



Republic of the Philippines  
**Department of Education**

REGION IV- A CALABARZON  
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

24 January 2025

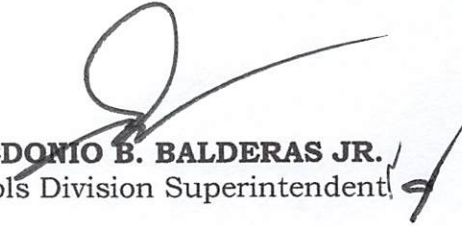
DIVISION MEMORANDUM

No. **059** s. 2025

**DEPED-BAGONG PILIPINAS BRANDING GUIDELINES**

To: Assistant Schools Division Superintendent  
Chief Education Supervisors  
Heads, Public Elementary and Secondary Schools  
Heads, Unit/Section  
All Others Concerned

1. In reference to the communication received from the **Regional Public Affairs Unit**, this Office announces the **DepEd-Bagong Pilipinas Branding Guidelines**.
2. Attached is a copy of guidelines for your reference
3. Immediate dissemination and compliance of this Memorandum is desired.

  
**CELEDONIO B. BALDERAS JR.**  
Schools Division Superintendent

Encl.: As stated

Reference: DepEd-Bagong Pilipinas Branding Guidelines

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

BRANDING GUIDELINES  
DEPED GUIDELINES

SGOD – deped-bagong pilipinas branding guidelines  
SGOTT8EG-002374/January 24, 2025



***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.



**BAGONG PILIPINAS**

## 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

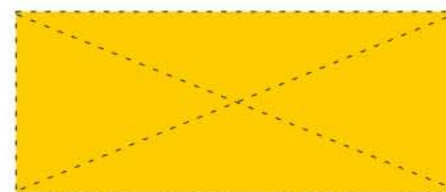
## CO-BRANDING

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 othe 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.

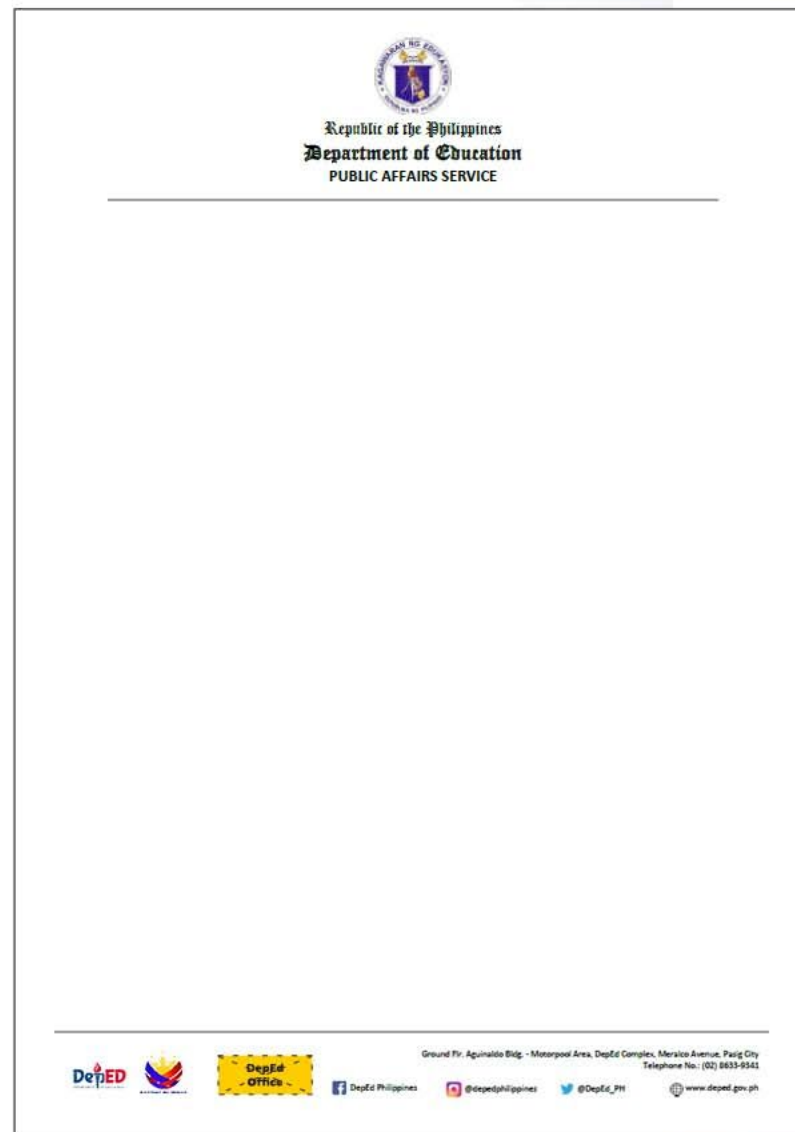


# Brand Guidelines

## 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>**

