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Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

9 MAR 2023

DIVISION MEMORANDUM

No. 120 s. 2023

**DISSEMINATION OF MEMORANDUM PAS-OD-2023-006  
(MATATAG Branding Guidelines and Templates)**



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


1. As part of its strategy to effectively communicate the MATATAG Agenda of the Department of Education (DepEd), the Public Affairs Service (PAS) developed the branding guidelines for the MATATAG logo and creative elements.
2. Relative to this, this Office advises all concerned to adopt the MATATAG Brand Guidelines in all communication materials related to the agenda.
3. Furthermore, this Office announces that it shall conduct an orientation on this, on a date and modality to be announced later.
4. Attached is Memorandum **PAS-OD-2023-006** with Subject, **MATATAG BRANDING GUIDELINES AND TEMPLATES**, for your perusal.
5. Immediate dissemination of and compliance with this Memorandum are desired.

  
**NATIVIDAD P. BAYUBAY, CESO VI**  
Schools Division Superintendent

Encl.:  
As stated



 Brgy. Poto, Tayabas City  
 (042) 710-0329 or (042) 785-9615

 [tayabas.city@deped.gov.ph](mailto:tayabas.city@deped.gov.ph)  
 <https://depeditayabas.com/>



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Republic of the Philippines  
**Department of Education**  
PUBLIC AFFAIRS SERVICE

**MEMORANDUM**  
PAS-OD-2023-006

TO : **ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES  
REGIONAL DIRECTORS  
SCHOOL DIVISION SUPERINTENDENTS**

ATTENTION : **REGIONAL INFORMATION OFFICERS  
DIVISION INFORMATION OFFICERS  
SCHOOL INFORMATION COORDINATORS**

FROM : **JASON V. MERCENE**  
Supervising Administrative Officer  
Officer-In-Charge  
Office of the Director, Public Affairs Service

SUBJECT : **MATATAG BRANDING GUIDELINES AND TEMPLATES**

DATE : February 28, 2023

As part of its strategy to effectively communicate the MATATAG Agenda of the Department of Education (DepEd), the Public Affairs Service (PAS) developed the branding guidelines for the MATATAG logo and creative elements.

The guidelines aim to ensure consistency of the usage of the MATATAG brand and avoid misinterpretation and misrepresentation of its corresponding elements.

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, Schools, and other stakeholders to adopt the MATATAG Brand Guidelines in all communication materials related to the Agenda.

Attached herewith is the *MATATAG: Bansang Makabata, Batang Makabansa* Brand Guidelines.

In addition, visit [bit.ly/MATATAGCommMaterials](https://bit.ly/MATATAGCommMaterials) to download MATATAG materials and templates.

For more information, kindly contact the Creative Media Unit of PAS, at email [pas.cmu@deped.gov.ph](mailto:pas.cmu@deped.gov.ph).

For compliance.

Thank you.

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# MATATAG

Bansang Makabata



Batang Makabansa

**BRAND GUIDELINES**





“

*We know that the road will be bumpy, but our direction is clear.*

*We know that the challenges are vast but we, Filipinos are resilient.*

*We will overcome.*

***Tayo po ay magiging MATATAG.  
Tungo sa isang Bansang Makabata at  
Batang Makabansa.***

”

**SARA Z. DUTERTE**

Vice President of the Republic of the Philippines  
Secretary of the Department of Education





The MATATAG logo depicts the tagline Bansang Makabata, Batang Makabansa, as the Department aims to establish a nation that values its youth and the Filipino youth that values its nation.

The MATATAG brand mark depicts a small hand, that of the learners, and a big hand, that of educators, partners, and stakeholders. Together, they complete a shape of a heart, representing the love and passion of Filipinos in building a better future for the next generation.

The colors of the MATATAG logo were adopted from the DepEd logo, consistent with the colors of the Philippine flag.

Blue represents the culture of peace and inclusivity the Department continues to uphold.

Yellow stands for the optimism of our learners who strive to achieve their dreams and aspirations.

Red describes the burning passion of our educators, partners, and stakeholders to deliver resilient, quality education for all Filipino learners.



## Brand Guidelines

### LOGO GUIDELINES

## CLEAR SPACE

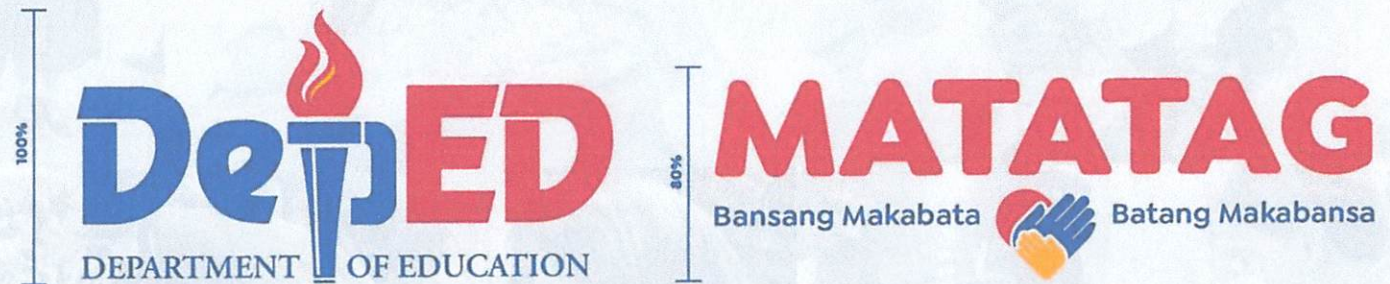
Maintain a minimum amount of clear space around the logo to ensure that the image and message is clear and unobstructed. The size of the clear space is equivalent to the width of the MATATAG brand mark ("Matatag heart").





## 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 DepEd logo, the MATATAG logo shall be approximately **80%** of the height of the DepEd logo.



## Brand Guidelines

### LOGO GUIDELINES



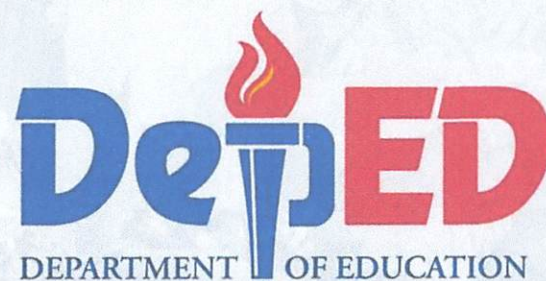
## LOGO VARIATION

The MATATAG logo can be rendered in three different colors –  
**full color, black, and white.**



## Brand Guidelines

### LOGO GUIDELINES



## LOGO COMBINATION

The MATATAG logo must be placed beside the DepEd logo to give it prominence as the new basic education agenda of the Department. **The DepEd logo must always be placed to the left of the MATATAG logo.** Together, the logos are herein referred to as the DepEd-MATATAG logo.



## Brand Guidelines

# LOGO GUIDELINES



Bureau/  
Service

Region

Division

School

## CO-BRANDING

For partnership materials with DepEd offices, the **DepEd-MATATAG logo 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-MATATAG logo must be placed on the leftmost position followed by the external partners' logos.**



## Brand Guidelines

### COLOR PALETTE

The colors of the MATATAG logo are patterned from the colors of the DepEd logo to maintain its consistency with the institutional brand of the Department. The colors set the visual tone for the campaign and evoke the sense of nationalism and resiliency of our learners and personnel.

The primary colors are **red, blue, and yellow**. The base colors are complemented by white.

#dc1f2f

Red  
R220 G31 B47  
C7 M99 Y91 K1

#134983

Blue  
R19 G73 B131  
C99 M79 Y22 K7

#fbaf3c

Yellow  
R251 G175 B60  
C0 M36 Y86 K0



## Brand Guidelines

### TYPOGRAPHY AND FONT

The logo uses the Goldplay font family for its primary typeface. Goldplay features rounded, soft terminals which give it a bold and expressive look yet modern and friendly.

The primary text of the logo uses **Goldplay Bold**, while the secondary text uses **Goldplay Semibold**.

# MATATAG

Bansang Makabata



Batang Makabansa

#### Goldplay Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

#### Goldplay Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



## Brand Guidelines

# LOGO RESTRICTIONS

The MATATAG logo must not be modified or altered in any way to provide a clear and consistent identity and message of the campaign. The Don'ts on the use of the DepEd logo as provided in DepEd Order No. 31, s. 2019 also apply to the MATATAG logo.



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

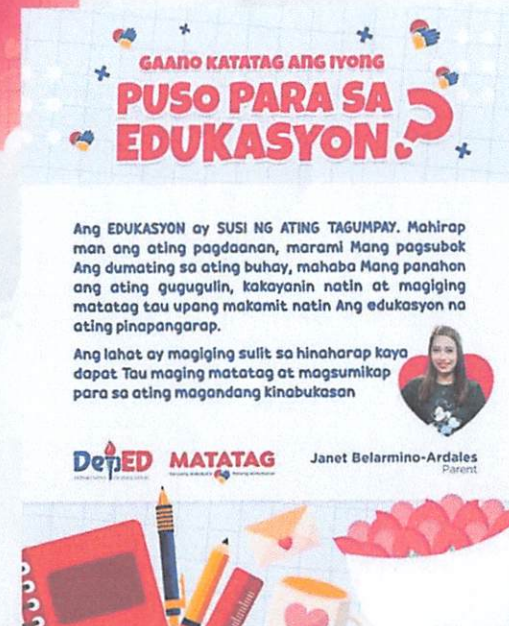
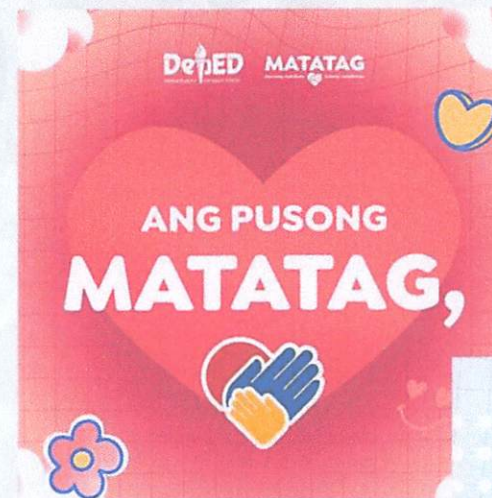


Combining with other elements



## Brand Guidelines LOGO RESTRICTIONS

The **MATATAG** brand mark (“Matatag heart”) can be used in isolation from the rest of the logo elements. The brand mark can be used as an easily recognizable visual shorthand for advocacy and other communication materials.





## Brand Guidelines **APPLICATION**

When applied to various media, ensure prominence of the MATATAG logo in terms of placement and proportion compared with other elements. Ensure that the guidelines on logo use are followed.





## Brand Guidelines

### IMAGERY

# LOGO PLACEMENT

For logo placement in print and nonprint materials, the DepEd-MATATAG logo 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

### IMAGERY

## COLORS

Different color schemes based on the color wheel may be used (e.g., complementary, analogous, monochromatic, etc.). It is highly encouraged to limit the colors to four (1 light + 1 dark + 2 vibrant accents).

Ensure that the colors are consistent with the color scheme of the Department and that the overall design has a cohesive and harmonious palette.





## Brand Guidelines

### IMAGERY

### TEXT

Never use more than three fonts in one design. Always define a hierarchy among them by exercising visual contrast through size, weight, or color. Use consistent style and appropriate sizes.

### LAYOUT AND COMPOSITION

Use a grid. Grids create a connection between the different elements and give a sense of order.

Give each element on the canvas some space to breathe and balance between positive and negative space will emerge organically. Choose a single focal point that will catch and hold attention.





## Brand Guidelines

### IMAGERY

# ICONS AND ILLUSTRATIONS

The following samples may be used as reference for the current style of icons and illustrations being used for the MATATAG agenda.



*Icons were adopted from the designs created by **pikisuperstar** from [freepik.com](https://www.freepik.com).*

When creating icons or using the works of other people, ensure that they are of the same style or based on the samples provided in this brand book. Ensure that they are royalty-free or the designer is properly credited.



The background of the slide is a light blue collage. It features several images: a group of people standing together, a person sitting at a desk with a laptop, and various documents and papers scattered around. The overall theme is professional and collaborative.

To download MATATAG materials and assets, visit:

**[bit.ly/MATATAGCommMaterials](https://bit.ly/MATATAGCommMaterials)**



