

**FDA ADVISORY**

No. 2023-2154

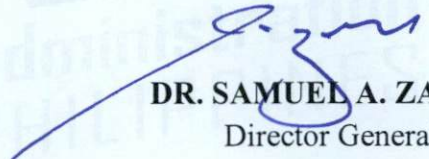
02 OCT 2023

**TO : THE GENERAL PUBLIC AND STAKEHOLDERS**

**SUBJECT : ADOPTION OF THE BAGONG PILIPINAS LOGO**

Pursuant to Memorandum Circular No. 24 entitled “Launching the Bagong Pilipinas Campaign as the Administration’s Brand of Governance and Leadership” which was issued by the Office of the President on 03 July 2023, we wish to inform all concerned of the adoption of the Bagong Pilipinas Logo and its incorporation to FDA’s letterhead, website, official social media accounts, certificates, and other documents and instruments pertaining to the flagship programs of the current administration.

Attached herewith is a copy of the Memorandum Circular No. 24 and a sample letterhead with the Bagong Pilipinas Logo. For information and reference.

  
**DR. SAMUEL A. ZACATE**  
Director General

