MATATAG Logo — Checklist

■ Tagline: Bansang Makabata, Batang Makabansa — A Nation for Children, Children for the Nation.

■ Brand mark (Matatag heart): small hand = learners; big hand = educators, partners, stakeholders; together they form a heart.

■ Heart meaning: love and passion of Filipinos building a better future for the next generation.

■ Blue = culture of peace and inclusivity. Yellow = optimism of learners. Red = burning passion of educators and partners.

■ Colors adopted from the DepEd logo, consistent with the Philippine flag.

■ MATATAG = MAke curriculum relevant; TAke steps to accelerate facilities/services; TAke good care of learners; Give support to teachers.

■ Brand guidelines developed by DepEd Public Affairs Service (PAS) for consistent use.

■ Use official files only — never redraw, recolor, or copy the logo from a poster or photo.

■ Clear space around the logo: at least the width of the Matatag heart.

■ Matatag heart may be used in isolation from the rest of the logo elements.

■ Merged DepEd-MATATAG logo + Bagong Pilipinas logo required per Memorandum Circular No. 24, s. 2023.

■ On official documents, merged logos go on the leftmost position of the footer.

■ Official DepEd logo may still be used separately per DO No. 031, s. 2019 (Service Marks and Visual Identity Manual).

■ This guide explains the logo; it does not reproduce official artwork — always use DepEd official files.

Source: matatagcurriculums.com — MATATAG Logo guide