



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

JUL 31, 2025

SCHOOL MEMORANDUM
No. **132**, s. 2025

CONDUCT OF PAK LOGO COMPETITION

To: Chief, Functional Divisions
Young Artists
All Others Concerned

1. In celebration of the launching of Bataan High School for the Arts (BHSA) 13 Pagsibol sa Adhikaing Kultural (PAK) Initiative Programs and the success of the funding of the 20% PAK Initiative Programs (PAK-Yabong, Pintigan sa Sining, and Patanaw) through the support of DepEd Regional Office 3, this Office announces the conduct of **PAK Logo Competition**, BHSA's first logo competition open to all BHSA Young Artists, Teaching and Non-Teaching Personnel.
2. The PAK Logo Competition aims to:
 - a. Encourage the BHSA Community to participate and contribute their ideas in creating meaningful and visually compelling logo that accurately represents the vision, values, and objectives of the PAK program;
 - b. Provide opportunities and promote inclusivity by allowing everyone from the school community, regardless of position or grade level to express their artistic ideas;
 - c. Recognize creativity and design skills among participants through a school-wide competition that values innovation, originality, and symbolic representation; and
 - d. select the most creative entry that will serve as the official visual identity logo to communicate the vision, mission, and objectives of the program.
3. Enclosed are the Official Guidelines and Mechanics, required documents, and essential standards for reference.
4. For more information, please contact Dir. Aya Tanciongco, Director III/School Director and/or email bhsa.info@deped.gov.ph.
5. Immediate and wide dissemination of this Memorandum is desired..

MIA ARIANA P. TANCIONGCO, PhD
Director III
School Director

Encl.: None
Reference: as stated
To be indicated in the Perpetua Index under the following subjects
AWARDS & RECOGNITION COMPETITION
OSD01/AD02 July 29, 2025



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

Enclosure to School Memorandum No. **132** s. 2025

GENERAL GUIDELINES AND STANDARDS OF THE PAK LOGO COMPETITION

I. RATIONALE

Bataan High School for the Arts is launching a PAK Logo Competition to create a compelling and cohesive visual identity for its PAK programs. A logo is more than just a graphic; it is the face of a brand or initiative. According to Paul Rand, a pioneer in graphic design, *“A logo doesn’t sell (directly), it identifies.”*

This competition aims to harvest the most creative and meaningful design that will become the official symbol of the PAK program, promoting unity and recognition across the school community. Research also supports the importance of visual identity in institutional branding, with Henderson and Cote (1998) asserting that logos significantly influence perceptions of quality and commitment. By opening the competition to all students, teaching and non-teaching personnel, BHSA upholds its commitment to inclusivity and encourages the entire BHSA community to participate in supporting the school’s initiatives.

II. OBJECTIVES

The PAK Logo Competition aims to:

- Encourage the BHSA Community to participate and contribute their ideas in creating meaningful and visually compelling logo that accurately represents the vision, values, and objectives of the PAK program;
- Provide opportunities and promote inclusivity by allowing everyone from the school community, regardless of position or grade level to express their artistic ideas;
- Recognize creativity and design skills among participants through a school-wide competition that values innovation, originality, and symbolic representation; and
- Select the most creative entry that will serve as the official visual identity logo to communicate the vision, mission, and objectives of the program.

III. PAK INITIATIVE PROGRAMS

The **PAK** (*Pagsibol ng Adhikaing Kultural*) Initiative is a visionary program that revitalizes the richness of Filipino culture, which is deeply anchored in heritage consciousness and cultural identity and serves as a guiding force for the institution. Designed to fully operationalize, empower, and strengthen the arts education curriculum of Bataan High School for the Arts (BHSA), this initiative fulfills the school’s mandate under Republic Act 11190 as a premier arts high school. It stands as a cornerstone in honing future artists and cultural advocates, equipping them to become catalysts for nation-building through artistic excellence, innovation, and leadership in the creative industries.



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

1. Pintigan sa Sining

"*Pintigan sa Sining*" is a pioneering capacity-building initiative that bridges theory and practice in the arts by immersing the entire BHSA community (students, faculty, and staff) in the living tapestry of arts and culture. Rooted in the essence of "*pintigan*," a shared experience of journey and discovery, this initiative fosters artistic mastery, cultural appreciation, and professional growth beyond the confines of the classroom.

Through field immersions in prestigious artistic and academic spaces, participants gain firsthand exposure to the evolving landscape of the creative industries. These experiences bridge theory with practice, empowering BHSA artists, educators, and cultural leaders to engage, collaborate, and innovate in real-world settings.

2. PATANAW

Patanaw comes from the Tagalog word "*tanaw*," meaning to view or to see from a distance. The prefix "*pa*" signifies a process of looking ahead, a glimpse into the future of artistry and cultural expression.

More than a showcase, Patanaw is a celebration of artistic growth, talent, and dedication. It serves as a platform where BHSA students bring their learning to life through captivating performances and exhibitions, offering the community an intimate view of their creative journey. Through this program, junior and senior high school students present their evolving artistry, assessed through structured rubrics and learning competencies. Held quarterly, Patanaw not only highlights artistic excellence but also nurtures confidence, resilience, and a deeper appreciation for the role of art in shaping identity and nationhood.

3. PAK-Bet!

Coined from the Filipino dish *Pinakbet* or *Pakbet*, which is a delightful mix of local vegetables, this term stands for Pagsibol ng Adhikaing Kultural (PAK) combined with the colloquial bet, meaning great, liked, or awesome.

Through the Bataan Culture and Arts program, students will engage in monthly non-performing and performing arts activities, allowing them to enhance their creative skills, cultural awareness, and adaptability. These activities, conducted in collaboration with community members and industry experts, provide students with firsthand exposure to real-world artistic practices, fostering a deep appreciation for the arts while equipping them with the ability to navigate challenges in their academic and artistic journeys.

4. PAK-Yabong

"Yabong" is a Filipino word that signifies growth, flourishing, or thriving. It conveys the idea of progress, development, and the nurturing of potential to achieve full bloom. In the context of education, culture, and the arts, yabong reflects the continuous effort to cultivate talent, foster creativity, and enrich knowledge, ensuring that individuals and communities reach their highest potential while preserving and celebrating their identity and heritage.



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

The program aims to promote the integration of Philippine arts and culture and arts management into the BHSA curriculum through a holistic education. This approach is designed to prepare students as future cultural leaders and ambassadors of the creative industry. The program will be scheduled quarterly.

5. PAK-Laum

PAK-Laum takes inspiration from the Bicolano and Waray word “Paglaum,” meaning hope, embodying its profound mission to ignite transformation through arts education, cultural leadership, social responsibility, and service. The program is designed to empower students as artist-educators, cultivating their ability to integrate art pedagogy with purposeful community engagement.

At its core, PAK-laum champions the transformative power of the arts by facilitating immersive community workshops and fostering dynamic artistic exchanges. Its performative aspect amplifies this vision through outreach concerts, interactive art-making, and community-driven creative initiatives—each designed to heal, inspire, and uplift underserved communities. By bridging artistic excellence with social impact, PAK-laum reaffirms arts education as a catalyst for resilience, empowerment, and collective well-being.

6. PAK-Tatapos

PAK-Tatapos derives from the Filipino word *pagtatapos*, which signifies not just the completion of an academic journey but also the dawn of new artistic and professional endeavors. It embodies perseverance, mastery, and transitioning into a broader creative landscape.

This program provides unwavering institutional and financial support to ensure students’ capstone projects, graduation recitals, and artistic presentations reach their highest potential. By empowering students to produce professional-caliber work that reflects their artistry, vision, and identity, PAK-tatapos cements their role as the next generation of cultural and creative leaders, ready to make a lasting impact in the arts and beyond.

7. PAK-Unlad

The PAK-Unlad Program is derived from the Filipino word *pag-unlad*, meaning “progress” PAK Initiative.

To sustain and enhance its mission, it is imperative to secure funding and resources that will support both infrastructural developments and student welfare programs. The proposed initiatives, ranging from emergency housing allowances to capital outlay and land acquisition for dormitories, aim to provide a conducive environment for students.

8. PAK-Tuklas

PAK-Tuklas (Pagsibol ng Adhikaing Kultural – Tuklas) derives its name from the Filipino word “tuklas,” which means “to discover” or “to uncover.” It embodies the relentless pursuit of knowledge, excellence, and innovation in arts education.



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

This illuminating program positions BHSA at the forefront of artistic and cultural advancement by actively engaging in benchmarking activities with the nation's leading artistic institutions and globally renowned cultural organizations. By immersing teachers and administrators in the best practices of distinguished institutions, PAK-Tuklas strengthens BHSA's role as a premier arts high school that refines pedagogical strategies, fosters innovation, and builds transformative collaborations. More than an avenue for institutional growth, PAK-tuklas reinforces BHSA's commitment to nation-building, empowering educators, fostering artistic excellence, and elevating Filipino artistry onto the global stage.

9. PAK-Saan

The term "Pak-Saan" is a clever play on the Filipino word *paksa-an*, which means "to discuss" or "to focus on a topic."

This project aims to equip educators and administrative personnel with up-to-date knowledge and skills in educational strategies, technology integration, and inclusive practices. Furthermore, it ensures compliance with legal frameworks, promotes institutional accountability, and fosters an innovative, inclusive, and aligned learning environment with national and international educational benchmarks.

10. PAK-Hayag

PAK-Hayag is a clever amalgamation of the Filipino word "*pahayag*," meaning "to proclaim" or "to announce," and the initiative's mission of publicity and archiving.

BHSA values its students' artistic and academic output. Proper documentation and archiving of students' works ensure their accessibility for future reference, portfolio development, institutional memory, and promotional purposes. A centralized digital repository using cloud storage will serve as an efficient, organized, and secure storage solution for students' artworks, performances, written outputs, and other creative projects.

11. PAK-Laya

PAK-Laya is an innovative youth empowerment and leadership program inspired by the Filipino word *paglaya* (freedom and liberation).

The series of youth empowerment and leadership seminars aims to align with the objectives of Republic Act No. 11190, which seeks to promote youth development, leadership, and participation in nation-building.

12. PAK-Sulay

The PAK-Sulay program is a clever play on words, combining the initials of the PAK (Pagsibol ng Adhikaing Kultural) Initiative with the Cebuano word *pagsulay*, which means "attempt" or "try."

The Annual Comprehensive Arts Audition at Bataan High School for the Arts (BHSA) is a pivotal component of our commitment to identifying and nurturing the artistic



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

talents of young individuals. This initiative is designed to align with Republic Act 11190, which establishes the Bataan High School for the Arts as a premier institution for arts education.

13. PUKAW (*Excluded in the Logo Competition*)

Pukaw is derived from the Tagalog word meaning "to awaken," a call to ignite passion, inspire excellence, and elevate artistic consciousness. It is BHSA's most distinguished platform for intellectual and artistic exchange, where the nation's most esteemed artists, cultural icons, and industry leaders share their mastery, wisdom, and transformative insights.

More than a series of lectures, *Pukaw* is a rare and immersive encounter and opportunity for students to engage with the visionaries who shape the creative landscape. Through exclusive masterclasses, in-depth discussions, and interactive workshops, students gain firsthand exposure to groundbreaking artistry and industry excellence. This prestigious program cultivates a profound appreciation for the arts, nurtures emerging talents, and bridges the gap between education and professional artistic practice, ensuring that BHSA students stand at the forefront of cultural and creative innovation.

IV. STANDARDS AND SPECIFICATION

A. Logo Characteristics

1. Title Inclusion

The logo must prominently feature the official title of the PAK Program.

2. File Format

Submissions must be in PNG (Portable Network Graphics) format to ensure high-quality and transparent backgrounds.

3. Design Elements

Participants may use words, images, or a combination of both to craft the logo. However, stock images are NOT allowed.

4. Color Usage

To maintain consistency across applications (digital, print, merchandise), the logo should ideally use a maximum of 4 colors.

5. Resolution

While a 500 DPI resolution is recommended for quality printing, not all participants may have access to professional equipment. Submissions will not be disqualified based on technical output limitations as long as the artwork demonstrates originality, effort, and concept clarity. Final printing and reproduction adjustments will be coordinated after the winning entry is selected.



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

B. Required Attachments (for Hardcopy or Digital Submission)

To ensure authenticity and originality, participants must submit the following:

1. Entry

One logo entry per page containing the “design concept explanation”.
Do not include the artist’s name or any identifying marks in any pages.
All entries/pages must be compiled and submitted into one PDF file.

2. Design Concept Explanation

A short paragraph/outline explaining the meaning, inspiration, and design rationale behind the logo shall be placed at the bottom/near the logo.

3. Preliminary Studies

Sketches, rough drafts, or alternate versions to show the creative process.

Work in Progress Screenshots

Digital: Screenshots showing visible layers or editing stages

Traditional: Clear photos showing the creation process

4. Photo References

If used, include reference images with proper attribution in the same PDF compilation.

V. MECHANICS AND QUALIFICATIONS

1. The competition is **open to all** BHSA community members:
 - Young Artists (Grades 7 to 11)
 - Teaching and Non-Teaching Personnel
 - Contract of Service (CoS)
2. All logo designs must be created **outside** of class or work hours.
3. Art media is flexible. Participants may use traditional, digital, or mixed media in their submissions.
4. Each participant may submit **only one entry** per PAK initiative.
5. An Official Entry Form/Contract must be completed to validate participation and avoid disqualification.
6. **AI-generated artworks are strictly prohibited.** Entries proven to be generated using artificial intelligence or similar technologies will be disqualified.
7. Use of internet images, stock photos, or non-original content is not allowed.

VI. CRITERIA

25% Form and Clarity (*the logo should be clear and easily identifiable*)
25% Impact (*strong overall impression, clarity and strength of design*)
25% Reflectiveness (*logo should effectively reflect the brand’s identity*)
25% Creativity & Originality (*unique ideas, diverse perspectives, innovative concept*)

VII. AWARD

Winners will be announced during the culminating activity of Buwan ng Wika 2025.
A cash prize will be given to all PAK Winning Logos only.



Republic of the Philippines
Department of Education

REGION III

BATAAN HIGH SCHOOL FOR THE ARTS

The Board of Judges will be composed of external experts who specialize in relevant fields such as visual arts, design, and communication. Their evaluation will be based on established criteria to ensure fairness and objectivity. All decisions made by the judges are final and irrevocable, and shall not be subject to appeal or further correspondence.

VIII. SUBMISSION

All entries (including Entry Form) must be submitted to **bhsa@deped.gov.ph** with subject headline “PAK LOGO Entry of Last Name, First Name”. Deadline of submission is until **August 21, 2025 (5:00pm)**.

Attachment	File Name
PDF file of Merged Logo Entry Compilation	PAK Logo_Last Name, First Name
PDF file of Work in Progress	PAK WIP_Last Name, First Name

IX. COPYRIGHT PROPERTY

The winning logo design may be subject to refinement or minor modifications as deemed necessary by the BHSA Administration to ensure alignment with official branding standards and program requirements. Upon selection, the winning entry shall become the exclusive property of Bataan High School for the Arts, granting the school full rights to use, reproduce, and modify the design for any official purpose.



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

ANNEX A: OFFICIAL ENTRY FORM

CONTRACT

I. PERSONAL INFORMATION

By filling out this form, you are hereby authorizing Bataan High School for the Arts to collect information as follows, guided by the Data Privacy Act of 2021. This process is required to operate and manage the conduct of the PAK Logo Competition.

Name: _____

Age: _____ Date of Birth: _____ Gender: _____

II. CONTACT DETAILS

Position or Grade Level: _____ Mobile Number: _____

Address: _____

Name of Specialized Art Teacher/Immediate Head: _____

III. ASSIGNMENT OF RIGHTS

I solemnly swear in my honor that the logo/s submitted is/are my original creation/s and is/are not copied and plagiarized from any existing resources in any government, non-government, private, or commercial entities. I am fully aware of the consequences and penalties that may be imposed upon me should this material be proven plagiarized, copied, imitated, or infringing the copyright of existing artists under existing laws, rules, and regulations. I, therefore, affix my signature and that of my immediate head to attest to the accuracy and truthfulness of this Entry Form.

I declare that I have read and have accepted the rules of this competition. I hereby grant the Bataan High School for the Arts exclusive right to exercise copyright and other intellectual property rights, including storage, derivation, and distribution, subject to concurrent rights upon authorization by the School.

Signed this _____ day of _____, 2025.

Printed Name and Signature of Artist

Date Signed: _____



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

ANNEX B: SAMPLE 1 OF PAK LOGO ENTRY PAGE

LRN: _____



Background of the Design:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Republic of the Philippines
Department of Education
REGION III
BATAAN HIGH SCHOOL FOR THE ARTS

ANNEX B: SAMPLE 2 OF PAK LOGO ENTRY PAGE

Employee Number: _____



Background of the Design:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.