong Pilipinas logos can be rendered in three different colors – **full color, black, and white.**

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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.**

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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.

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Brand Guidelines  
**LOGO GUIDELINES**



External partners

## CO-BRANDING

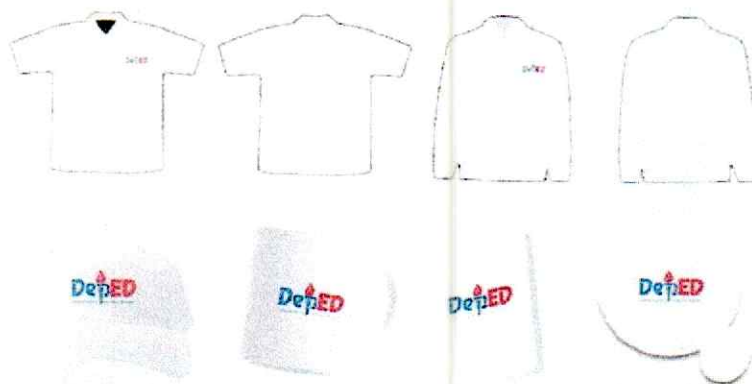
For partnership materials with external partners, the DepEd and Bagong Pilipinas logos must be placed on the leftmost position followed by the external partners' logos.

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## 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

### 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.



## 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.





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## 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.



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To download the materials and assets, visit:

<https://bit.ly/DepEdBagongPilipinas>

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

  DepEd Philippines

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

  DepEd\_PH

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