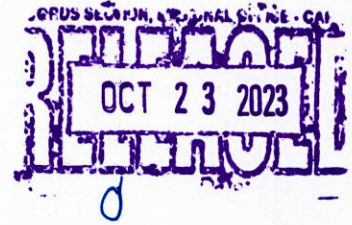




Republic of the Philippines
Department of Education
CARAGA REGION



October 23, 2023

REGIONAL MEMORANDUM
No. 1025, s. 2023

To: SCHOOLS DIVISION SUPERINTENDENTS
ALL REGIONAL OFFICE PERSONNEL
This Region

UPDATED DEPED-MATATAG BRAND GUIDELINES

1. This refers to **PAS-OD-2023-032** memorandum with subject **"UPDATED DEPED-MATATAG BRAND GUIDELINES"** signed by Mr. Jason V. Mercene, Supervising Administrative Officer, OIC-Public Affairs Service, dated September 6, 2023, stipulating the updated DepEd-MATATAG Brand Guidelines and Templates following the new logo layout.
2. With this, the Regional Office, all Division Offices, Schools and other stakeholders are requested to adopt the updated DepEd-MATATAG Brand Guidelines and Templates in all communication materials, print or non-print.
3. Enclosed is a copy of the memorandum and brand guidelines for your reference.


MARIA INES C. ASUNCION
Director III
Officer In-Charge
Office of the Regional Director

Encl/s.: PAS-OD-2023-032
Reference/s: NONE
To be indicated in the Perpetual Index
under the following subjects:

BRANDING GUIDELINES MATATAG TEMPLATES

PAU/jmrm
10/23/2023



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Effectivity	09.20.21	Page	1 of 1



Republic of the Philippines
Department of Education
PUBLIC AFFAIRS SERVICE

Office of the Director IV

MEMORANDUM

PAS-OD-2023-032

FOR : **ALL CENTRAL OFFICE BUREAUS, SERVICES, OFFICES
REGIONAL OFFICES
SCHOOLS DIVISION OFFICES**

ATTN : **REGIONAL INFORMATION OFFICERS
DIVISION INFORMATION OFFICERS**

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

SUBJECT : **UPDATED DEPED-MATATAG BRAND GUIDELINES**

DATE : September 6, 2023

In connection with the previously released office memorandum (PAS-OD-2023-031), the Public Affairs Service (PAS) issues the updated DepEd-MATATAG Brand Guidelines and Templates following the new logo layout.

To download a copy of the DepEd-MATATAG Brand Guidelines and other materials, visit bit.ly/MATATAGCommMaterials.

In this line, PAS kindly requests all Central Office bureaus, services, and units, Regional and Division Offices, and Schools to adopt these guidelines in all documents and instruments pertaining to the Department's programs, projects, and activities.

For more information, kindly contact the Creative Media Unit of PAS through email pas.cmu@deped.gov.ph.

For compliance.

Thank you.



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.

Likewise, to achieve harmony in branding, a merged DepEd-MATATAG logo is established, combining the DepEd and the MATATAG logos, with blue and red lines in its upper and lower section.

The merged DepEd-MATATAG logo is 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 merged DepEd-MATATAG 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).

DEPED-MATATAG BRAND GUIDELINES

1

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 Bagong Pilipinas logo, the merged DepEd-MATATAG and Bagong Pilipinas logo shall be approximately 70% and 30% respectively (enclosed within the blue and red lines in its upper and lower section) of the height of the Bagong Pilipinas logo.

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Brand Guidelines LOGO GUIDELINES



LOGO VARIATION

The merged DepEd-MATATAG and Bagong Pilipinas logo 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 merged DepEd-MATATAG logo. **The merged DepEd-MATATAG logo must always be placed to the left of the Bagong Pilipinas logo.** Together, the logos are herein referred to as the DepEd-MATATAG logo.

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Brand Guidelines LOGO GUIDELINES



Brand Guidelines LOGO GUIDELINES



CO-BRANDING

For partnership materials with DepEd offices, **the merged DepEd-MATATAG 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.**

CO-BRANDING

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

External partners

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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**.



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

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Brand Guidelines

LOGO RESTRICTIONS

The merged DepEd-MATATAG and Bagong Pilipinas 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 merged DepEd-MATATAG and Bagong Pilipinas logo.



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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.



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Brand Guidelines APPLICATION

DEPED-MATATAG AND BAGONG PILIPINAS LOGO

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

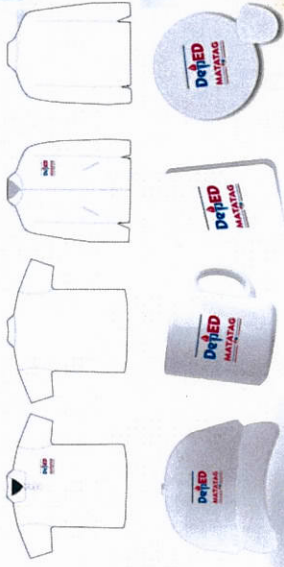


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Brand Guidelines APPLICATION

DEPED-MATATAG LOGO

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

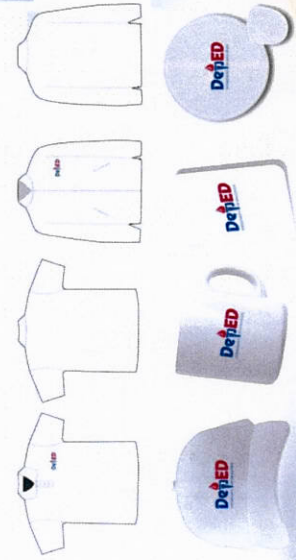


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Brand Guidelines APPLICATION

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).

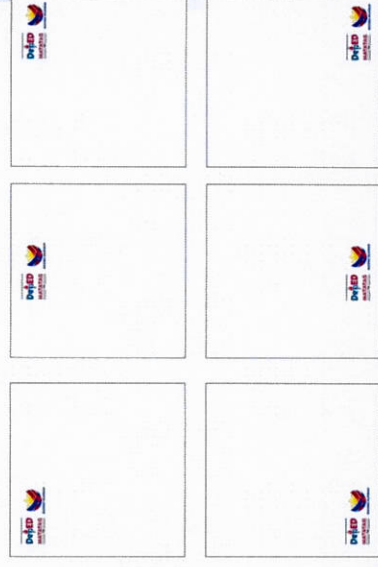


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Brand Guidelines IMAGERY

LOGO PLACEMENT

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



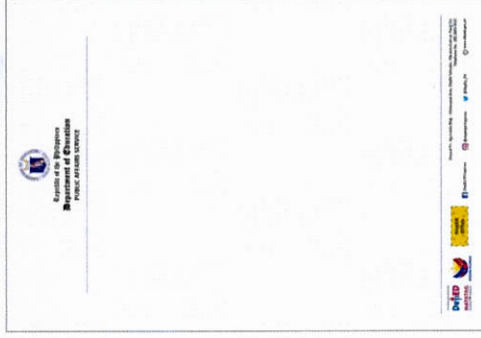
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Brand Guidelines

OFFICIAL DOCUMENTS

LOGO PLACEMENT

For logo placement in official documents, the merged DepEd-MATATAG 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 combined DepEd-MATATAG and Bagong Pilipinas logos. 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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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.



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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.



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To download MATATAG materials and assets, visit:

bit.ly/MATATAGCommMaterials

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