



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

19 Dec 2023

DIVISION MEMORANDUM  
No. 691 s. 2023

**REITERATION OF THE STRICT COMPLIANCE TO THE USE OF THE  
DEPARTMENT OF EDUCATION MANUAL OF STYLE AND THE MATATAG  
BRANDING GUIDELINES**

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

1. This office reiterates the provisions of DepEd Order No. 30 s. 2019 entitled **"The Department of Education Manual of Style"**, which aims to produce a unified look in all DepEd Communications and publications and DepEd Memorandum No. 082 s. 2022 which enforces adherence to the required styling and formatting for all official DepEd Issuances.
2. Further, please be reminded on the adoption of the MATATAG Brand Guidelines in all communication materials related to the agenda as stated in the herein attached DepEd Public Affairs Services Memorandum No. PAS-OD-2023-006.
3. In this regard, all communications/documents submitted to this office that do not conform to the above-mentioned directives shall be returned by or thru the Records Unit of the division.
4. For reference, SDO General Forms/Templates maybe access thru its official website [tayabas.city@deped.gov.ph](mailto:tayabas.city@deped.gov.ph) under issuances-downloads. For more information, kindly contact the Division Records Unit at [records.tayabas@deped.gov.ph](mailto:records.tayabas@deped.gov.ph).
5. Strict compliance of this memorandum is desired.

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

Encl.: As stated

Reference: DepEd Order No. 30 s. 2019; DepEd Memorandum No. 082 s. 2022

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

OSDS/ - Virtual Orientation on SDO Tayabas Online Document Tracking System  
None/December 19, 2023



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Telephone No.: (042) 785-9615 or (042) 710-0329  
Email Address: [tayabas.city@deped.gov.ph](mailto:tayabas.city@deped.gov.ph)  
Website: <https://depeditayabas.ph>



Republic of the Philippines  
**Department of Education**  
OFFICE OF THE SECRETARY

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07 September 2022

DepEd MEMORANDUM  
No. **082**, s. 2022

**REITERATION OF THE STRICT COMPLIANCE TO THE USE OF THE  
DEPARTMENT OF EDUCATION MANUAL OF STYLE**

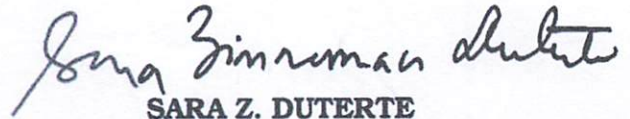
To: Undersecretaries  
Assistant Secretaries  
Bureau, Service and Regional Directors  
School Division Superintendents  
Public Elementary and Secondary School Heads  
All Others Concerned

1. The Department of Education (DepEd), through the Public Affairs Service and Publication has developed the **DepEd Manual of Style (DMOS)** - DepEd Order 30, s. 2019 to produce a unified look in all DepEd communications and publications.
2. The Department shall enforce the aforementioned DepEd Order to ensure clarity, completeness of information, conciseness, and consistency in spelling, grammar, punctuation, hyphenation, capitalization, typeface and abbreviation in all DepEd official documents.
3. In relation thereto, the DepEd officials and personnel at the central, regional, schools divisions, district offices, and schools are hereby instructed to strictly adhere to the required styling and formatting of DepEd official issuances in accordance with the provisions of Appendix 5 of the DMOS:
  - a. DepEd Order (page 63);
  - b. Office Order (page 70);
  - c. Memorandum with Limited Application (page 68);
  - d. DepEd Memorandum (page 66);
  - e. Office Memorandum (page 72); and
  - f. Advisory (page 74)
4. For letters and official communications, all offices shall strictly use the block letter format which is provided for in page 76 of the DMOS under Appendix 5.
5. Additionally, the following guidelines for the contents of issuances, letters and communications shall apply:
  - a. Font Style: Bookman Old Style



b. Font Size: 11 point

6. All personnel of this Department are also reminded that administrative disciplinary action and other legal remedies may be initiated against anyone found responsible for violating any provisions in this Order.
7. For more information and requests for official copies of the Manual, please send an email at [pas.pd@deped.gov.ph](mailto:pas.pd@deped.gov.ph) or contact the Public Affairs Service-Publications Division, Ground Floor Aguinaldo Building, Motorpool Area, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone no. (02) 633-9341.
8. For information, guidance, and strict compliance.



**SARA Z. DUTERTE**

*Vice President and Secretary*



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DEPED-OSEC-470054



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.