



Republic of the Philippines  
**Department of Education**  
REGION VIII - EASTERN VISAYAS

May 11, 2020

**REGIONAL MEMORANDUM**

No. **251**, s. 2020

**REITERATION OF THE DEPED POLICIES ON THE USE OF THE  
DEPED SERVICE MARKS AND VISUAL IDENTITY**

To: Director III  
Schools Division Superintendents  
School Heads  
All Others Concerned

1. The Office reminds the field on the existing policies and issuances of the Department of Education on the use of its name, seal and logo.
2. 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 stationaries. DepEd Order (DO) No. 63, s. 2011 titled **Department of Education (DepEd) Seal** provides guidelines and standards on the use of the Department's official seal.
3. All the previously issued guidelines are still in effect and are integrated in the DepEd Order (DO) No. 31, s. 2019 titled Department of Education Service Marks and Visual Identity Manual. The manual specifically stipulates that the Department owns all its service marks, symbols, taglines, and slogans associated with or referring to the Department. Any use of the Department's marks that violates the existing policies and guidelines is strictly prohibited even if the proposed uses do not involve the sale of a product.
4. Immediate dissemination of and strict compliance with this memorandum are desired.

**RAMIR B. UYTICO EdD, CESO IV**

Director IV

Enclosures: None

References: DepEd Order Nos. 69, s. 2003, 63, s. 2011, and 31, s. 2019

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

CONVERGENCE EDUCATION LEADERS

ORD-PAU-JFC



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