



Republic of the Philippines
Department of Education
National Capital Region
SCHOOLS DIVISION OFFICE
City of Mandaluyong

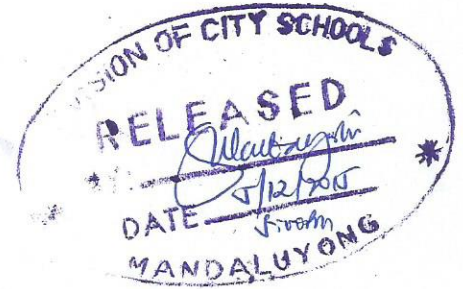
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08 May 2015

DIVISION MEMORANDUM

TO: OIC, Chief, Operations School Governance
District and Education Supervisors
Principals, Public Elementary and Secondary Schools
Section Chiefs
All Concerned




LAUNCHING OF THE NEWLY-CREATED SCHOOLS DIVISION LOGO

Enclosed is the newly-created Schools Division Logo of DepEd Mandaluyong with brief description and explanation of elements incorporated herein.

Relative to this, the field is hereby directed to communicate by using the new logo and set aside the old one, on internal and external communications designed such as posters, newsletters, or emails, press releases, annual reports, and web sites to inform our clients about history, achievements, commitments and services rendered by DepEd Mandaluyong.

Immediate and wide dissemination of this **MEMORANDUM** is desired.


NERISSA L. LOSARIA, CESO VI
Officer-In-Charge
Schools Division Superintendent



March 31, 2015

Merissa L. Losaria

C- Office of the Schools Division Superintendent
Division of City Schools , City of Mandaluyong

Dear Madam,

I have the honor to submit to you my entry in Logo Design Competition for the Division of City Schools City of Mandaluyong. As required along with the logo design, I wish to include below the brief description and explanation of the elements I incorporated in my concept.

The focal point of the logo is a Roman inspired columned Façade of a building that depicts a distinct architectural design generally found in all school buildings in Mandaluyong. This represents the Division of City Schools of Mandaluyong, and on it written the year the office was established. On the left side of the layout stands a torch primarily symbolizes education that shed light of knowledge to the mind of the leaners. The torch flame in blue, yellow and red representing the color of Philippine flag and the Department of Education. On the right side sprung behind the pillars of the façade the twig of Laurel with twenty-two leaves representing the current number and in honor of proud elementary, high school and integrated schools comprising the division of Mandaluyong (subject to change in-case of additional school) On the apex of the triangular roof rests a bird like structure, a prominent symbol that represents Mandaluyong and its local government. Towering far behind the enormous buildings literally signify the progressive City of Mandaluyong. One of the most important element of the layout in high contrast silhouette represents the clientele of the Division of City Schools, the learners, together with the parents, teachers and other stakeholders walking in a brightly lit path. Sun rays served as the background of the picture that adds to the symbolism of bright future. Around the picture in circular shape and written in bold letters the Division of City Schools – City of Mandaluyong suggests stability and toughness. Everything is enclosed in an interlacing cord-like circular border that brings the feeling of unity and consistency.

The elements used in this design is 75% original and created for the purpose of representation. Some graphics were taken from the web but 100% modified to respect the property rights of the creator.

Thank you so much.

Truly yours,


NEMESIO S. CANCAN JR.
Faculty Member- MHS

Noted:


ROSARITO A. SEPTIMO
Principal

