



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
CITY SCHOOLS DIVISION OF BIÑAN CITY

DEPARTMENT OF EDUCATION
Schools Division of Biñan City
RECORDS SECTION

RECEIVED
APR 02 2025
By: *J. STAN*

02 Apr 2025

DIVISION MEMORANDUM
No. 128, s. 2025

DEPED-BAGONG PILIPINAS BRAND GUIDELINES

To: Assistant Schools Division Superintendent
Chief, School Governance and Operations Division
Chief, Curriculum Implementation Division
All Schoolheads

1. Pursuant to DepEd Order No. 009, s. 2021 re: Institutionalization of a Quality Management System in the Department of Education, this Office, through the Knowledge Management Team, informs all schools on the utilization of the **DepEd-Bagong Pilipinas Brand Guidelines**.
2. Enclosed herewith is the brand guidelines for reference.
3. For queries and concerns, contact Ms. Maureen Jane Q. Alangco, KMT Lead, at (049) 547-0105 or email at sgod.sdobinancy@deped.gov.ph.
4. Immediate and widest dissemination of this Memorandum is desired.


MANUELA S. TOLENTINO, CESO V
Schools Division Superintendent

Encl: As stated

Reference: DepEd Order No. 009, s. 2021

Email from the Office of the Assistant Secretary for Public Affairs

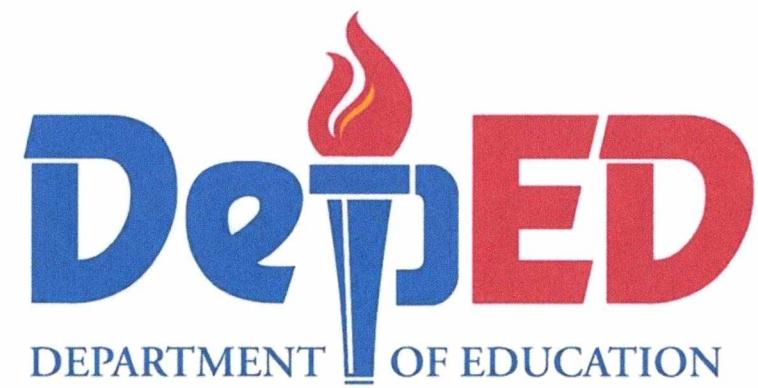
QMS / KMT / MJQA / / DM - Utilization of the DepEd-Bagong Pilipinas Brand Guidelines
/ 04/02/2025



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Certificate No. PHP QMS
22 93 0085



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

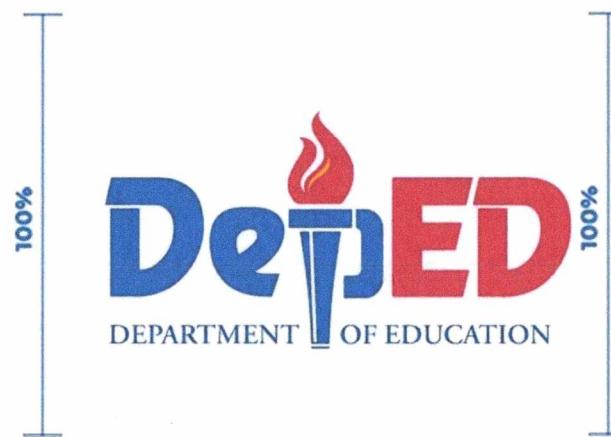
Maintain a minimum amount of clear space around the logo to ensure that the image and message is clear and unobstructed.



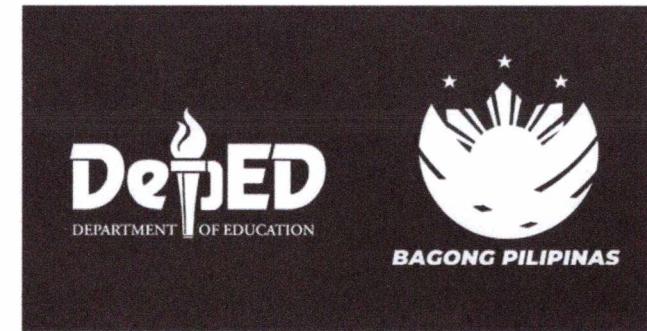
Brand Guidelines LOGO GUIDELINES

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



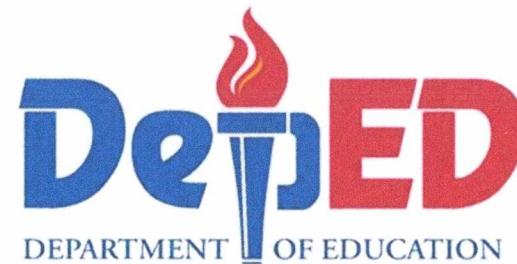
LOGO VARIATION

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

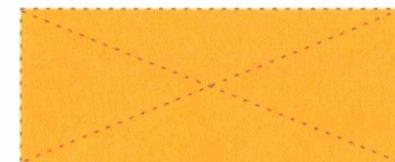
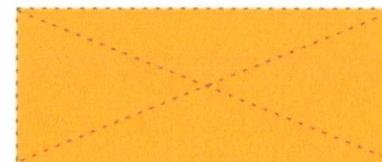
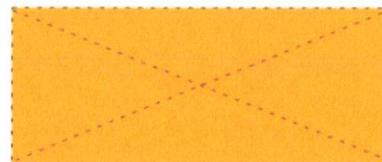
Division

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).

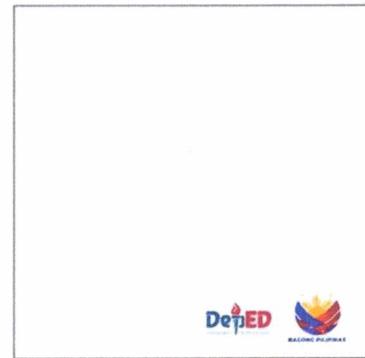
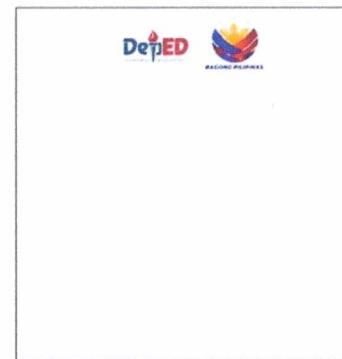


Brand Guidelines

IMAGERY

LOGO PLACEMENT

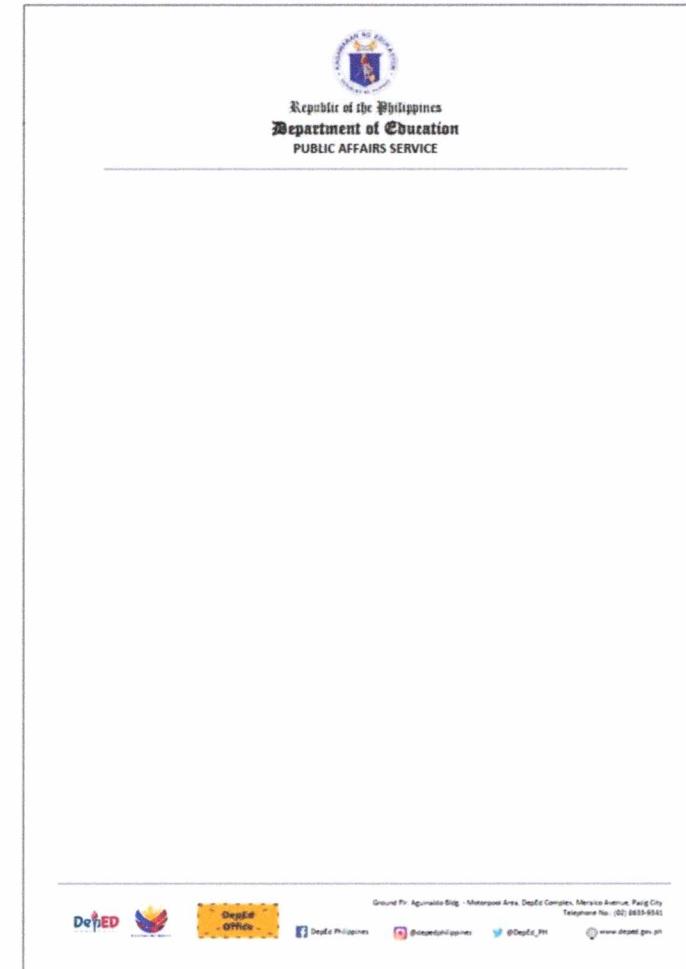
For logo placement in print and nonprint materials, the DepEd and Bagong Pilipinas logos must be placed either at the top or bottom portion of the canvas. The Department's official social media channels may be placed at the footer of the material.



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>



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