



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF PAMPANGA

February 23, 2026

DIVISION MEMORANDUM

No. 120, s. 2026

**BARKADA KONTRA DROGA (BKD) PROGRAM
DIGITAL LOGO MAKING CONTEST**

To: Assistant Schools Division Superintendent
Chief Education Supervisors
Education Program Supervisors
Public Schools District Supervisors
Public Secondary School Heads
All Other Concerned

1. The Barkada Kontra Droga (BKD) Program is one of the flagship initiatives of the Department of Education, aimed at promoting a drug-free lifestyle among learners through peer leadership, creative expression, and values formation. As part of DepEd SDO Pampanga's continuing commitment to strengthening youth involvement in anti-drug advocacy, the BKD Logo Making Contest provides an avenue for students to actively participate in shaping the program's visual identity. This office, through the School Governance and Operations Division – Learner Formation Unit, hereby announces the **“Barkada Kontra Droga (BKD) Program Logo Making Contest.”**
2. The logo serves as the visual identity of the Barkada Kontra Droga (BKD) Program. A well-designed logo creates recognition, unity, and a lasting impression. It symbolizes the values, mission, and aspirations of the program, making it an essential element of communication, promotion, and branding. This contest aims to engage the community in shaping the face of the BKD Program by encouraging ownership, creativity, and participation in its growth and future.



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3. Objectives:

- Promote learner awareness of the importance of a drug-free lifestyle and the core values of the BKD Program.
- Provide a creative avenue for learners to express their understanding of drug prevention through visual arts.
- Strengthen student engagement in school-based advocacy programs that promote health, safety, and well-being.
- Develop a unified visual identity for the BKD Program in SDO Pampanga through a learner-created official logo.
- Recognize outstanding talent and encourage excellence in artistic expression among learners.

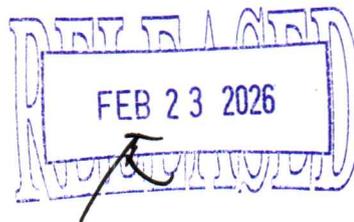
4. Attached are the guidelines for the conduct of the **Barkada Kontra Droga (BKD) Program Digital Logo Making Contest**.

5. Should you have any questions or require further assistance, please do not hesitate to contact **Ms. Shaine M. Reyes**, Division Learner Formation Coordinator, via email at **shaine.reyes@deped.gov.ph** or by phone at **961-52-62**.

6. Widest dissemination of this Memorandum is earnestly desired.

ROMEO M. ALIP, PhD, CESO V
Schools Division Superintendent

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**GUIDELINES FOR THE CONDUCT OF THE BARKADA KONTRA DROGA (BKD) PROGRAM
DIGITAL LOGO MAKING CONTEST**

I. Participants

All public schools under the seven (7) clusters of the Department of Education – Schools Division Office (SDO) Pampanga are hereby invited and encouraged to participate in the Barkada Kontra Droga (BKD) Program Digital Logo Making Contest.

- a. Participation is open exclusively to bona fide Barkada Kontra Droga (BKD) members.
- b. Each cluster (Clusters 1 to 7) shall be allowed to submit only one (1) official logo entry.
- c. Only one (1) logo entry per cluster shall be accepted.

II. Cluster Representation

The Cluster Chairpersons and Cluster Heads shall be responsible for selecting and officially endorsing the school that will represent their respective clusters in the contest. They shall have full discretion in determining the selection process, whether through the conduct of a cluster-level logo making contest or through the direct selection and designation of a school to serve as the official cluster representative.

III. Logo Design Guidelines

- a. The logo must clearly embody and promote the advocacy, vision, and objectives of the Barkada Kontra Droga (BKD) Program, particularly the promotion of a drug-free, safe, and healthy school community.
- b. The name “Barkada Kontra Droga (BKD) Program – DepEd Schools Division Office of Pampanga” must be prominently and legibly incorporated into the logo design.
- c. All submitted designs must be original and creative. The use of AI-generated images, plagiarized content, stock logos, or previously published designs is strictly prohibited and shall result in automatic disqualification.
- d. Entries must be submitted in high-resolution digital format (PNG).
- e. Participants may submit a brief written explanation of the logo’s concept, symbolism, and meaning, limited to a maximum of one hundred (100) words.



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IV. Technical Specifications and Digital Requirements

To ensure quality, consistency, and adaptability of the official BKD logo across various platforms, all entries must strictly comply with the following technical specifications:

a. Software and Digital Tools

Participants may use any digital design software or application (e.g., vector-based or raster-based design tools), provided that the final output complies with all required technical standards.

b. Color Limitations and Usage

The logo design shall use a limited and harmonious color palette to ensure clarity and adaptability. Excessive or overly complex color combinations are discouraged.

Participants must clearly explain the meaning, symbolism, and rationale behind the chosen colors in the written concept explanation.

c. File Format and Image Type

The final logo must be submitted in PNG format, with a preference for vector-based output to ensure scalability. The design must be clean and free from pixelation when resized.

d. Resolution Requirement

The logo must have a minimum resolution equivalent to 4K quality to guarantee high-definition output for both print and digital use.

e. Logo Shape and Layout

The logo must be designed in either a circular or square format to ensure uniform application across official documents, certificates, signages, and digital platforms.

V. Contest Period and Submission of Entries

a. The Barkada Kontra Droga (BKD) Program Digital Logo Making Contest shall officially commence on **24 February 2026** and conclude on **13 March 2026**.

b. All seven (7) cluster-representative schools shall submit their official logo entries individually via electronic mail to shaine.reyes@deped.gov.ph within the prescribed contest period. Entries submitted beyond the deadline shall not be accepted.

VI. Criteria for Judging

The digital logo entries shall be evaluated based on the following criteria:

a. Relevance to the BKD Advocacy (30%)

Alignment of the logo with the vision, mission, and anti-drug advocacy of the BKD Program.



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b. Creativity and Originality (25%)

Uniqueness of concept, originality of design, and strict compliance with non-AI and anti-plagiarism requirements.

c. Visual Impact and Aesthetic Quality (20%)

Overall visual appeal, balance, color harmony, and clarity of the digital design.

d. Clarity, Readability, and Adaptability (15%)

Legibility of text and adaptability of the logo for use across various print and digital platforms.

e. Technical Quality of Digital Output (10%)

Resolution quality, clean execution, scalability, and proper digital formatting.

Total: 100%

VII. Judges

The entries shall be evaluated by a panel of judges composed of representatives from the following offices:

- Dangerous Drugs Board (DDB)
- Office of the Chief, School Governance and Operations Division (SGOD)
- Learner Formation Unit (LFU)

The decision of the panel of judges shall be final and irrevocable.

The announcement of the winning entries shall be issued through a separate memorandum.

VIII. Prizes

The following prizes shall be awarded to the winning entries:

- First Place – Eight Thousand Pesos (Php 8,000.00)
- Second Place – Three Thousand Pesos (Php 3,000.00)
- Third Place – Three Thousand Pesos (Php 3,000.00)
- Consolation Prize – One Thousand Pesos (Php 1,000.00)

IX. Use of the Winning Logo

The winning logo shall be officially adopted as the official logo of the Barkada Kontra Droga (BKD) Program of DepEd SDO Pampanga. It shall be used in all official BKD-related materials, including but not limited to documents, certificates, presentations, promotional materials, and digital platforms.

The winning participant and school shall be duly recognized for contributing to the official visual identity and creative legacy of the Barkada Kontra Droga (BKD) Program.



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