

Tayo

PARA SA
EDUKASYON

*A Communications Campaign to Sustain Reforms
in Basic Education*

*Campaign
guidebook*

for Internal Stakeholders
of the Department of Education





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PANIMULA/ *Introduction*

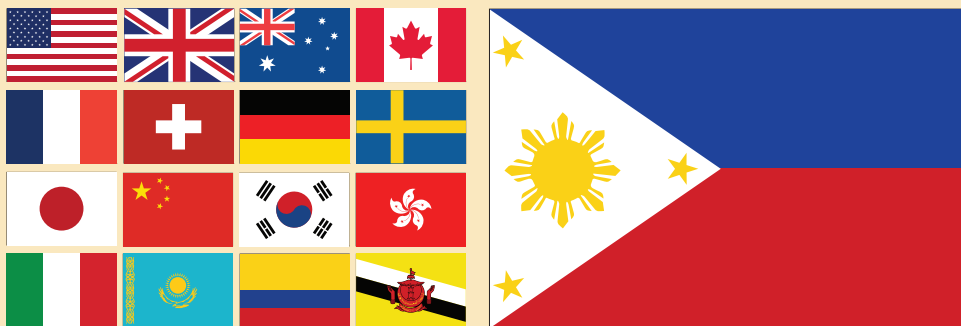
The ABC's to Understanding what it means to STAND.

You hold this book in your hands because you have chosen to play an integral role in the development of education in our country. Whether teacher or administrator, in a classroom or in an office, your actions - no matter how big or small, all contribute to a unified effort to raise education to the next level and enable more Filipino learners to achieve their full potential.

May you find this a useful tool in knowing what this campaign is all about and how you can take an active part in it. More than just a guide, may this serve as a springboard for your own initiatives so that you may inspire other community stakeholders to take on a bigger role in education.

For only when we all work together can we ensure the growth of the learners who will build the future of our nation.

12 YEARS



Pre-University
Cycle

10 YEARS



Change on the Horizon:

Large-scale educational reforms such as the implementation of the K to 12 curriculum place the Philippines at par with the rest of the developed world.

CHAPTER 1

KILALANIN/

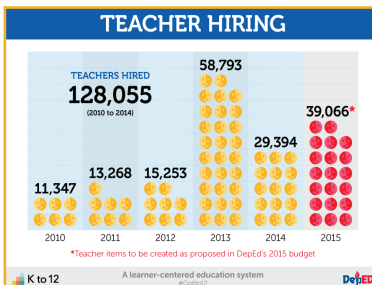
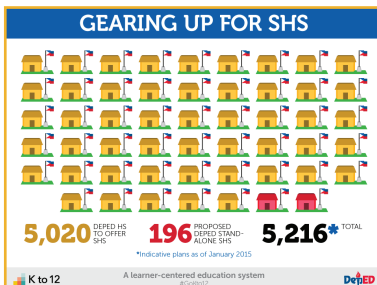
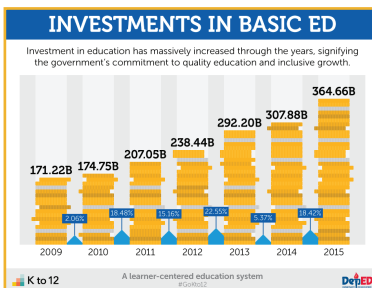
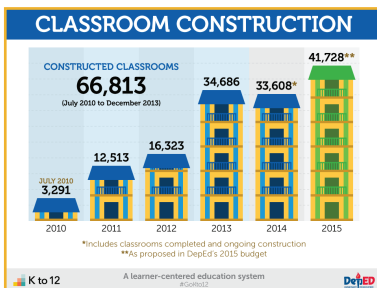
Know it

Change is not a Challenge, but an Opportunity.

The Department of Education makes up more than 50% of government, with over 640,000 personnel spread across 220 divisions and 17 regions. And these numbers will only continue to grow in the coming months and years, due to the implementation of education reforms such as the K to 12 program, a necessary move that will equip our learners to compete at a global level.

This is indeed a time of great change, and while change is never easy, it always presents an opportunity to become something better. Just as a learner transforms into a leader through years of education, so must we evolve as educators by never ceasing to be learners ourselves.

We have the privilege and the power of shaping the future today - for every leader in every sector who will steer the course of our country will be molded and guided by the education they receive as learners. It is our passion for education that will enable these future leaders to make meaningful contributions, not only to our country, but to the rest of the world.



Left: Statistic infographics from the DepEd Facebook page ([facebook.com/DepEd.Philippines](https://www.facebook.com/DepEd.Philippines)) show the continuing development of basic education.

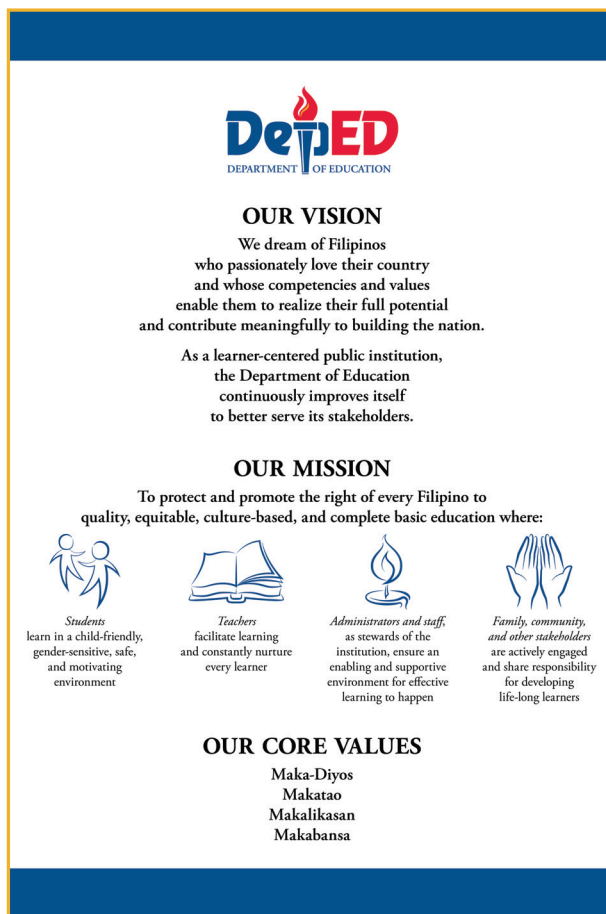
Change not in Solitude, but in Solidarity.

Learning is change. What we discover today that we did not know yesterday will influence the decisions we make tomorrow. It will transform who we are. It is the only way we grow.

So if we seek to develop and elevate education in our country, change must take place. A transformation that begins with ourselves, but extends beyond the confines of a classroom or a school. It needs to translate into both awareness and action that is embraced and undertaken by entire communities, and ultimately, by the entire country. For education is not the concern of a teacher alone; because we share in the same future, we all have a responsibility towards our learners.

When we act on our own, we change lives; when we act together, we transform a nation. And towards this path of transformation, we are guided by our Vision, Mission and Core Values. This unites us by giving us a singular course towards which we direct all our efforts.

Right: DepEd finalized strategic directions for the whole organization through the enactment of a singular Vision, Mission and Core Values, released as Order No. 36 on September 4, 2013.



The infographic is titled 'DepEd DEPARTMENT OF EDUCATION' at the top. It is divided into three main sections: 'OUR VISION', 'OUR MISSION', and 'OUR CORE VALUES'. The 'OUR VISION' section states: 'We dream of Filipinos who passionately love their country and whose competencies and values enable them to realize their full potential and contribute meaningfully to building the nation. As a learner-centered public institution, the Department of Education continuously improves itself to better serve its stakeholders.' The 'OUR MISSION' section states: 'To protect and promote the right of every Filipino to quality, equitable, culture-based, and complete basic education where:'. Below this are four icons with descriptions: 1. Two figures holding hands: 'Students learn in a child-friendly, gender-sensitive, safe, and motivating environment'. 2. An open book: 'Teachers facilitate learning and constantly nurture every learner'. 3. A flame: 'Administrators and staff, as stewards of the institution, ensure an enabling and supportive environment for effective learning to happen'. 4. Two hands: 'Family, community, and other stakeholders are actively engaged and share responsibility for developing life-long learners'. The 'OUR CORE VALUES' section lists: 'Maka-Diyos, Makatao, Makalikasan, Makabansa'.

DepEd
DEPARTMENT OF EDUCATION

OUR VISION
We dream of Filipinos
who passionately love their country
and whose competencies and values
enable them to realize their full potential
and contribute meaningfully to building the nation.
As a learner-centered public institution,
the Department of Education
continuously improves itself
to better serve its stakeholders.

OUR MISSION
To protect and promote the right of every Filipino to
quality, equitable, culture-based, and complete basic education where:

Students
learn in a child-friendly,
gender-sensitive, safe,
and motivating
environment

Teachers
facilitate learning
and constantly nurture
every learner

Administrators and staff,
as stewards of the
institution, ensure an
enabling and supportive
environment for effective
learning to happen

*Family, community,
and other stakeholders*
are actively engaged
and share responsibility
for developing
life-long learners

OUR CORE VALUES
Maka-Diyos
Makatao
Makalikasan
Makabansa

Our Vision, Mission and Core Values are more than just words in print; they are the dreams that fuel our passion. The same ambitions that lighten a learner's steps as he walks every day to school. The same hopes that renew a father's strength as he puts off sleep to help his daughter with her homework. The same dreams that drive educators to stay on their feet for yet an hour longer.

We aim to capture all these sentiments, these sacrifices, in a singular message - a campaign we can all rally behind to reignite in us that fire of purpose. A Social Brand that involves all stakeholders, whether teacher, administrator, community leader, parent or learner, giving them that sense of belonging to a greater effort, of working towards a greater goal – that of nation-building. It will become the platform for all the much-needed reforms to be effectively communicated and implemented, now and in the years to come. For it is a message said in a voice that echoes all our dreams and aspirations - a call to act, to be counted, to make a **Stand for Education**.

What is a Social Brand?

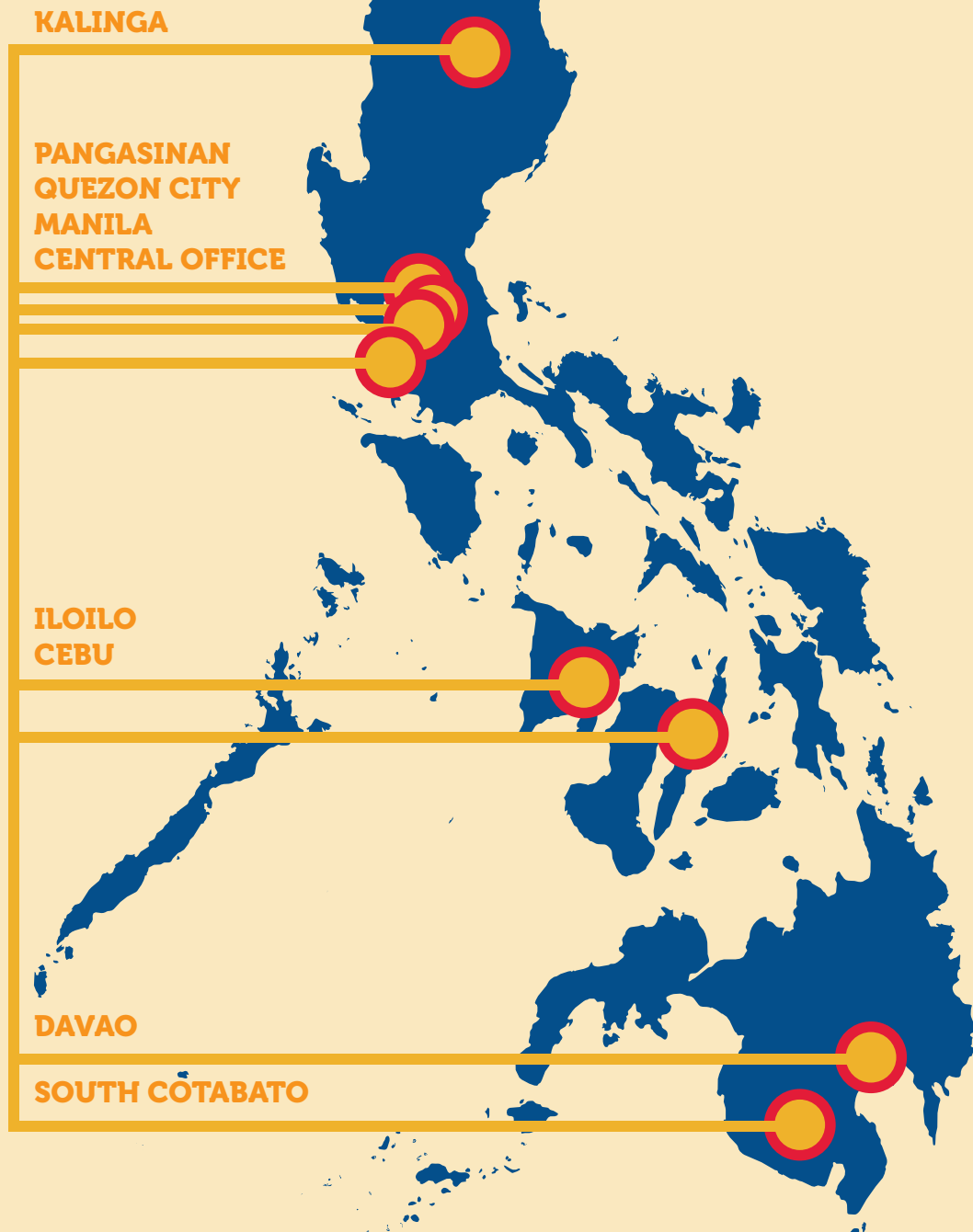
A *brand* is defined as a symbol, image, phrase or slogan that identifies its owner or maker and communicates an associated set of benefits that differentiate it from others. In a commercial sense, brands are used to sell a product or service.

Social brands, on the other hand, are brands created for a community. Rather than just communicating its benefits, it seeks to engage conversation and encourage interaction; rather than to sell a product or service, it exists to be shared.

As such, social brands are brands that are always evolving; though messages and guidelines are predetermined, a lot is left to interpretation; the user or messenger has a certain amount of freedom to customize the brand to make it his or her own.

Social brands, therefore, are defined not by a central authority, but by the collective experience of those who use it, talk about it, and engage others with it.





Creation in Collaboration:

Developing the DepEd social brand involved consulting representatives on the ground in no less than nine divisions across the country.

CHAPTER 2

GAMITIN/

Use it

Change not by Chance, but by Choice.

As a valued member of the education sector, you are already a part of this transformation, but only you, through your words and actions, can fully define the role you will take in the advancement of education.

To serve as your guide, the following pages contain information about the campaign: its message, visual identity and basic parameters for including it in your communications.

CONCEPT STORY

Tayô.

*From the moment a teacher steps into the classroom,
from morning to afternoon, this is what you do.*

*You stand in front of your learners –
to open their minds, to build their potential.
You stand for a bright future for each learner.*

*And now we need to help you realize
that whenever you do this, you do not stand alone.*

*We at DepEd, united under a common Vision, Mission
and Core Values, stand along with you.*

We begin with a simple action, a simple behavior common to and practiced by all teachers: the literal act of standing in front of learners.

We acknowledge that even as teachers stand, they also stand for something - every learner's future.

Though the teacher-learner relationship is at the core of basic education, we recognize the contributions of other stakeholders within DepEd.

*The **principal** stands for the good of every learner and teacher, doing all in his or her power to deliver on the promise of quality education.*

*The **division and regional leaders, and Central Office** under DepEd stand to provide guidance and create paths that will lead to progress in education.*

*The **parent** stands as every educator's partner in learning, continuing the lessons from school and instilling a love for learning among our learners.*

**Anuman ang ating kinatatayuan,
Nasa kakayahan nating itaas ang antas ng edukasyon.**

*Whether leader or learner, we all have a stake in education,
so we all need to take action.*

*For when our independent acts work together towards a shared goal,
we can uplift not just individual lives, but the entire nation.*

*We know we can make this happen.
And that is why we, together, stand for education.*

Hindi lang “ako.” Hindi lang “sila.”

Tayo.

Tayo Para sa Edukasyon.

We transition from the act of standing (Tayô) into a statement of solidarity (Tāyo).

MESSAGES

The campaign title is intentionally phrased to be interpreted in multiple ways:

Táyo para sa Edukasyon

A statement of solidarity that recognizes that each stakeholder has an important role in providing access to quality education to Filipino learners. Recognizes that education is inclusive, and that audiences both internal and external must take part in elevating the quality of basic education.

Tayô para sa Edukasyon

A call to action, borne out of a teacher's act of standing in front of learners, that engages audiences to take a stand and actively support reforms in basic education.

VISUAL IDENTITY

The brand's visual identity or logo is composed of the following elements:

The graphic that takes the place of the letter “Y”, which represents the multi-stakeholder nature of education to define the “we” (Táyo):



- Blue: internal DepEd stakeholders
- Red: external stakeholders and partners such as LGUs and private enterprise
- Yellow: beneficiaries-learners and parents

The main text: “Tayo para sa Edukasyon”, in the official colors of the Philippine flag

Sama-samang PagTaTAYO

The TAYO para sa Edukasyon brand, as well as its visual identity, was developed in collaboration with a nationwide, purposeful sample of representatives from DepEd. Teachers, school heads, supervisors and other personnel from rural and urban school divisions and the DepEd central office underwent a series of focus group discussions to determine attributes such as the brand's relevance and acceptability.

Spurred by the DepEd's Vision, Mission and Core Values, the respondents were asked to describe and illustrate how best to communicate the concepts of solidarity and action; their insights have informed the development of the Campaign Guide you are reading today.



Brand concepts were tested and discussed at focus group discussions held at DepEd divisions which included (clockwise, from top left): Koronadal, South Cotabato; Manila; Tabukl Kalinga; and Lingayen, Pangasinan.

BRAND USAGE

The information below serves as a guide for utilizing the TAYO brand in your communications. Keeping to these rules ensures consistency and uniformity in all materials that include the brand.

Using the Visual Identity

Core Elements and Size Relationship

The TAYO para sa Edukasyon logo is an integrated visual that includes the full phrase and the graphic rendition of the 'y'. The positions of the logo elements relative to each other are fixed and should not be separated, moved, redrawn, digitally manipulated or altered in any way.



The height of the “y” graphic is *exactly* 7 times the height of the “A” in “PARA SA.”

The height of the entire logo is just a little less than 9 times the height of the “A.”



Color Palette

For full-color, grayscale or black and white applications, the logo appears only in the specific colors shown on this page.

On dark backgrounds, all elements of the logo are rendered in 100% white.

Full-Color



CMYK: C = 6 / M = 31 / Y = 96 / K = 0
RGB: R = 238 / G = 179 / B = 40
HEX: #EEB328



CMYK: C = 4 / M = 100 / Y = 82 / K = 1
RGB: R = 225 / G = 20 / B = 56
HEX: #E11C38



CMYK: C = 100 / M = 76 / Y = 18 / K = 4
RGB: R = 3 / G = 79 / B = 139
HEX: #034F8B

3-Color Grayscale



BLUE = 100% BLACK
RED = 60% BLACK
YELLOW = 40% BLACK

2-Color Grayscale



BLUE = 100% BLACK
RED AND YELLOW = 60% BLACK

100% Black



100% White



Exclusion Zone

In order to maximize its visual presence, the logo requires a surrounding area that is clear of any text or graphics.

The minimum clearance, or exclusion zone, is the height of the letter 'A' in "PARA SA." Always allow at least this amount of clear space around the logo.



Visibility

The logo must always have good contrast with its background to ensure maximum impact and visibility. It is left to the graphic designer's discretion as to which color variant is most appropriate for the specific application.



Recommended Sizing

These are the recommended sizes for logo reproduction across common formats. Both minimum and maximum sizes have been established for using the brand:

- Minimum sizes for small applications such as social media posts or websites.
- Maximum sizes for posters and printed materials

The entire logo is always reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded – only scaled up or down in proportion.

Minimum Sizes

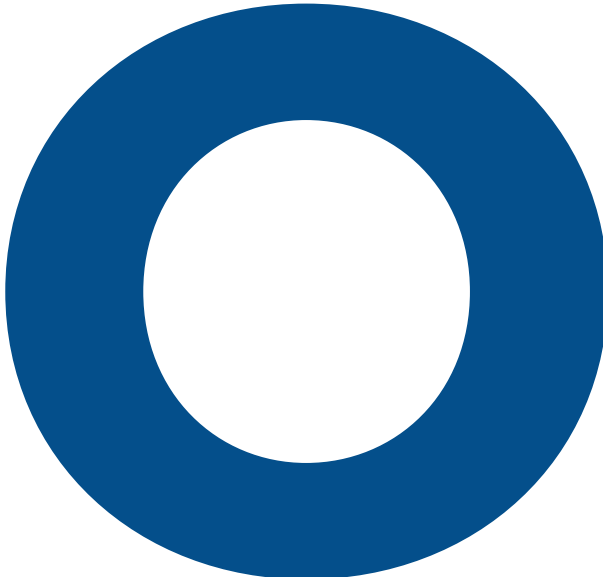


60 pixels width
for web applications



20mm width
for print applications

Maximum Size



The largest allowable size is 297mm width (the width of A4 paper). The letter "o" in the word "TAYO" at the maximum size is shown here for reference.

Usage Parameters

- The TAYO logo must always be used with the DepEd logo; it cannot be used alone.
- Please be reminded of the maximum allowable size for logo use; it is not intended to be displayed for large-scale applications such as murals or painted as signage on walls or roofs.

Other Examples of Improper Usage

Disproportionate scaling of the logo



Distortion of the logo or one of its elements



Use of colors other than those allowed



Application smaller than minimum allowable size



Re-ordering of logo elements for other use



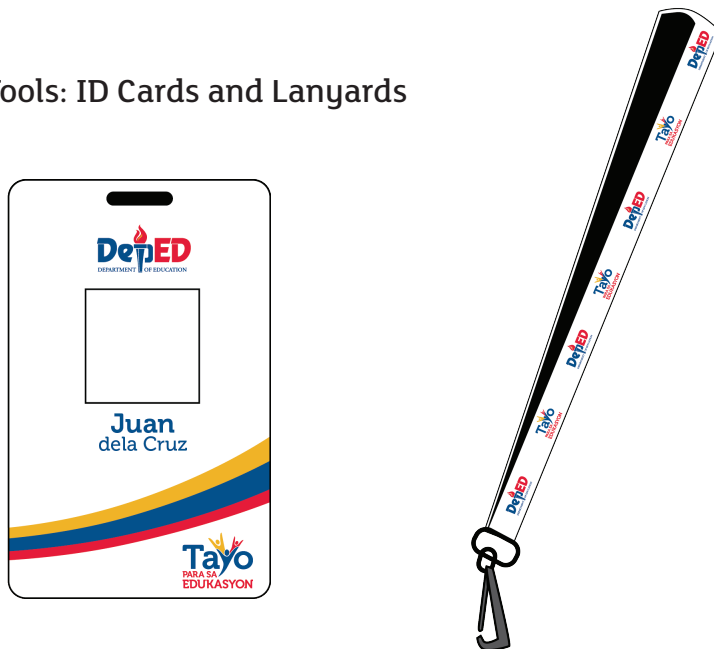
Sample Applications

Guided by these rules, you are free to use the TAYO campaign logo on a variety of applications as you see fit. Some examples are given below.

Wearables: T-Shirts and Jackets



Practical Tools: ID Cards and Lanyards



The enclosed DVD-ROM includes high-resolution versions of the TAYO logo in several file formats for your use:

FILE FORMATS	LOGO VARIATIONS
JPEG, 300dpi	Full Color
PNG, 300 dpi	3-color Grayscale
AI: CC and CS6	2-color Grayscale
EPS	Black
	White

Using the Campaign Title as a Phrase

More than its visual identity, the TAYO brand may also be used as a phrase in written or oral communication. To ensure that the message is understood, it may be necessary to lead the reader or listener through the narrative of the concept statement:

- Tayô as an act of standing (teacher to learner relationship)
- Tayô para sa Edukasyon (standing for education)
- Education as being multi-stakeholder
- *Anuman ang ating kinatatayuan, nasa kakayahan nating itaas ang antas ng edukasyon.*
- Transformation from Tayô to Tâyo

Examples of how you might weave TAYO brand messages into your communications are included below:

General Messages and Applications

Message

Tayô:
The Act of Standing/
“Standing For”



Application

- Reiterate the DepEd Vision, where everything (plans, reforms, actions) is centered on the Learner.
- Lead in to the teacher as the main/focal DepEd representative that directly engages and interfaces with the learners on a day-to-day basis
- For all of the teacher’s roles and responsibilities to her learners both in and out of the classroom, as an educator, mentor, adviser, counselor, friend – and for all the different innovations that passionate teachers bring to their learners that are unique to local culture, there is one simple, physical act that is common to all teachers – the act of standing in front of her learners, day in and day out.
- The act of standing:
 - Is not bannered or recognized and brings with it no rewards, yet all teachers do it anyway;
 - Represents the teacher’s role as an influence to her learners (who are seated) – and brings with it the responsibility of shaping the thoughts and actions of those before her;
 - (Being physically taxing,) is an act that defines a teacher’s passion for education.

What does this simple act of standing stand for? By literally standing in front of her learners, the Teacher Stands for Education.

Message

Multi-Stakeholder Roles/ Inclusiveness/ “Standing With”, “Standing Behind”



From Tayô to Tayo: “We Stand for Education”



Application

- Link to current reforms: As we gear up for global competitiveness with the implementation of K to 12, our teachers, more than ever, will be called on to be at their best.
- But our teachers cannot stand alone; and we must help our teachers realize that we stand along with her.
- Multi-stakeholder roles:
 - DepEd: School Heads & Supervisors, Non-teaching staff and Central Office
 - Beneficiaries: parents and students
 - Partners in industry and local government
- We all have a role to play by standing with and behind our teachers through active support, by making resources available, etc.
- Anuman ang ating kinatatayuan (sa lipunan), Nasa kakayahan nating itaas ang antas ng edukasyon. We may not be present in the classroom, we may not even (literally) need to stand, but our actions that support our teachers become our own Stand for Education.

- A teacher’s individual act becomes a call to action for everyone: Just as a teacher stands in front of her learners, we too are called to stand with her and Stand for Education.
- Hindi lang si Ma’am/si Sir – hindi lamang sila, kundi Tayo.
- Let us tell our teachers: “As You Stand, Together WE Stand For Education.”
- By standing with our teachers, we realize the dream in the DepEd Vision – the dream of building the nation.

Sample Applications for Different Audiences

Audience

Teachers



Message

Teacher as the primary DepEd representative that directly engages and interfaces with the learners on a day-to-day basis

Application

“Whenever you wear that uniform, walk or ride to school, whenever you get up in front of those learners, you embody our vision and mission. You make it come alive. Through your face, your expressions, your words. Every action you take, every paper you grade, every check mark you make, every smile of encouragement you give – whether in the classroom or out – with all that you do and all that you are, YOU STAND FOR EDUCATION.”

Audience

Message

Application

Teachers

The significance of the act of standing and how it represents the passion of educators effecting change in our nation.

*Interactive: ask teachers in the audience to stand

“From where they sit, this is how your students/learners always see you. On your feet. All day, each day, each week.

I’m sure there have been many times when you’ve felt like you can’t stay on your feet another second, but when you look at their expectant faces, you somehow find in you the strength to stand a minute longer, an hour more. That is the passion of a teacher.

And EVERYONE, every leader, CEO, businessman, president – are all thankful for that passion.

For in that position, from where you STAND, you hold in your hands the ability to shape not just minds, but entire futures. Not just one life, but an entire nation.”

All Members of the Education Sector (Teachers/ Administrators)

Whether we are present in the classroom or not, whether we even (literally) need to stand, our actions and the roles we fulfill become our own Stand for Education.

*Interactive: ask teachers in the audience to stand.

“This is what it means to be an educator. A teacher is on his or her feet, literally all day. But he or she never stands alone.

By supporting her with programs, conducting training, by giving more resources (add other concrete examples) we STAND along with her.”

*Interactive: ask everyone in the audience to stand.

“Who designs these programs? Please stand. Who implements the plans? Tumayo po tayo. Who supports and contributes their resources – be it time, effort, expertise? Please get on your feet now.

This is a room filled with people who stand for education.

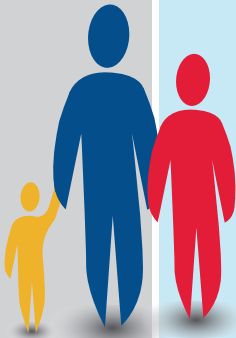
Dahil dito nakasalalay ang ating kinabukasan, ang edukasyon hindi lang para sa iilan. At hindi responsibilidad ng iisa.

Ang kailangan ng edukasyon – TAYO. LAHAT. Nagkakaisang tumatayo at ginagawa ang lahat ng ating makakaya para turuan, tulungan, bigyang kaalaman ang ating mga mag-aaral.”



Audience

Education Partners (Parents, Community Leaders, LGUs, General Public)



Message

Standing, while an action most identified with a teacher, now takes on new meaning, as we call on all stakeholders to take on a personal role in the education or our nation's learners

Application

"Education gives us legs to stand on, the foundation on which our nation's success is built.

Because this is so, the development of our learners, the molding of minds, and the realization of potentials, need to go beyond the confines of a classroom. We all have the ability to teach something to someone – whether we realize it or not.

Anuman ang ating kinatatayuan (sa lipunan), nasa kakayahan nating itaas ang antas ng edukasyon.

Sino ang tumatayong guro – sa bahay, sa opisina, kahit sa kalsada? Sino ang dapat mag bigay-gabay? Sino ang dapat magturo ng tama?

Hindi kailangan mag-turo o tumingin sa malayo. Nandito mismo sa kinatatayuan mo. Walang iba kundi TAYO.

Tayo ang sagot.
TAYO para sa edukasyon.

Tayo ANG edukasyong kailangan para masiguro ang ating kinabukasan.

CHAPTER 3

IBAHAGI/

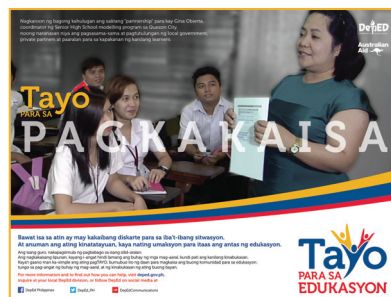
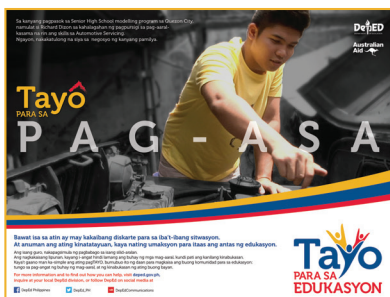
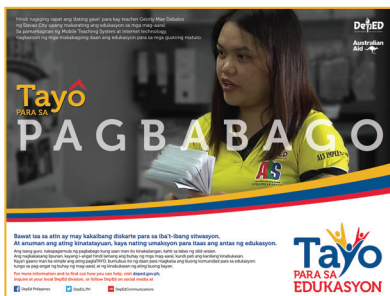
Share it

A Stand Meant to be Spread

Belief in the message of *TAYO para sa Edukasyon* means that we must look beyond ourselves. Not only must we continue to challenge ourselves to be better in order to benefit our learners, we must also encourage others to seek their own ways of making a stand for education.

The DVD-ROM enclosed at the back of this book includes tools which you may use in sharing the TAYO message to fellow stakeholders in your community:

- The official TAYO para sa Edukasyon logo
- TAYO para sa Edukasyon campaign video in DVD and MP4 formats
- This Campaign Guide in digital, PDF format
- High-resolution files of posters showing how different individuals across the country have taken a stand for education, samples of which are shown below:



With the above examples to serve as inspiration, you can go on to create your own interpretations of what it means to stand, so that you can create initiatives, with the help of other partners, to best answer the education concerns specific to your community.

The following are concrete actions through which you can support *TAYO para sa Edukasyon*, and more importantly, engage other stakeholders in this campaign.

UNDERSTANDING THE MESSAGE (Know)

- Study this material and use the tools enclosed for their proper purpose:
 - Include the logo in highly visible materials (posters, banners, bulletin boards) so it may be seen by others.
 - Include the key messages and the campaign language in both public speeches, videos, and written communications.
 - Take the time to go to <http://www.deped.gov.ph/> to gain more knowledge and review the FAQs on basic education reforms.
 - Constantly visit the DepEd website and social media accounts for relevant updates and important announcements that may be posted periodically.

OUTSTANDING PARTNERSHIPS (Use)

For Internal DepEd Stakeholders

- Open lines of communication and create opportunities for healthy discussion (such as regular meetings or forums) so that concerns may be heard and addressed in a timely manner.
- Initiate activities, such as contests or programs, that will develop capabilities, not only of learners but of teachers as well.

For External Stakeholders

- Seek and strengthen strategic relationships with local government leaders (barangay and municipal officials) or influencers (organization leaders) who may be instrumental in the implementation of education reforms (*provide employment or internship programs*).
- Encourage continued support by highlighting the benefits of developing learners who will eventually become productive, contributing members of the community (*e.g. show examples of how Senior High School will produce more skilled workers and more prepared professionals*).
- Explore synergies in school-oriented efforts currently being implemented by the community – whether by the local government or private entities (*eg. Early Registration, Oplan Balik Eskwela, Brigada Eswkela or the Continuous Improvement Programme, getting more support to make school programs bigger and more far-reaching*).

For Beneficiaries: Learners, Parents, Families

- Understand their concerns and take the time to explain the long-term benefits of the education reforms.
- Encourage them to learn more about the K to 12 program and provide them with access to all necessary information –whether printed or online.
- Provide guidance to learners who express interest in particular tracks for Senior High School.

RAISING THE STANDARDS (Share)

Using various public platforms such as school and community assemblies, local publications or social media, we can share meaningful experiences that exemplify TAYO para sa Edukasyon. These effective initiatives - whether by individuals or by the community - will inform others and motivate them to emulate or replicate these stories of success.

Let DepEd know about your initiatives, your use of the brand, and wherever else you see or hear about it in our community, so that these experiences can also be shared to all through the department's online resources.

- You can email the DepEd at action@deped.gov.ph, or connect on social media at
- [Twitter.com/deped_ph](https://twitter.com/deped_ph), and
- [Facebook.com/DepEd.Philippines](https://facebook.com/DepEd.Philippines)

To Stand is to Never Stay Still

Just as the world never ceases to change, so must we continuously look for ways to develop our learners so they may be equipped to face all the challenges of tomorrow. *TAYO para sa Edukasyon* is part of this ongoing journey, to advance education in our country in order to transform these learners into future leaders. It is a campaign that will continue to grow and evolve in the years to come, shaped by the actions of people like you who choose to stand for education.

A sleeve with your **Campaign Tools DVD-ROM**
should be affixed here.

If you are missing the DVD sleeve,
please contact DepEd at action@deped.gov.ph.

Tayo

PARA SA
EDUKASYON

