



Republic of the Philippines
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS
CENTRAL OFFICE
Manila



097.7 DPWH

11.23.2023

23 NOV 2023

DEPARTMENT MEMORANDUM)

CIRCULAR NO.)
Series of 2023)

80

11/23/2023

FOR / TO : **SENIOR UNDERSECRETARY**
UNDERSECRETARIES
ASSISTANT SECRETARIES
REGIONAL DIRECTORS
BUREAU DIRECTORS
SERVICE DIRECTORS
HEADS OF UPMOs
DISTRICT ENGINEERS
HEADS OF ATTACHED AGENCIES
OTHERS CONCERNED
This Department

For information and guidance, attached is a copy of the **Memorandum from the Executive Secretary** dated November 09, 2023 signed by Executive Secretary Lucas P. Bersamin, with the subject: **"USE OF BAGONG PILIPINAS LOGO IN POSITIVE GOVERNMENT PUBLIC COMMUNICATIONS"**.

A copy of the said Memorandum may also be downloaded from the DPWH website: <http://dpwhweb>. If an office cannot access the DPWH website, a hard copy may be obtained from the Records Management Division, HRAS, upon request.

For dissemination to all concerned.


MARICHU A. PALAFOX, CESO II
Assistant Secretary for Support Services

Encl: As stated

cc: Office of the Secretary

10.1.4 JVL/CDP/VGV

**Office of the President
of the Philippines
Malacañang**

MEMORANDUM FROM THE EXECUTIVE SECRETARY

TO : ALL HEADS OF DEPARTMENTS, AGENCIES AND INSTRUMENTALITIES, INCLUDING GOVERNMENT-OWNED OR -CONTROLLED CORPORATIONS (GOCCs), GOVERNMENT FINANCIAL INSTITUTIONS (GFIs) AND STATE UNIVERSITIES AND COLLEGES (SUCs)

CC : SECRETARY CHELOY E. VELICARIA-GARAFIL
Presidential Communications Office (PCO)

SUBJECT : USE OF *BAGONG PILIPINAS* LOGO IN POSITIVE GOVERNMENT PUBLIC COMMUNICATIONS

DATE : NOV 09 2023

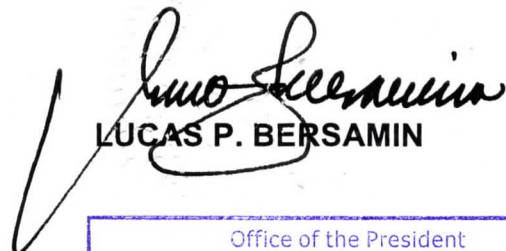
To strengthen the promotion of *Bagong Pilipinas* as the Administration's brand of governance and leadership, all departments, agencies and instrumentalities of the National Government, including GOCCs, GFIs and SUCs, are hereby directed to use the *Bagong Pilipinas* logo only in public communications involving positive news, programs and projects of the Administration.

All heads of agencies are also directed to inform their respective bureaus and offices in charge of public information or communication, to comply with this Memorandum. These bureaus and offices must closely coordinate with the PCO relative to the use of the *Bagong Pilipinas* logo.

As may be necessary, the PCO shall issue the appropriate guidelines for the effective implementation of this directive.

For information and strict compliance.

By authority of the President:


LUCAS P. BERSAMIN

