



Republic of the Philippines
Department of Education

04 NOV 2019

DepEd ORDER
No. 031, s. 2019

**THE DEPARTMENT OF EDUCATION SERVICE MARKS
AND VISUAL IDENTITY MANUAL**

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Minister, Basic, Higher, and Technical Education, BARMM
Regional Directors
Schools Division Superintendents
Public and Private Elementary and Secondary School Heads
Chiefs of Divisions
All Others Concerned

1. The Department of Education (DepEd) has developed the **Department of Education Service Marks and Visual Identity Manual (DSMVIM)**, 2018 Edition. It contains guidelines on the specifications and applications of the Department's name, seal, and logo to produce a unified look in all DepEd communications and publications.
2. The DSMVIM contains standard designs and application of the Department's service marks. Specifically, this Manual will serve as reference for the DepEd officials, personnel, and employees on the style and usage of the Department's name, seal, and logo. It will also be useful for those involved in the production of official forms, publications, and advocacy materials in communication, multimedia and graphic creative solutions intended to enhance the Department's strategic priorities.
3. DepEd Order (DO) No. 69, s. 2003 titled **DepEd Logo** contains the purpose of using the official logo in school bulletin boards, publications, reports, circulars, T-shirts designed for printing, and stationeries. It also specifies other colors of the logo, which conform with the official colors of the Philippine Flag, as per Republic Act No. 8491, otherwise known as the **Flag Heraldic Code of the Philippines**. Therefore, the official colors of the logo prescribed in the Manual shall be adopted and followed accordingly.
4. The features and colors of the DepEd seal and other provisions as described in DO 63, s. 2011 titled **Department of Education (DepEd) Seal** shall remain and shall be used and applied in all relevant DepEd standard templates and official documents, as specified in the Manual.
5. The Manual is provided in Enclosure No. 1 and Enclosure No. 2 contains the Guidelines on the Use of the DSMVIM.
6. All provisions set in the Manual shall be followed by DepEd officials and personnel at the central, regional, schools divisions, district offices, and schools.

7. The Department shall protect and safeguard the integrity of its official visual marks such as official name, seal and logo. DepEd shall also guard the use of these marks against commercialization by unscrupulous entities.

8. This Department shall initiate administrative disciplinary action and other legal remedies against anyone found responsible for violating any provisions in this Order.

9. Guidelines stipulated in the Manual shall remain in force and in effect, unless repealed, amended, or rescinded.

10. This Order shall take effect upon its approval. However, the regional schools division and district offices, as well as public schools, may still use the remaining copies of their current letterheads, certificates, report forms, and other educational materials with the Department's official name, seal and logo until the end of School Year 2019-2020.

11. For more information, please send an email at pas.pas@deped.gov.ph or contact the **Public Affairs Service-Publications Division**, Ground Floor Agunaldo Building, Motorpool Area, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone no. (02) 633-9341

12. Immediate dissemination of and strict compliance with this Order is directed.


LEONOR MAGTOLIS BRIONES
Secretary

Encls.:
As stated

References:
DepEd Order, Nos. 69, s. 2003; 03, s. 2011; and 36, s. 2013

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

BUREAUS AND OFFICES	PUBLICATIONS
COMMUNICATIONS	POLICY
LOGO	RULES AND REGULATIONS
MANUAL	SCHOOLS
MONITORING AND EVALUATION	SEAL

SERVICE MARKS AND VISUAL IDENTITY MANUAL OF THE **DEPARTMENT OF EDUCATION**

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MESSAGE



I am honored and pleased to present the Service Marks and Visual Identity Manual to all the members of the Department of Education (DepEd).

This manual, which sets the visual standard in all DepEd communications, presentations, learning resources, advocacy materials, citations and documentations and all other official collaterals, was a product of years of research, consultation, organization and validation spearheaded by the Public Affairs Service-Publications Division (PAS-PD).

More than establishing the proper and legitimate use of the DepEd seal and logo, which are at times used inappropriately and interchangeably, this manual is a call for us to institute and convey a unified DepEd identity that must be recognized across all governance level—from the central to the regional, division and school levels. After all, we belong to one organization with a singular vision and mission.

While ensuring adherence to the provisions of this manual will pose certain challenges given the magnitude and scope of our bureaucracy—the largest in the country—the commitment of all members of the DepEd family will guarantee that the objectives of this significant undertaking will come to fruition.

Conforming to the visual standards contained herein will also strongly establish our identity and credibility to our partners and stakeholders who continuously help us in the realization of our goals and targets. As such, I enjoin everyone to actively take part in promoting the use of this manual, which will take us one step closer towards the delivery of quality, accessible, relevant and liberating basic education for the Filipino learners.

A handwritten signature in black ink, appearing to read 'L. Magtolis Briones', with a long horizontal flourish extending to the right.

LEONOR MAGTOLIS BRIONES

Secretary

INTRODUCTION

The Department of Education (DepEd) is the biggest government organization in the country with 17 Regional Offices, 222 Schools Division Offices, and approximately 60,000 elementary and secondary public and private schools nationwide. It caters to 25 million learners and employs 700,000 men and women in the Central Office and field offices.

Hence, this Service Marks and Visual Identity Manual of DepEd is developed to reinforce a consistent message and present a unified vision and a unified voice in the Department. It provides general guidelines for the visual and verbal articulation of what DepEd is, as well as specific directions for the application of the seal, logo, and related elements. It is designed for easy reference on all the tools needed in crafting official letterheads, business cards, identification cards, and certificates, and are explained, demonstrated, and displayed in detail. It employs easy-to-understand explanations and graphical presentations of applications such as where to place stickers on official vehicles, how to use the logo in teaching and learning materials, and even in commemorative items.

Maintaining the integrity of our identity and protecting our marks and intellectual property are a paramount concern. It is important to use care in following the correct usage of the guidelines set in this Manual in all printed and electronic

materials so as not to impede the clarity of communication across all DepEd offices. Proper usage of the service marks safeguards our identity and builds a strong awareness and recognition of our image as a learner-centered institution that continuously improves itself to better serve the public.

The Manual shall also protect the Department's intellectual property against commercialization by some entities in violation of the provisions of DECS Order No. 28, s. 2001 entitled, **Prohibiting the Commercialization of DECS Organization Through Endorsements and Accreditation of Goods and Services** (reiterated in DO 39, s. 2009 entitled, **Strict Adherence of DO 28, s. 2001**).

This Manual has been validated by the DepEd personnel Luzon cluster, at the Tagaytay Haven, Tagaytay City on November 16-17, 2017. The second validation was done by the DepEd personnel Visayas and Mindanao clusters, at the Ecotech Center, Cebu City on April 10-12, 2018.

Likewise, practitioners and experts have shared their insights for the enhancement of the Manual.

This Manual will be updated as the need arises. Please call the Public Affairs Service-Publications Division (PAS-PD) at telephone numbers 633-9341 and 633-7251, for any queries or clarifications with regard to the utilization of the Manual.

OUR VISION

We dream of Filipinos
who passionately love their country
and whose values and competencies
enable them to realize their full potential
and contribute meaningfully to building the nation.

As a learner-centered public institution, the Department of Education
continuously improves itself
to better serve its stakeholders.

To protect and promote the right of every Filipino to quality, equitable, culture-based,
and complete basic education where:

- **Students** learn in a child-friendly, gender-sensitive, safe and motivating environment.
- **Teachers**, facilitate learning and constantly nurture every learner.
- **Administrators and staff**, as stewards of the institution, ensure an enabling and supportive environment for effective learning to happen.
- **Family, community, and other stakeholders** are actively engaged and share responsibility for developing life-long learners.

OUR MISSION

OUR CORE VALUES

Maka-Diyos
Makatao
Makakalikasan
Makabansa

Reference: DepEd Order No. 36, s. 2013



IDENTITY BASICS

OFFICIAL NAME

The legal name of this government agency is **Department of Education** and its communicative name is **DepEd**.

The primary typeface is Old English Text MT. When the official name is used in the body of a communication for the first time, it shall appear in this style – **Department of Education (DepEd)** following the font of the text. When this name is used again in the same communication, it shall appear in an abbreviated style, **DepEd**.

DepEd offices may opt to use Trajan Pro as an alternative typeface in letterheads, certificates, and plaques.

Department of Education

Official/Legal Name: Department of Education

Typeface: Old English Text MT

Color Guide: C-0, M-0, Y-0, K-100 (black)

Font size: 18 pt

DEPARTMENT OF EDUCATION

Official/Legal Name: Department of Education

Typeface: Trajan Pro

Color Guide: C-0, M-0, Y-0, K-100 (black)

Font size: 16 pt

References: RA No. 9155

DepEd Order No. 1, s. 2003

THE SEAL

The DepEd seal was approved by the Office of the President, Malacañan Palace and protected by Rule 8, Chapter 6, Sections 49, 50, and 51 of Republic Act (RA) No. 8491 otherwise known as the **Flag and Heraldic Code of the Philippines**. It was disseminated through DO 63, s. 2011 entitled, **The Department of Education Seal**. The Department of Education's seal and logo, including the size and placement, palettes and typography are elements that make up its corporate identity.

The seal represents the Department's symbol. It is the Department's service mark so it should be treated with respect, similar to the respect accorded to the Philippine flag.



Reference: *DepEd Order No. 63, s. 2011*

Copy of DepEd official seal or corporate seal is contained in the enclosure or log on to DepEd website: www.deped.gov.ph. Redrawing the seal is not allowed.

Usage of the Seal

The seal of the Department is used for:

- diplomatic or international communication and external affairs;
- legal documents;
- academic awards;
- diplomas;
- certificates and plaques;
- Form 137 or SF10-ES and SF10-JHS;
- Accreditation and Equivalency Test Result;
- Philippine Educational Placement Test Result;
- Government Permit to Operate, and Recognition;
- Certification, Authentication, and Verification forms;
- letterheads and stationeries;
- memos and notepads;
- official envelopes;
- business cards;
- identification cards;
- press conference backdrops; and
- other official communications.

The seal is also appropriate for permanent markers, such as architectural elements produced in stone, metal or glass, and for regalia.

The seal must also be used on budget forms, planning and statistics forms, and other official documents that need to be submitted to Malacañan Palace, the Senate of the Philippines, the House of Representatives, Department of Foreign Affairs, and other offices.

Elements of the Seal

The seal is composed of the outer portion that contains the name of the Department, written as KAGAWARAN NG EDUKASYON and the country, written as REPUBLIKA NG PILIPINAS. The core of the seal contains six symbols: (1) two sea lions, (2) lighted torch with rays, (3) map of the Philippines, (4) open book, (5) rope, and (6) shield.



Reference: DepEd Order No. 63, s. 2011

In order to maintain the dignity, integrity, and ceremonial quality of the seal, usage is strictly limited.

Symbolism of the Seal's Elements



The **shield** looks like an open hand. It represents DepEd as a caring and nurturing institution.



The **two sea lions** holding an open book over a plate symbolize leadership and excellence.







The **open book** and **lighted torch** radiating its light over the **Philippine archipelago** represent the quest for knowledge and the practice of values and skills inculcated in every Filipino by DepEd.





Reference: DepEd Order No. 63, s. 2011

Color Specifications

The seal colors are taken from the Philippine Flag. The approved color specifications stipulated in DO 63, s. 2011 are:

Color	Cable No.	Pantone	CMYK (Print)	RGB (Web)
	80173	286	C-100, M-60, Y-0, K-5	0-56-168
	80108	186	C-0, M-90, Y-65, K-10	206-17-38
	80068	116	C-0, M-18, Y-85, K-0	252-209-22
	80001	N.A.	N.A.	255-255-255

The approved color specifications stipulated in DO 63, s. 2011 are:

Color	Symbol	Significance
	Shield, rope, texts	Peace
	Lighted torch	Burning desire to learn
	Map of the Philippines	Quest for knowledge
	Background of the whole seal	Pure intention to learn

Reference: DepEd Order No. 63, s. 2011

Color Variations

The full color version must be used at all times; however, the seal may be occasionally rendered in a grayscale version.

The white background is preferred to ensure visibility or legibility of its elements. Extra care must be observed when the official seal is applied to colored backgrounds.



Full color version

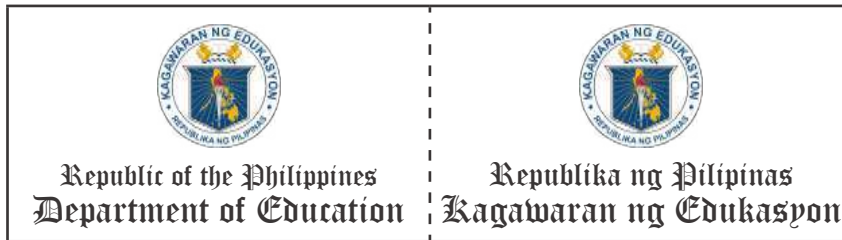


Grayscale version

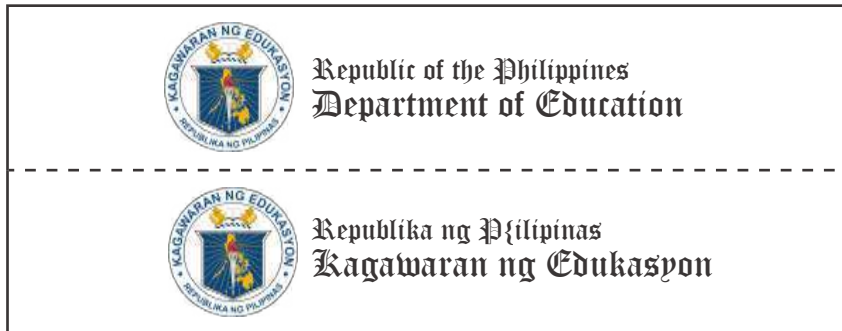
Reference: *DepEd Order No. 63, s. 2011*

The official seal may appear in different sizes depending on the available space in which it is being applied. However, the seal must never be smaller than 1/2 inch (0.5”).

The seal or the formal signature has two formats—the **vertical** and **horizontal formats** in English and Filipino versions.



Vertical Format



Horizontal Format

Reference: DepEd Order No. 63, s. 2011

Size Specifications and Formats

Spacing Requirement

Do not crowd the seal with texts or images that interfere with its legibility. Surround it with a clear space equivalent to the size of the **sea lion** applied on all sides to separate the seal from other graphic elements.

The seal cannot be re-drawn nor re-created. You may access a digital version of the Seal through the Publications Division.



Seal and Usage: Don'ts



Applying artistic effects



Using other colors apart from the allowed color variations



Applying drop shadow



Scaling below the minimum size



Republic of the Phils.
Department of Educ.

Creating new lockups



Department of
Education

Using the word mark in isolation

Seal and Usage: Don'ts



Distortion



Using at a different angle



Republic of the Phils.
Department of Education
Adding elements such as underline



Adding distracting
background



Cutting or cropping



Combining with other elements

Seal and Usage: Don'ts



Used as spreading pattern

The Don'ts on the seal's usage is also applicable to the logo.

THE LOGO



The logo is an important element that identifies DepEd. It is a tool or mark for recognition. This is used by all DepEd offices.

The elements of the logo include the abbreviated name, “DepED,” in which the “ED” is capitalized to emphasize the importance of basic education. The spelled out name of the Department, all in capital letters, is found below the “DepED” element. The only symbol in the official logo is the torch with a burning flame superimposed on the middle letter “p” at the middle of its communicative name. Like the burning torch in the inner core of the official seal, this symbol means the burning desire for learning or knowledge of every Filipino learner.

Reference: *DepEd Order No. 69, s. 2003*

Usage of the Logo

The logo appears in:

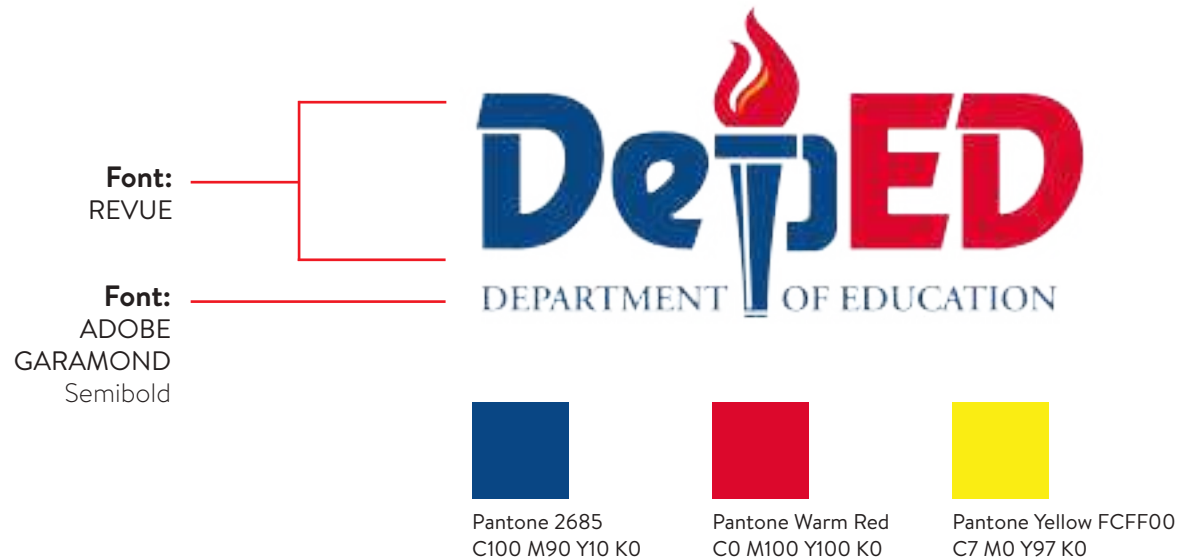
- print publications and nonprint materials
(online collaterals like infographics, website banner);
- promotion and advocacy materials;
- leaflets, flyers, brochures, posters, streamers, backdrops, and backgrounds;
- DepEd vehicle signages;
- employees' vehicles;
- name tags;
- covers of instructional and educational materials; and
- website as part of a “signature” in conjunction with the word mark.

It is also used as a **roof mark** in all public elementary and secondary schools nationwide.

Reference: *DepEd Order No. 64, s. 2017*

Color and Font Guide

The official logo shall be rendered in its three official colors stipulated in DO 69, s. 2003 in addition to its white background, which purports to emphasize it.



Reference: *DepEd Order No. 69, s. 2003*

Color Variations

Aside from the colored version, the logo may also be rendered in grayscale. The shade of “**Dep**” and “**Department of Education**” is *C-0, M-0, Y-0 K-46*. The shade for “**ED**” is *C-0, M-0, Y-0, K-100*. The **flame** is *C-0, M-0, Y-0, K-16*.

The logo may also be rendered in black version and white version, depending on the background the logo is being applied and in observance of the rule of contrast.



Reference: *DepEd Order No. 69, s. 2003*

Size Specifications and Spacing Requirement

The DepEd logo should always be used or applied from the original, high resolution electronic or camera-ready artwork, and should never be scanned or copied from a piece of stationery, brochure or any other printed application.

The logo may appear in different sizes depending on the available space on which it is being applied. However, the logo must never be smaller than 3/4 inch (0.75”).

The logo should never be crowded with texts or images to maintain optimum recognition and clarity. Surround it with a clear space equivalent to the size of the **torch** (without the flame) applied on all sides to maintain its impact.



Logo and Usage: Don'ts



Applying artistic effects



Using other colors apart from the allowed color variations



Applying drop shadow



Scaling below the minimum size



Creating new lockups



Using the word mark in isolation

Logo and Usage: Don'ts



Distortion



Using at a different angle



Adding elements such as underline



Adding distracting background



Cutting or cropping



Combining with other elements

The Don'ts on the logo's usage is also applicable to the seal.

2

APPLICATIONS

VEHICLES

The Department of Education logo must be used on official vehicles. Below the logo is the phrase “FOR OFFICIAL USE ONLY” on both front doors. To ensure that the phrase “FOR OFFICIAL USE ONLY” is visible, the color of its lettering must be in contrast with the vehicle color.

White paint shall be used for the phrase “FOR OFFICIAL USE ONLY” for dark colored vehicles, while black paint shall be used for light colored vehicles.

Official Vehicle Signage



Donated vehicles may use the DepEd logo or the logo or seal of the donating entity (e.g., LGUs, private corporations) to recognize the donors. However, the name and personal photo of the donor should never be displayed. This is based on the *Anti-Epal Law*, and Memorandum Circular No. 25, 2017 from the Office of the President.

DepEd vehicles should display bumper stickers at the back of the vehicle with contact number for complaints on driving. The bumper sticker must be about 30 cm by 8 cm (12 in by 3 in).

Sticker for Employee's Vehicle



The logo sticker with white background is used on employee's vehicle. The location of the sticker depends on the ease of use.

ROOF MARKINGS

The logo and the identification number of schools are painted on the roof of the main building or the tallest building in all government-owned elementary and secondary schools, whichever is appropriate. These should be in a vertical position and no other elements should be added to ensure legibility, visibility, and recognizability.

- Logo – 3.80 m in height and 7.60 m in length
- School Identification Number
 - Size – 2.00 m height and 0.30 m thick
 - Font – Arial bold
 - Color – Blue (with white outline 100 mm thick)

Distance between the DepEd logo and the School I.D. Number shall be at least 2.00 m.

For standard setting, the Guidelines in the implementation of the Standard School Identification Number and Logo for public elementary and secondary schools nationwide are contained in DepEd Order No. 64, s. 2017.

Reference: *DepEd Order No. 64, s. 2017*

WALL MARKINGS

All walls must be free from any markings, except for the following, which may be painted on separate prominent places:

1. DepEd name, seal, logo, Vision, Mission, and Core Values
2. Portraits and Sayings of National Heroes
3. Name, ID, and location of school

An interior wall section may be selected and dedicated for the recognition of sponsors, donors, and other school partners.

Reference: *DepEd Order No. 64, s. 2017*

LETTERHEAD AND STATIONERY

Executive Office

The letterhead of the Office of the Secretary, Office of the Undersecretary, and Assistant Secretary shall have the official seal at the center using the vertical format. Below the seal is the *Republic of the Philippines* set in Old English Text MT, 12 point size, bold, the *Department of Education* set in Old English Text MT, 18 point size, bold, and the relevant office (e.g., *Office of the Secretary*) set in Trajan Pro, 10 point size, bold, both centered.

Letterheads and stationeries used by the executive offices should bear their respective addresses and telephone numbers placed as footer.

Reference: DepEd Order No. 63, s. 2011



Sample Letterhead of the Executive Office

Header:

- **Seal** - 0.76 inch
- **Republic of the Philippines** - Old English Text MT, 12 point size, bold
- **Department of Education** - Old English Text MT, 18 point size, bold
- **Name of Office** - Trajan Pro, 10 point size, bold

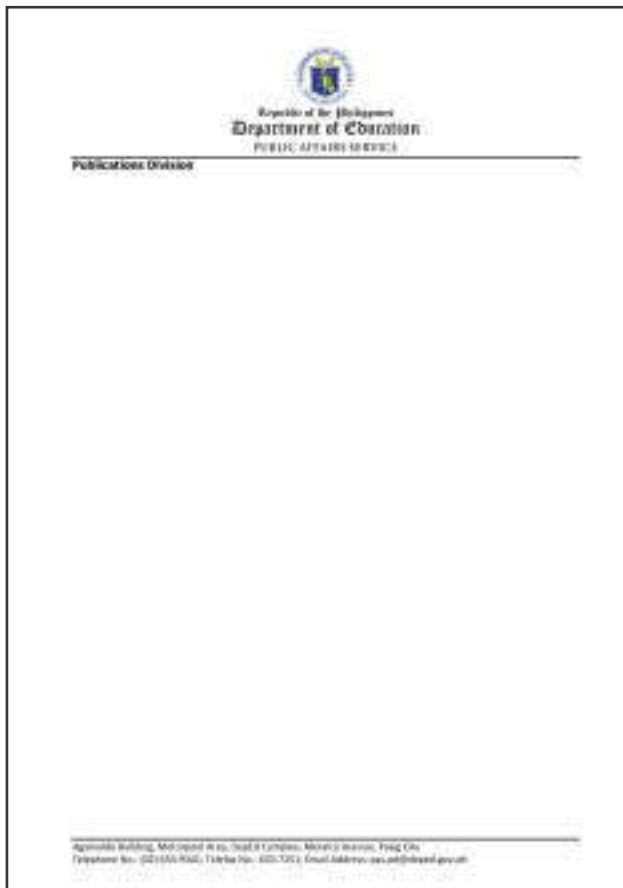
Footer:

- **Office Details (address, contact numbers, email address, and website** - Calibri (Body), 10 point size

Bureau and Service

The letterhead of the bureaus and services shall have the official seal at the center. Below the seal is the *Republic of the Philippines* set in Old English Text MT, 12 point size, bold, the *Department of Education* set in Old English Text MT, 18 point size, bold, and the relevant bureau/service (e.g., *Public Affairs Service*) set in Trajan Pro, 10 point size, bold, both centered. Below the border line on the left portion is the name of the office/division (e.g., *Publications Division*) set in Tahoma, 10 point size, bold.

Letterheads and stationeries used by the bureaus and services should bear their respective addresses and telephone numbers placed as footer.



Sample Letterhead of Bureau and Service

Header:

- **Seal** - 0.76 inch
- **Republic of the Philippines** - Old English Text MT, 12 point size, bold
- **Department of Education** - Old English Text MT, 18 point size, bold
- **Name of Bureau/Service** - Trajan Pro, 10 point size, bold
- **Name of Office/Division** - Tahoma, 10 point size, bold

Footer:

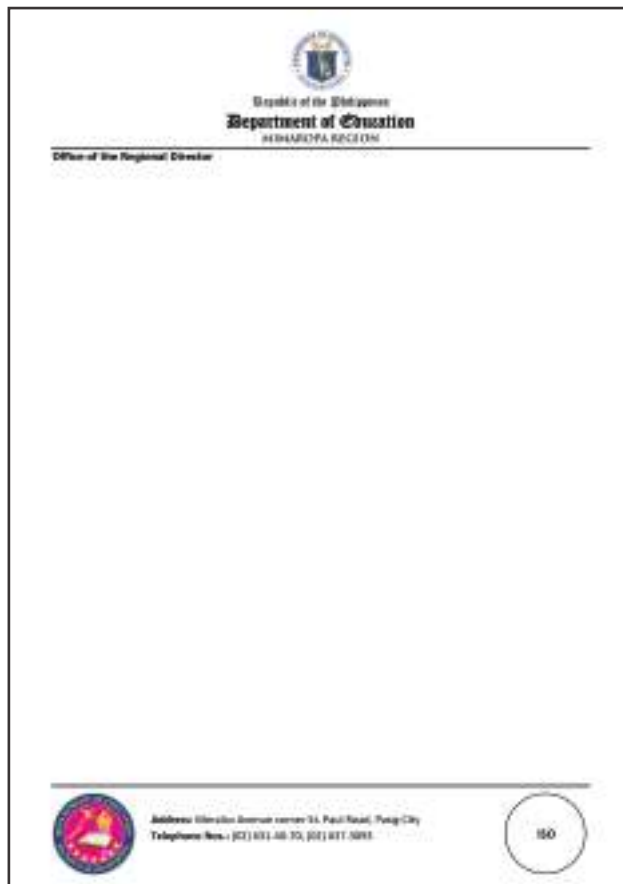
- **Office Details (address, contact numbers, and email address** - Calibri (Body), 10 point size

Regional Office

The letterhead of the regional offices shall have the official seal at the center. Below the seal is the *Republic of the Philippines* set in Old English Text MT, 12 point size, bold, the *Department of Education* set in Old English Text MT, 18 point size, bold, and the relevant regional office (e.g., *MIMAROPA Region*) set in Trajan Pro, 10 point size, bold, both centered. Below the border line on the left portion is the name of the office/division (e.g., *Office of the Regional Director*) set in Tahoma, 10 point size, bold.

Letterheads and stationeries used by the regional office should have the regional seal, bear the name of their office, address and telephone numbers placed as footer.

For regional offices that are ISO (International Organization for Standardization) certified, follow the prescribed letterhead but include your ISO seal on the right footer. The rule of proportion should be observed.



Sample Letterhead of Regional Office

Header:

- **Seal** - 0.76 inch
- **Republic of the Philippines** - Old English Text MT, 12 point size, bold
- **Department of Education** - Old English Text MT, 18 point size, bold
- **Name of Regional Office** - Trajan Pro, 10 point size, bold

Footer:

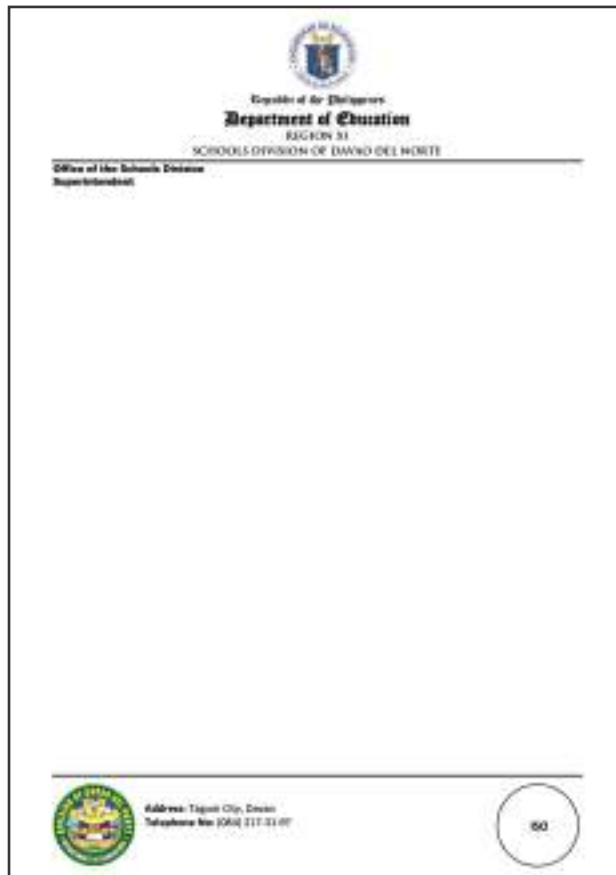
- **Regional Seal** - 0.76 inch
- **Office Details (address, contact numbers, and email address** - Calibri (Body), 10 point size

Schools Division Office

The letterhead of the schools division offices shall have the official seal at the center. Below the seal is the *Republic of the Philippines* set in Old English Text MT, 12 point size, bold, the *Department of Education* set in Old English Text MT, 18 point size, bold, and the relevant region, division, (e.g., *Division of Davao del Norte*) set in Trajan Pro, 10 point size, bold, both centered. Below the border line on the left portion is the name of the office/division (e.g., *Office of the Schools Division Superintendent*) set in Tahoma, 10 point size, bold.

Letterheads and stationeries used by the schools division offices should bear their respective addresses and telephone numbers placed as footer.

For division offices that are ISO (International Organization for Standardization) certified, follow the prescribed letterhead but include your ISO seal on the right footer. The rule of proportion should be observed.



Sample Letterhead of Schools Division Office

Header:

- **Seal** - 0.76 inch
- **Republic of the Philippines** - Old English Text MT, 12 point size, bold
- **Department of Education** - Old English Text MT, 18 point size, bold
- **Name of Regional Office** - Trajan Pro, 10 point size, bold
- **Name of Office/Division** - Tahoma, 10 point size, bold

Footer:

- **Division Seal** - 0.76 inch
- **Office Details (address, contact numbers, and email address)** - Calibri (Body), 10 point size

School Principal's Office

The letterhead of the school principal's office shall have the official seal at the center. Below the seal is the *Republic of the Philippines* set in Old English Text MT, 12 point bold size, the *Department of Education* set in Old English Text MT, 18 point size, bold, and the name of the regional office, the schools division office, the name of school and its address, all set in Trajan Pro, 10 point size, bold, centered. Below the border line or the left portion is the name of the office (e.g., *Office of the Principal*) set in Tahoma, 10 point size, bold.

Letterheads and stationeries used by the school principals' offices should have the school seal (if any), bear the name of their school, address, and telephone numbers placed as footer.



Sample Letterhead of School Principal's Office

Header:

- **Seal** - 0.76 inch
- **Republic of the Philippines** - Old English Text MT, 12 point size, bold
- **Department of Education** - Old English Text MT, 18 point size, bold
- **Name of Regional Office** - Trajan Pro, 10 point size, bold
- **Name of Schools Division Office** - Trajan Pro, 10 point size, bold
- **Name of School** - Trajan Pro, 10 point size, bold
- **Address** - Trajan Pro, 10 point size, bold

Footer:


- **School Seal** - 0.76 inch
- **Office Details (name of school, address, contact numbers, and email address)** - Calibri (Body), 10 point size

MEMO AND NOTEPAD

The memo and notepad of the executive committee members, bureau and service directors, and division chiefs shall have the seal on the left side or horizontal format. Beside the seal is the *Republic of the Philippines* set in Old English Text MT, 10 point size, bold, the *Department of Education* set in Old English Text MT, 12 point size, bold. The name of the office is set in Bookman Old Style, 10 point size, bold. The key official's name is placed at the lower right corner and shall be rendered in Bookman Old Style, 10 point size, bold.

The date should be placed at the upper right corner, set in Bookman Old Style, 10 point size.

Only the secretary down to division chiefs' level can use a memo or a notepad. The postal address, telephone, and website are placed at the footer.



Republic of the Philippines
Department of Education
Office of the Undersecretary
Planning and Field Operations

Date _____

JUAN DELA CRUZ
Undersecretary

DepEd Complex, Marikina Avenue, Pasig City 1600
 Tel. No.: (02) 633-7206; (02) 639-6549 | Fax No. (02) 633-8494
 Email Address: jcsu-mano@deped.gov.ph


Executive Office

Header:

- **Seal** - 0.70 inch
- **Republic of the Philippines** - Old English Text MT, 10 point size, bold
- **Department of Education** - Old English Text MT, 12 point size, bold
- **Name of Office** - Bookman Old Style, 10 point size, bold

Footer:

- **Office Details (address, contact numbers, and email address)** - Bookman Old Style, 7 point size



Republic of the Philippines
 Department of Education
Public Affairs Service
Publications Division

Date _____

JUAN DELA CRUZ
 Chief Administrative Officer

Aguinardo Building, DepEd Complex, Meralco Avenue, Pasig City
 Telephone No.: (02) 633-6042 | Telefax No.: 633-7251
 Email Address: pas.pa@deped.gov.ph

Division Chief

Header:

- **Seal** - 0.70 inch
- **Republic of the Philippines** - Old English Text MT, 10 point size, bold
- **Department of Education** - Old English Text MT, 12 point size, bold
- **Name of Bureau/Service and Office** - Bookman Old Style, 10 point size, bold

Footer:

- **Office Details (address, contact numbers, and email address)** - Bookman Old Style, 7 point size

ENVELOPE

When the seal with the Department's name is used in envelopes, the aligned horizontal format should be applied.

The official brown envelope comes in size 8.27" x 11.69" (A4) while the size of the business/ mailing envelope is 8.5" x 11 (#10).

The seal should be placed at the uppermost left portion of the envelope. The first line text is set in Old English Text MT, 12 point size and then the second is set in Old English Text MT, 20 point size. The succeeding texts are set in Calibri, 12 point size.



Republic of the Philippines
Department of Education
Central Office, DepEd Complex, Meralco Avenue, Pasig City



Republic of the Philippines
Department of Education
Schools Division Office of Ilocos Norte
Bgy. 7B, Giron St., Laoag City, Ilocos Norte



Republic of the Philippines
Department of Education
Region IV-A (CALABARZON)
Karangalan ES, Karangalan Village Cainta, Rizal

FOLDER



The DepEd folder with the logo, that comes in long or short sizes, may be used as organizer or holder of official documents for purposes of presentation during inaugurations, conferences, seminars, and briefings. Sometimes this serves as a press kit.

The logo must be placed on the cover of the folder on the top left corner.


The inner back cover of the folder has another DepEd logo on it. It has the same size with the logo on the front cover.

CERTIFICATE

DepEd shall issue certificates to ascertain personnel attendance at or participation in official activities. The vertical format should be used when the certificate is issued by the Department alone.

The certificates shall have the official seal at the center. Below the seal is the *Republic of the Philippines* and the *Department of Education*. Size will vary depending on the size of paper used.

Appreciation, Participation and Appearance



Republic of the Philippines
Department of Education
DepEd Complex, Meralco Avenue, Pasig City

Certificate of Appreciation

This certificate is awarded to _____

in recognition of her meritorious role during the launching of the Senior High School Program of the Department of Education

Given at the Bulwagan ng Karunungan, Department of Education, DepEd Complex, Pasig City on April 2019.

JUAN DELA CRUZ
Secretary



Republic of the Philippines
Department of Education
Schools Division Office of Caloocan City
10th Ave., Kalookan HS, Caloocan City

Certificate of Participation

This certificate is presented to _____

for her participation during the _____ (event)
(field where) (time) from March 5 to 10, 2019.

Given at the _____ (venue),
26th day of March 2019.

JUAN DELA CRUZ
Assistant Schools Division Superintendent

FRANCISCO BALTAZAR
Schools Division Superintendent



Republic of the Philippines
Department of Education
DepEd Region II-Cagayan Valley
Carrig, Tuguegarao City, Cagayan

Certificate of Appearance

This is to certify that Mr./Ms. _____ of _____ attended the _____ held at the _____ on _____ month/ date/ year.

JUAN DELA CRUZ
Regional Director
Region II-Cagayan Valley

The Service Marks and Visual Identity Manual sets the standard for the placement of the seal and logo. DepEd may use the contents of the certificates.

Kindergarten and Grade 6 Certificates of Completion



This is a sample Kindergarten Certificate of Completion. It features the Department of Education logo on the left and the Department of Education logo on the right. The text is in both English and Filipino. The certificate is for a student named JUAN A. DELA CRUZ, who is a resident of XXXXXX ELEMENTARY SCHOOL. The certificate is signed by the School Principal and the District Office. The date of completion is 2019.

Republika ng Pilipinas
Kagawaran ng Edukasyon
Division Office

XXXXXX ELEMENTARY SCHOOL

JUAN A. DELA CRUZ
 Learner Reference Number (LRN): XXXXXXXXXXXXXXX

KATUNAYAN
CERTIFICATE

XXXXXX
 Principal

XXXXXX
 District Office



This is a sample Grade 6 Certificate of Completion. It features the Department of Education logo on the left and the Department of Education logo on the right. The text is in both English and Filipino. The certificate is for a student named JUAN A. DELA CRUZ, who is a resident of XXXXXX ELEMENTARY SCHOOL. The certificate is signed by the School Principal and the District Office. The date of completion is 2019.

Republika ng Pilipinas
Kagawaran ng Edukasyon
Division Office

XXXXXX ELEMENTARY SCHOOL

JUAN A. DELA CRUZ
 Learner Reference Number (LRN): XXXXXXXXXXXXXXX

KATUNAYAN
CERTIFICATE

XXXXXX
 Principal

XXXXXX
 District Office

Reference: Enclosure Nos. 1 and 2 to
 DepEd Order No. 2, s. 2019

Junior High School Certificate of Completion



Republika ng Pilipinas
Republic of the Philippines

Departamento ng Edukasyon
Department of Education

XXXXXXXXXX
XXXXXXXXXX

RANGYAY NG XXXXXXXX
XXXXXXXXXX HIGH SCHOOL

XXXXXXXXXX
XXXXXXXXXX

JUAN A. DELA CRUZ
XXXXXXXXXX

ay kumpleto ayon sa mga kinakailangan sa Kurikulum ng Junior High School (a) kumpleto para sa
has satisfactorily completed the requirements of the Junior High School Curriculum prescribed for

Makiusap na Paminan ng Kagawaran ng Edukasyon, kaysa pangkalahatan ayon sa ating
Department of Education and is hereby awarded the

KATUNAYAN
CERTIFICATE

Milagdon sa XXXXXXXX, Pilipinas ninyong (ka) _____ ng _____ 2009.
Signed in XXXXXXXX, Philippines on the _____ day of _____ 2009.



XXXXXXXXXX
XXXXXXXXXX

XXXXXXXXXX
XXXXXXXXXX

XXXXXXXXXX
XXXXXXXXXX

XXXXXXXXXX
XXXXXXXXXX

Reference: Enclosure No. 3 to
DepEd Order No. 2, s. 2019

Senior High School Diploma

Department of Education
Division Office of _____

SCHOOL
NAME OF SCHOOL

STUDENT INFORMATION
NAME OF STUDENT
ADDRESS
CITY/TOWN/VILLAGE
PROVINCE
ZIP CODE

TRACK AND STRAND
NAME OF TRACK AND STRAND

KATIBAYAN DIPLOMA


Signed as _____, Philippine citizen, this _____ day of _____, 2019.

SIGNATURE AND SEAL
Signature of _____
Seal of _____


Reference: Enclosure No. 4 to
DepEd Order No. 2, s. 2019

Masterlist of A&E Registrants (AF-4)

AF-4



Republic of the Philippines
Department of Education
ALTERNATIVE LEARNING SYSTEM
MASTERLIST OF A&E REGISTRANTS (AF-4)



District

Division

Region

Place of Registration Center <small>(Name of School/Center, Barangay, Municipality)</small>				(Testing Center)				(Barangay)				(Municipal/City)			
LRN	NAME <small>(Last Name, First Name, Middle Name, Ext)</small>	Sex <small>(M/F)</small>	Birthdate	CLC DETAILS				ALS Test Level Registered	Date Registered	Date of Examination					
				CLC Name	CLC Type	Barangay	Municipal								

Reference: DepEd Order No. 58, s. 2017

Co-Branding

The certificates of participation and recognition shall use the horizontal version in case the activity or workshop is co-sponsored with other government agency or office. In this case, the DepEd seal must be placed at the left side and the seal of sponsoring office at the right side separated by a **0.5 cm** space in between with the texts at the center as shown in the sample.

If another agency, public or private, is hosting the affair together with DepEd, DepEd may suggest to the sponsoring agency that the DepEd seal be situated side by side with the seal of the sponsor.

For DepEd partnerships with other agencies and civil society organizations (CSOs), the DepEd logo is used instead of the seal, and the official seal or logo of the CSO is placed at the right side.

The horizontal format in a certificate is acceptable when two different identity marks (seal or logo) are used with the Department as the main sponsoring agency and the non-DepEd organization as its partner.

Co-Branding Sample



The names and titles are not those of the actual agency officials.

Certification, Authentication, and Verification

The Certification, Authentication, and Verification Certificate (CAV) Forms (Form 1-17) released by DepEd must have the seal at the center. Below the seal is the *Republic of the Philippines* set in Old English Text MT, 12 point size, bold, the *Department of Education* set in Old English Text MT, 18 point size, bold, the regional office set in Trajan Pro, 10 point size, and the name of office/division/school are in Tahoma, 10 point size, bold.

The office or school where the CAV came from should bear its seal, address, and telephone numbers placed as a footer.

ED FORM 1 – SCHOOL REFERRAL TO DIVISION OFFICE



Republic of the Philippines
Department of Education
 REGIONAL _____
 Division _____
 School Name _____

1st Indorsement

Date _____

Respectfully forwarded to the Schools Division Superintendent, Division of _____, requesting for assistance in securing a certified true copy of School Form 118 (now School Form 5) for reconstruction of Form 137 in relation to the attached request of Name of learner, who claims to be a graduate of / student in Name of School during the School Year _____. The said record, despite diligent search, is not available in this Office.

For the preferential appropriate action of the Schools Division Superintendent:

 Signature over Printed name
 (School Head/Principal)

 Name of School:
 Address:
 Telephone No.:



Sample Certification, Authentication, and Verification Form

Header:

- **Seal** - 0.76 inch
- **Republic of the Philippines** - Old English Text MT, 12 point size, bold
- **Department of Education** - Old English Text MT, 18 point size, bold
- **Name of Regional Office** - Trajan Pro, 10 point size
- **Name of Office/Division** - Tahoma, 10 point size, bold
- **Name of School** - Tahoma, 10 point size, bold

Footer:

- **School Seal** - 0.76 inch
- **Office Details (address, contact numbers, and email address)** - Calibri (Body), 10 point size


Reference: DepEd Order No. 8, s. 2015

Learner Permanent Record for Elementary School (SF10-ES)

Learner Permanent Record for Elementary School (SF10-ES) shall have the official seal at the upper left corner and the logo at the upper right corner. At the center is the Republic of the Philippines and the Department of Education.


Sample of SF10-ES

SF10-ES



Republic of the Philippines
Department of Education

Learner Permanent Record for Elementary School (SF10-ES)
(Formerly Form 137)



LEARNER'S PERSONAL INFORMATION						
LAST NAME: _____		FIRST NAME: _____		MIDDLE NAME: _____		
Learner Reference Number (LRN): _____		Birthdate (mm/dd/yyyy): _____		Sex: _____		
ELIGIBILITY FOR ELEMENTARY SCHOOL ENROLLMENT						
Credential Presented for Grade 1: <input type="checkbox"/> Kinder Progress Report <input type="checkbox"/> ECCD Checklist <input type="checkbox"/> Kindergarten Certificate of Completion						
Name of School: _____		School ID: _____		Address of School: _____		
Other Credential Presented:						
<input type="checkbox"/> PEFT Passer - Rating: _____		Date of Examination/Assessment (mm/dd/yyyy): _____		<input type="checkbox"/> Others (Pls. Specify): _____		
Name and Address of Testing Center: _____				Remarks: _____		
SCHOLASTIC RECORD						
School: _____		School ID: _____				
District: _____		Division: _____		Region: _____		
Classified as Grade: _____		Section: _____		School Year: _____		
Name of Adviser/Teacher: _____		Signature: _____				
LEARNING AREAS	Quarterly Rating				Final Rating	Remarks
	1	2	3	4		
Mother Tongue						
Filipino						


Reference: DepEd Order No. 58, s. 2017

Learner Permanent Record for Junior High School (SF10-JHS)

Learner Permanent Record for Junior High School (SF10-JHS) shall have the official seal at the upper left corner and the logo at the upper right corner. At the center is the Republic of the Philippines and the Department of Education.


Sample of SF10-JHS

SF10-JHS



Republic of the Philippines
Department of Education

Learner Permanent Record for Junior High School (SF10-JHS)
(Formerly Form 137)




LEARNER'S INFORMATION						
LAST NAME _____		FIRST NAME _____		NAME EXT. (Jr./Sr.) _____		
MIDDLE NAME _____		Birthdate (mm/dd/yyyy): _____		Sex: _____		
Learner Reference Number (LRN): _____						
ELIGIBILITY FOR JHS ENROLMENT						
<input checked="" type="checkbox"/> Elementary School Completer		General Average: _____		Citation (if Any): _____		
Name of Elementary School: _____		School ID: _____		Address of School: _____		
Other Credential Presented:						
<input type="checkbox"/> PEPT Passer		Rating: _____		<input type="checkbox"/> ALS A & E Passer		
Date of Examination/Assessment (mm/dd/yyyy): _____		Rating: _____		<input type="checkbox"/> Others (P/s. Specify): _____		
		Name and Address of Testing Center: _____				
SCHOLASTIC RECORD						
School: _____		School ID: _____		District: _____		
Classified as Grade: _____		Section: _____		Division: _____		
		School Year: _____		Name of Adviser/Teacher: _____		
				Signature: _____		
LEARNING AREAS	Quarterly Rating				FINAL RATING	REMARKS
	1	2	3	4		
Filipino 7						
English 7						

Reference: DepEd Order No. 58, s. 2017


Learner's Permanent Record (AF-5)

AF-5



Republic of the Philippines
Department of Education
ALTERNATIVE LEARNING SYSTEM

LEARNER'S PERMANENT RECORD (AF-5)



DISTRICT: _____ DIVISION: _____ REGION: _____

LEARNER'S INFORMATION

LAST NAME: _____ FIRST NAME: _____ NAME EXTENSION: _____ MIDDLE NAME: _____

ADDRESS: _____

HOUSE NO./ SITIO / ST. _____ BARANGAY _____ MUNICIPALITY/CITY _____ PROVINCE _____

BIRTHDATE: MONTH ____ / DATE ____ / YEAR ____ SEX: ☐ Male ☐ Female

LRN: _____

LEARNER'S EDUCATIONAL STATUS

<p>Program Enrolled _____</p> <p>Delivery Mode _____</p> <p>CLC Name _____</p> <p>CLC Address _____</p> <p>Name of Facilitator _____</p>	<p>Program Enrolled _____</p> <p>Delivery Mode _____</p> <p>CLC Name _____</p> <p>CLC Address _____</p> <p>Name of Facilitator _____</p>
--	--


Reference: DepEd Order No. 58, s. 2017

DEPED ISSUANCES

The DepEd Issuances shall have the seal at the center. Below the seal is the *Republic of the Philippines* set in Old English Text MT, 12 point size, bold, the *Department of Education* set in Old English Text MT, 20 point size, bold.

The DepEd Memorandum and all the rest are in Bookman Old Style, 11 point. The footer is 8.

DepEd Memorandum
DepEd Order
Office Order
Office Memorandum
Unnumbered Memorandum



Republic of the Philippines
Department of Education

DepEd MEMORANDUM
No. _____ s. 2017

NEQUE PORRO QUISQUAM EST QUI DOLOREM IPSUM QUIA DOLOR

To: Undersecretaries
Assistant Secretaries
Business and Service Directors
Regional Directors


15 APR 2017

PRESS RELEASE MESSAGE

The secretary's message has the seal at the center. Below the seal is the *Republic of the Philippines* set in Old English MT, 12 point size, the *Department of Education* is set in Old English Text MT, 20 point size and bold.

The *Tanggapan ng Kalihim* is set in Bookman Old Style, 11 point in size and the *Office of the Secretary* is set in Arial, 9 point in size.

The press release has the seal at the center. The *Department of Education/ Office of the Secretary* is in Arial, 12 point in size and bold.



Republic of the Philippines
Department of Education

Tanggapan ng Kalihim
Office of the Secretary

MESSAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



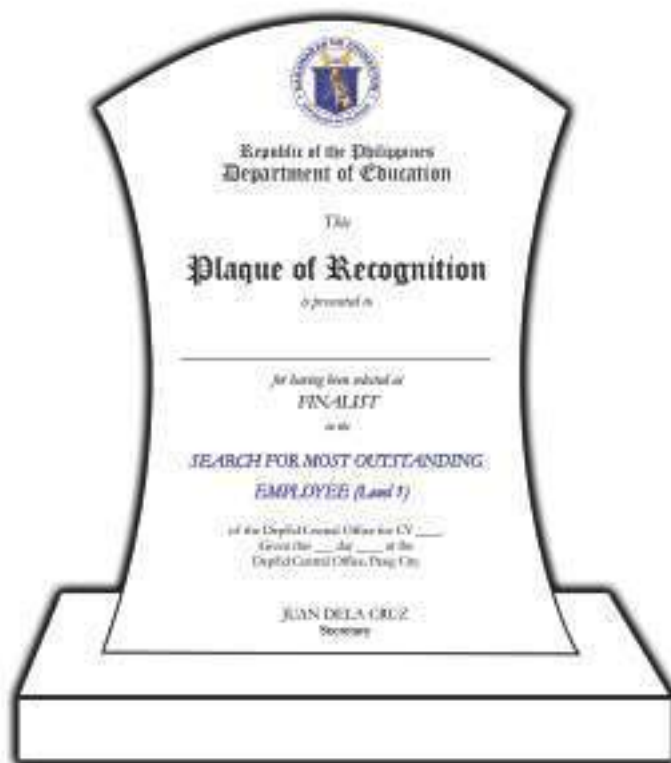
DEPARTMENT OF EDUCATION | OFFICE OF THE SECRETARY

PRESS RELEASE

Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit, Sed Do Eiusmod Tempor Incidunt Ut Labore Et Dolore Magna Aliqua

Nunc arcu leo, hendrerit ac elementum nec, ultricies non mi. Integer luctus euismod urna, eu feugiat lacus ornare at. Nam et elementum purus. Nam et nisi eget, tempus sem non, maximus sapien. Vestibulum tristique ac ligula quis euismod. Praesent eget nisi ac nisi commodo sagittis non a urna. Morbi semper sem quis varius vehicula. Donec et massa sed quam accumsan facilisis id.

PLAQUE



The vertical version of the DepEd seal must be used in plaques and trophies. The official seal must be placed prominently at the center, topmost portion as shown in the sample.

The name and title are not those of an actual DepEd official.

BUSINESS CARD

The business card must be in vertical format with 2 x 3.5 inches (h x w). The seal or the logo should be at the center top portion of the business card with 0.65 inches in height. The name of the business card holder must be written in Book Antiqua, 11 point size, bold, and the designation or position is in Book Antiqua 7 point size, bold. DepEd personnel must use black ink. The office and email addresses at the bottom left corner and the telephone and mobile phone numbers, and email addresses at the bottom right corner must be written in Book Antiqua, 6.8 point size. The business card must use consistent and appropriate sizes of text for all lines to satisfy the principles of balance and proportion.

The business card with the Department of Education seal is for the Executive Committee members and employees with salary grades (SG) 24 and up.

The business card with the Department of Education logo is used by employees with salary grades (SG) 23 and below.

Business Card



IDENTIFICATION CARD

The DepEd ID is vertical and has the size of an Automated Teller Machine (ATM) card.

For the whole Department, **blue** is for the third level positions appointed by the President of the Philippines; **red** is for the chiefs and other plantilla positions or regular items; and **yellow** is for the contracts-of-service and consultants.

In front of the card, the DepEd seal and logo, name and photo of employee, employee number, and position are placed.

At the back of the card, the employee's name and signature, address and contact details of the company, name and signature of the secretary, and the statement, "*In case of emergency, please contact....*" are written. A space for the employee's other information is provided, too.

To ensure card authenticity and to reduce the chances of fraudulent reproduction of ID cards, please contact the Personnel Division at (02) 633-9345 or (02) 636-6546, or email at bhrod.pd@deped.gov.ph for the card ID template.

Any employee who alters a photo ID card or who allows any card issued in his or her name to be used by any other person is subject to disciplinary action.

FRONT



BACK

<p>DEPARTMENT OF EDUCATION DepEd Complex, Mexico Avenue, Pasig City www.deped.gov.ph</p> <p>JUAN DELA CRUZ (Secretary/Regional Director/SDS/Principal)</p> <p>In case of emergency, please contact: 09XX-XXX-XXXX</p> <p>Other Information</p> <p>_____ Name and Signature of Employee</p>
--

COLLAR PIN, WATCH, AND RING

The DepEd pin that has the Department of Education seal is for the Executive Committee members and employees with salary grades (SG) 24 and up.

The DepEd pin with the logo is worn by employees with salary grades (SG) 23 and below. It is worn on the lapel of a business suit, or in a similar location on other attire. It is also worn by DepEd staff who travel abroad for scholarships, training programs, school visits, and educational tours. It is also worn during official functions, and in congress and senate hearings.

The Department also awards pins, rings, and watches with the DepEd logo for certain milestones of service, including five-year anniversaries to all its employees.

Illustration of Pin, Watch, and Ring



NAMETAG



For Deped activities:

A nametag must have the DepEd logo at the center, name or nickname of the employee and his role or position in the activity.



For Deped activities in coordination with other agencies:

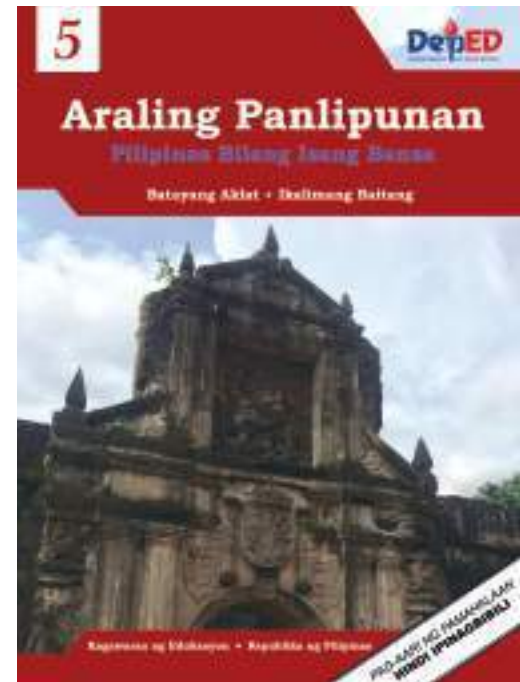
A nametag must contain the DepEd logo on the upper left corner and the sponsoring office logo(s) on the upper right corner, name or nickname of the employee and his role or position in an activity.

The nametag may come in different sizes.

INSTRUCTIONAL AND EDUCATIONAL MATERIALS COVER

When the instructional and educational materials are owned by the Department, the logo should appear on the upper right cover for ownership or agency identity. The grade level or year level must be placed on the upper left corner. Written below the right hand corner are the words “NOT FOR SALE” or “PAG-AARI NG PAMAHALAAN HINDI IPINAGBIBILI” in capital letters. Below *Page i of the book* is the DepEd logo.

For manuals owned by DepEd, the logo should appear on the lower right cover for ownership or agency identity. If there are partner institutions or offices, the DepEd logo must be placed on the lower right followed by the partner agencies, all in the same sizes.



LEAFLET, FLYER, BROCHURE, AND POSTER

All internally-generated leaflets, brochures, flyers, and posters shall follow the prescribed format.

1. In designing leaflets, brochures, and flyers, the recommended format is as follows:
 - The front page/cover page should always have the logo in horizontal version either at the top or bottom portion.
 - The back cover must contain the logo and the Department's address and contact numbers.
2. For posters, they should also have the logo either at the top or bottom portion. Posters come in different sizes. The rules on the use of logo shall prevail.

POSTER



NEWSLETTER



The standard front cover of the newsletter includes the DepEd logo on its upper right corner and the “Not for Sale” sign on the right lower portion. The back cover regularly features a DepEd program or project including the name of the concerned office and its contact information. This serves as a final sign-off of the newsletter.

PROMOTION AND ADVOCACY MATERIAL

The logo shall be used in the following:

- school bulletin boards,
- publications,
- t-shirts or polo shirt,
- promotional or advocacy materials, and
- commemorative souvenirs.

The rule of proportion and good taste should be observed in applying the logo in promotions and advocacy materials and giveaways for programs, projects, and activities solely implemented by DepEd. The application includes souvenir items to capture important DepEd events, celebrations, campaigns, and other special occasions such as tributes to retired DepEd employees, and for employees' outstanding accomplishments, among other activities.

The Department of Education owns all service marks, symbols, taglines, and slogans associated with or referring to the Department. Any use of the Department's marks that violates the Department of Education Service Marks and Visual Identity Manual is strictly prohibited, even if the proposed uses do not involve the sale of a product.

Illustration of Promotion and Advocacy Materials



T-Shirt/Polo Shirt

The logo may be used as a patch with white background when used in T-shirts for better visibility. Official logo of its partner may be placed in horizontal format.

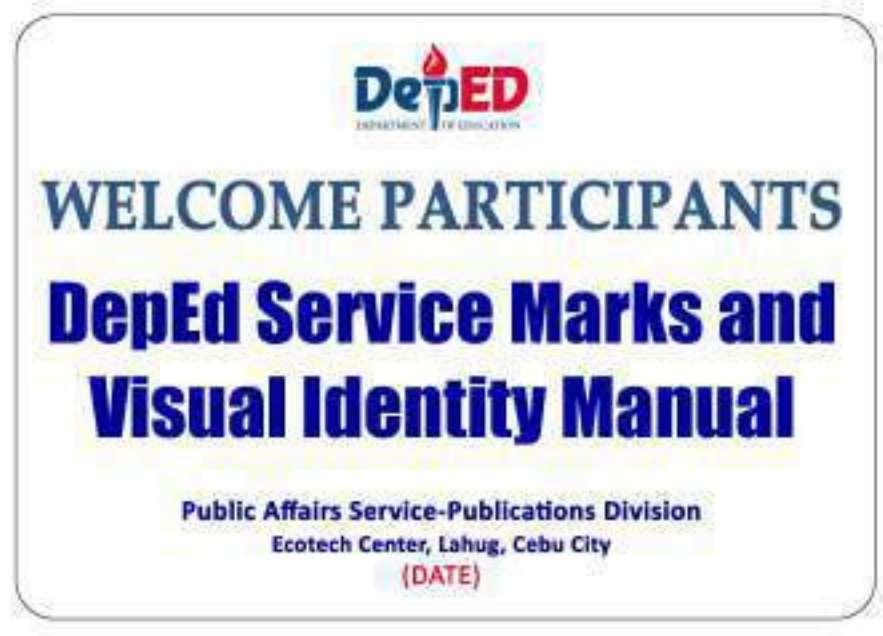


STREAMER, BACKDROP, AND BACKGROUND

For poster or streamer for promotional or advocacy purposes, the logo is placed at the center. In case the workshop is co-sponsored by other agencies or offices, the DepEd logo must be placed at the left side and the seal of the sponsoring agency or office at the right side. Additional texts after the seal or agency logo and seal type or logo type may vary in size and color. The diameter of the seal or logo must be twice the height of the initial work of the texts.



Streamer, Backdrop, and Background Sample



3

DIGITAL MEDIA

ELECTRONIC MAIL SIGNATURE

- Keep it simple
- Include your name, title, and department
- Include only one address and no more than two telephone numbers (specify office, mobile, fax, etc.)
- Use common fonts such as Helvetica, Calibri, or Arial, sized 12 to 14 points
- If you include a URL, it should be short
- Use plain text for readability
- Use a single color such as black or dark gray
- Avoid using distracting graphics and flashing emoticons



JUAN DELA CRUZ

Assistant Secretary

Legal Affairs

Tel. No.: (+632) 706-5332

(+632) 633-5439

Department of Education

DepEd Complex, Morisco Avenue, Pasig City

www.deped.gov.ph

The electronic mail signature with the Department of Education seal is for the Executive Committee members and employees with salary grades (SG) 24 and up.



JUAN DELA CRUZ

Office of the Assistant Secretary for Legal Affairs

Tel. No.: (+632) 706-5332

(+632) 633-5439

Department of Education

DepEd Complex, Morisco Avenue, Pasig City

www.deped.gov.ph

The electronic mail signature with the Department of Education logo is used by employees with salary grades (SG) 23 and below.

REFERENCES

- Comprehensive Usage Manual-Branding Guidelines for Corporate Identity*, 2012. Presidential Communications Development and Strategic Planning Office, Malacañan Palace, Manila.
- Executive Order No. 117, s. 1997, *Reorganization of the Ministry of Education, Culture and Sports Prescribing its Powers and Functions and Other Purposes*.
- Executive Order No. 4, s. 2010, *Reorganizing and Renaming the Office of the Press as the Presidential Communications Operations Office; Creating the Presidential Communications Development and Strategic Planning Office*.
- DepEd Order No. 28, s. 2001, *Prohibiting the Commercialization of DECS Organization Through Endorsements and Accreditation of Goods and Services*.
- DepEd Order No. 1, s. 2003, *Promulgating the Implementing Rules and Regulations (IRR) of Republic Act No. 9155 Otherwise Known as the Governance of Basic Education Act of 2001*.
- DepEd Order No. 69, s. 2003, *DepEd Logo*.
- DepEd Order No. 63, s. 2011, *The Department of Education (DepEd) Seal*.
- DepEd Order No. 36, s. 2013, *Our Department of Education Vision, Mission and Core Values (DepEd VMV)*.
- DepEd Order No. 8, s. 2015, *Policy Guidelines on Classroom Assessment for the K-12 Basic Education Program*.
- DepEd Order No. 8, s. 2017, *School Year 2016 - 2017 End of School Year Rites*.
- DepEd Order No. 58, s. 2017, *Adoption of New Forms for Kindergarten, Senior High School, Alternative Learning System, Health and Nutrition, and Permanent Records*.
- DepEd Order No. 64 s. 2017, *Establishing the Minimum Performance Standards and Specifications for DepEd School Buildings*.
- DepEd Order No. 2, s. 2019, *School Year 2018–2019 K to 12 Basic Education Program End of School Year Rites*.
- Republic Act (RA) No. 8491, *The Flag and Heraldic Code of the Philippines*, Rule 8, Chapter 6, Sections 49, 50 and 51.
- Republic Act (RA) No. 9155, *Governance of Basic Education Act of 2001*.

The name “Department of Education” is a registered service mark and may not be used by any outside entity or individual without prior written permission from the Department of Education.

For technical assistance concerning specific situations, please contact the Publications Division through email address pas.pd@deped.gov.ph or at telephone nos. (02) 633-9341 or (02) 635-3765.

Thank you for helping enhance the Department of Education’s reputation through implementing the Service Marks and Visual Identity Manual.



(Enclosure No. 2 to DepEd Order No. 031, s. 2019)

GUIDELINES ON THE USE OF THE DEPARTMENT OF EDUCATION SERVICE MARKS AND VISUAL IDENTITY MANUAL

I. Rationale

1. The Public Affairs Service-Publications Division (PAS-PD) has developed the **Department of Education Service Marks and Visual Identity Manual (DSMVIM)** to ensure a standard application of the official seal and logo in official documents contained in policies, activities, and programs/projects (PAPs) of this Department. It sets the visual standard in all DepEd communications, presentations, learning resources, advocacy materials, citations and documentations and all other official collaterals.

More than establishing the proper and legitimate use of the DepEd seal and logo, which are at times used inappropriately and interchangeably, this **Manual** establishes authority, accountability and responsibility in the governance of basic education.

DepEd Order (DO) No. 69, s. 2003 titled **DepEd Logo** contains the purpose of using the logo in school bulletin boards, publications, reports, circulars and T-shirts designed for printing. It also specifies other colors of the logo, which conform with the official colors of the Philippine Flag, as per Republic Act No. 8491, otherwise known as the **Flag Heraldic Code of the Philippines**.

DO 63, s. 2011 titled **Department of Education Seal** features the colors of the seal and other provisions. The seal shall be used and applied in all relevant DepEd standard templates and official documents, as specified in the **Manual**.

While ensuring adherence to the provisions of this **Manual** will pose certain challenges given the magnitude and scope of the bureaucracy—the largest in the country—the commitment of the DepEd family will guarantee that the objectives of the **Manual** will be met.

II. Scope of the Policy

2. This DepEd Order (DO) provides the DepEd operating units from the central office (CO), regional offices (ROs) and schools division offices (SDOs), and the public schools with DSMVIM, which sets the standards of applications of the official seal and logo to achieve their uniform rendition.

III. Definition of Terms

3. For purposes of this Order, the following terms are defined as follows:
 - a. **DepEd Issuance** is an official document containing policies, procedures or information released and signed by the DepEd secretary or other authorized officials. It is uploaded on www.deped.gov.ph for the information and compliance of the concerned public.
 - b. **DepEd Logo** refers to a mark for recognition. It is utilized in school bulletin boards, publications, reports, circulars, T-shirt printing, stationeries and others (DO 69, s. 2003);

- c. **DepEd Seal** refers to the symbol of the Department duly approved by the Office of the President, Malacañan, Manila, which shall be utilized in all official communications (DO 63, s. 2011). It must be treated with utmost respect.
- d. **Multimedia and Graphic Creative Solutions** refers to the official photographs, audio-visual presentations, and graphic designs that are directed through visual communication as well as presentation.

IV. Policy Statement

4. Through the standards set on DO 63, s. 2011 and DO 69, s. 2003, DepEd establishes a unified identity across all governance level – from the central to the regional, division and school levels. Proper usage of the marks (seal and logo) also builds a strong awateness and recognition of DepEd's image as a learner-centered institution that continuously improves itself to better serve the public.

The use of the marks will also strongly establish DepEd's credibility to its partners and stakeholders who continuously help in the realization of the Department goals and targets.

V. Funding

5. Funding of this project at the national level will be charged to Education Information and Communication Services (EICS) Funds, subject to the usual accounting and auditing rules and regulations.

VI. Procedures/Roles and Responsibilities Section

6. This Department, through PAS-PD, engages the CO, ROs, SDOs, public schools, and the general public to make informed decisions and take appropriate actions through quality, relevant, and timely release of official issuances, including social media contents through <https://www.facebook.com/DepartmentOfEducation.PH/> with the consistent rendition of these marks.

7. The Roles and Responsibilities of CO are as follows:

- a. Publications Division answers queries or clarifications with regard to the utilization of the Manual.
- b. Publications Division-Multimedia Unit provides the digital version of the official seal and logo. Provides technical assistance concerning specific situations on the service marks in communication and advocacy materials based on the following principles, among other requirements:
 - i. **Balance, proportion and good taste** of the elements in documents or advocacy materials; and
 - ii. **Harmony and contrast** for emphasis of the key words and important images to capture the message.
- c. External Partnerships Service (EPS) provides information to the Publications Division-Multimedia Unit whether an external agency has an existing Memorandum of Agreement (MOA) or a Memorandum of Understanding (MOU) with DepEd.

In the CO, only after the EPS gives the clearance to the Publications Division-Multimedia Unit can an external agency or an external stakeholder (non-DepEd agencies and individuals) be granted to use the DepEd seal or logo in its project documents and advocacy materials. Meanwhile, all DepEd offices and units in the CO wanting to use the DepEd seal or logo need only to follow what is prescribed in the Manual, and seek technical assistance from the Publications Division-Multimedia Unit.

The official documents with the DepEd seal are certificates and plaques, legal documents, academic awards, official envelopes, letterheads and stationeries, memos and notepads, business cards, identification cards and press conference backdrops.

The promotion and advocacy materials with the DepEd logo are nametags, newsletter, instructional and educational materials, leaflet, flyer, brochure, poster, and online collaterals like infographics, website banner, among others.

- d. Legal Division initiates administrative disciplinary action to offices and individuals, whenever necessary. It also institutes appropriate sanctions on erring institutions or individuals whenever violations are observed.

8. The Roles and Responsibilities of Regional Information Officers (RIOs) are as follows:

- a. They shall provide technical assistance concerning specific situations on the service marks, the DepEd seal and the DepEd logo, in the region.
- b. They shall get clearance from the Education Support Services Division (ESSD) in their region in cases where external agencies, private institutions, and external stakeholders (all non-DepEd) request to have official signages and materials with DepEd.

The ESSD makes sure that the external agencies, private institutions, and external stakeholders have an existing MOA or MOU with the DepEd RO concerned before allowing them to use the DepEd seal and logo in their project documents and advocacy materials. Meanwhile, all DepEd offices and units in the RO wanting to use the DepEd seal or logo need only to follow what is prescribed in the Manual, and then must seek technical assistance from their RIOs.

- c. They shall integrate the budget on the conduct of their regionwide M&E and Orientation on the Use of the Department of Education Service Marks and Visual Identity Manual in their Work and Financial Plan (WFP) and liquidate the funds on time.
- d. They shall orient the Division Information Officers (DIOs) on the Use of DSMVIM.
- e. They shall consolidate and submit the M&E reports of the schools divisions (through the DIOs) to the Central Office, Public Affairs Service-Publications Division (CO, PAS-PD) every first quarter of the year.

9. The Roles and Responsibilities of DIOs are as follows:

- a. They shall provide technical assistance concerning specific situations on the service marks, the DepEd seal and logo, in the schools division.
- b. They shall get clearance from the Schools Governance and Operations Division (SGOD) in the DO, in cases where external agencies, private institutions, and external partners (all non-DepEd) request to have official signages and materials with DepEd. Meanwhile, all DepEd offices and units in the DO wanting to use the DepEd seal or logo need only to follow what is prescribed in the Manual, and must seek technical assistance from the DIOs.

The SGOD shall make sure that the external agencies, private institutions, and external stakeholders have an existing MOA or MOU with the DepEd division concerned before allowing them to use the DepEd seal and logo.

- c. The DIOs shall serve as coordinators of the Monitoring and Evaluation (M&E) activities and Orientation on the Use of DSMVIM for the personnel/officers of the SDOs, schools district offices, and elementary and secondary schools principals.
- d. They shall integrate the budget on the conduct of their divisionwide M&E and Orientation on the Use of DSMVIM in their WFP, and liquidate the funds on time.
- e. They shall orient the schools district supervisors and elementary and secondary school principals/representatives on the M&E and Use of DSMVIM orientation materials.
- f. They shall prepare their Orientation and M&E reports to be submitted to their RIOs.

VII. Monitoring and Evaluation

10. The forms may change as DepEd responds to new conditions. Hence, the ROs and the SDOs shall conduct Orientation and M&E on the use of the DSMVIM. They act as focal points in organizing and managing monitoring reviews and evaluations on DSMVIM, and provide trainings and mentorings on DSMVIM in the local levels.

11. The CO PAS PD shall gather the M&E results from the ROs and the DOs through their RIOs and DIOs every first quarter of the year. The results will be used to assess the responses/progress on the DSMVIM for its improvement. The results of continuous M&E shall be the bases for future revisions of the Manual.

VIII. References

12. The following references are used to support the aforementioned guidelines:

- a. RA 9155: Governance of Basic Education, Section 1.3. Purposes and Objectives,
- b. Comprehensive Usage Manual Branding Guidelines for Corporate Identity, 2012. Presidential Communications Development and Strategic Planning Office, Malacanang Palace, Manila.

- c. DepEd No. 28, s. 2001, Prohibiting the Commercialization of DECS Organization Through Endorsements and Accreditations of Goods and Services;
- d. DepEd Order No. 69, 2003, DepEd Logo;
- e. DepEd Order No. 63, 2011, The Department of Education (DepEd) Seal; and
- f. DepEd Order No. 36, s. 2013 (Our Department of Education Vision, Mission and Core Values).

IX. Effectivity

13. This Manual shall take effect upon its approval. This shall be registered with the Office of the National Administrative Register (ONAR) at the University of the Philippines (UP) Law Center, UP Diliman, Quezon City.


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Secretary