



Republic of the Philippines
Department of Education



DepEd ORDER

No. **37**, s. 2010

APR 23 2010

To: Undersecretaries
Assistant Secretaries
Bureau/Centers/Service/Regional Directors
Schools Division/City Superintendents
All Others Concerned

Prohibition on Use and/or Display of School Signages Showing Commercial Advertisements, Sponsorship and/or Endorsements

1. In line with the Department's policy that prohibits the commercialization of DepEd through endorsements and accreditation of goods and services, school signages or signs in school premises especially those bearing the name of the school shall not contain any commercial advertisements, words of sponsorships (including the words 'donated by') and/or endorsements of any kind or nature.
2. All concerned schools are directed to take down and replace these signages without such commercial advertisements, sponsorships and/or endorsements to conform with this Order within thirty (30) days from date of receipt.
3. Report to the Office of the Undersecretary for Legal Affairs immediately upon compliance. The same office shall initiate the appropriate disciplinary actions for violation of this directive.
4. Immediate dissemination is directed.

A handwritten signature in black ink, appearing to read "Mona D. Valisno".

MONA D. VALISNO
Secretary

Reference:
None

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

CHANGE
CLASSES
MANUAL
POLICY
SCHOOLS