



Republic of the Philippines
Department of Education
REGION X – NORTHERN MINDANAO
SCHOOLS DIVISION OF BUKIDNON

07 JUNE 2023

DIVISION MEMORANDUM
No. 222, s. 2023

SDO BUKIDNON REVISED OFFICIAL LOGO DESIGN

To: Assistant Schools Division Superintendent
Curriculum Implementation Division
School Governance and Operations Division
Office of the Schools Division Superintendent
Public Schools District Supervisors/In-Charge
Public Elementary and Secondary School Heads
Teaching and Non-Teaching Personnel
All Others Concerned

1. This Office is pleased to announce that the Department of Education - Division of Bukidnon will adopt a new logo to represent our commitment to excellence and progress in education effective immediately. This logo incorporates several elements that reflect our vision for the future of education in the Province of Bukidnon.
2. The new logo features the following elements:
 - a. **20 Alternating Sunrays:** The 20 alternating sunrays symbolize the 20 municipalities in the Province of Bukidnon. This represents the unity and collective effort of our educational community in providing quality education to all learners across the division.
 - b. **Laurel Wreath:** The laurel wreath, a symbol of success and achievement, signifies our continuous pursuit of excellence in education. It represents the dedication and hard work of our administrators, teachers, students, parents, and stakeholders in achieving academic excellence and holistic development.
 - c. **People Emblem Working Hand in Hand:** The people emblem, with individuals working hand in hand, represents the collaboration and partnership among DepEd, stakeholders, students, and parents. It signifies our shared responsibility in nurturing the potential of every learner and creating a supportive and inclusive learning environment.



Address: Fortich St., Sumpong, Malaybalay City, Bukidnon
Hotline Number: +639178423657
Email Address: bukidnon@deped.gov.ph
Website: <https://bukidnon.deped.gov.ph>

- d. **Connectivity:** The symbol of connectivity reflects our division's commitment to embracing the advancements of the 21st-century educational landscape. It represents our dedication to providing broader connectivity and access to information, technology, and resources, ensuring that our learners are equipped with the necessary skills for the future.
- e. **Book and Tablet:** The book and tablet symbolize the integration of traditional and digital learning methods, highlighting our adaptation to the Fourth Industrial Revolution (FIRE 4.0). It represents our commitment to innovative teaching and learning approaches, equipping our students with the knowledge and skills needed to thrive in the modern world.
- f. **Torch:** The torch represents the light of education that we strive to provide to all Bukidnon learners. It symbolizes enlightenment, knowledge, and guidance, emphasizing our dedication to empowering our students with the transformative power of education.
- g. **Silhouette of Bukidnon's Mt. Kitanglad:** The silhouette of Mt. Kitanglad, a prominent landmark in Bukidnon, represents the province as a whole. It symbolizes our commitment to providing high-quality education that is rooted in the values and rich cultural heritage of Bukidnon, signifying our dedication to delivering education of the highest standard.
- h. The text "**KAGAWARAN NG EDUKASYON - SANGAY NG BUKIDNON**" has been included in the logo to emphasize the Filipino language and its significance. This text is designed using the same font family as DepEd's MATATAG banner program to maintain alignment with the Department of Education's branding initiatives.

3. The new logo design can be downloaded through the link: <https://bit.ly/buklogo2023>. This new logo embodies our collective aspirations and commitment to nurturing the potential of every learner, fostering excellence, and embracing the changing landscape of education. All are encouraged to embrace this new logo as a symbol of our shared vision and dedication to the advancement of education in the province of Bukidnon.



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4. Attached in this Memorandum is the DepEd Bukidnon Logo Visual Identity Guide. Should you have any clarifications or concerns, please do not hesitate to contact the Division ICT Unit at daryl.macario@deped.gov.ph.

5. Immediate and widest dissemination of this Memorandum is enjoined.

VICTORIA V. GAZO
Schools Division Superintendent

vvg/ict06062023

Attachment(s): as stated

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



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DEPED BUKIDNON

LOGO REDESIGN

Visual Identity Guide

REDESIGNED BY:

JHON JOEMAR L. LA VICTORIA

Teacher

Impalutao Integrated School
District of Impasugong I

LOGO ELEMENTS



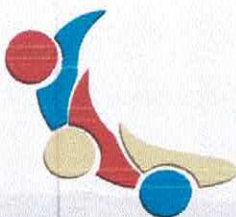
20 Alternating Sunrays:

The twenty (20) alternating sunrays symbolize the 20 municipalities in the Province of Bukidnon. Included is the new silhouette of Bukidnon's very own Mt. Kitanglad, a prominent landmark in Bukidnon, represents the province as a whole.



Laurel Wreath:

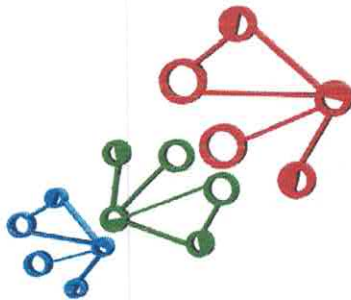
The laurel wreath, a symbol of success and achievement, signifies our continuous pursuit of excellence in education.



People Emblem Working Hand in Hand:

The people emblem, with individuals working hand in hand, represents the collaboration and partnership among DepEd, stakeholders, students, and parents.

LOGO ELEMENTS



Connectivity:

The symbol of connectivity reflects our division's commitment to embracing the advancements of the 21st-century educational landscape.

(Retained)

Book and Tablet:

The book and tablet symbolize the integration of traditional and digital learning methods, highlighting our adaptation to the Fourth Industrial Revolution (FIRE 4.0).



Torch:

The torch represents the light of education that we strive to provide to all Bukidnon learners.

LOGO ELEMENTS



KAGAWARAN NG EDUKASYON SANGAY NG BUKIDNON

*The text "**Kagawaran ng Edukasyon - Sangay ng Bukidnon**" has been included in the logo to emphasize the Filipino language and its significance. This text is designed using the same font family as DepEd's MATATAG banner program to maintain alignment with the Department of Education's branding initiatives.*

LOGO STUDY

MATATAG

Bansang Makabata  Batang Makabansa



Similar font family is used to keep alignment on the new branding guidelines of DepED's MATATAG Program.

LOGO STUDY



New Logo

The changes include using 20 representative sunrays and utilizing the prominent landmark of Bukidnon which is Mt. Kitanglad rather than a random mountain silhouette from the old one.



Old Logo

LOGO RESTRICTIONS



The DepED Bukidnon logo must not be modified or altered in any way to provide a clear and consistent identity and message.

Dont's



Towards a *New Era* of Education



Dr. Victoria V. Gazo

Schools Division Superintendent
DepED Bukidnon

