

Office of the President  
of the Philippines  
Malacañang

MEMORANDUM CIRCULAR NO. 24

LAUNCHING THE *BAGONG PILIPINAS* CAMPAIGN AS THE  
ADMINISTRATION'S BRAND OF GOVERNANCE AND LEADERSHIP

**WHEREAS**, Executive Order No. 14 (s. 2023) approved and adopted the Philippine Development Plan 2023-2028, which seeks to steer the economy back to a high-growth path, towards building an environment that provides equal opportunities to all Filipinos, and equipping them with skills to participate fully in an innovative and globally competitive economy;

**WHEREAS**, the President's 8-Point Socioeconomic Agenda seeks to enhance bureaucratic efficiency and sound fiscal management, reinvigorate job creation, accelerate poverty reduction, establish livable and sustainable communities, promote agriculture and ensure food security, improve access to affordable and clean energy, and address gaps in education brought about by the COVID-19 pandemic;

**WHEREAS**, the *Pambansang Pabahay Para sa Pilipino* Program, otherwise known as the "4PH Program," is among the priority programs of the Administration that ensures access of underprivileged and homeless citizens to adequate, safe, secure, habitable, sustainable, resilient and affordable homes;

**WHEREAS**, towards attaining a promising future for the nation, this Administration commits to embody a brand of governance and leadership that is focused on implementing an all-inclusive plan for economic and social transformation;

**WHEREAS**, *Bagong Pilipinas* is the overarching theme of the Administration's brand of governance and leadership, which calls for deep and fundamental transformations in all sectors of society and government, and fosters the State's commitment towards the attainment of comprehensive policy reforms and full economic recovery; and

**WHEREAS**, *Bagong Pilipinas* is characterized by a principled, accountable and dependable government reinforced by unified institutions of society, whose common objective is to realize the goals and aspirations of every Filipino;

**NOW, THEREFORE**, the launch of the *Bagong Pilipinas* campaign, which shall be part of the National Government's branding and communications strategy, is hereby ordered.

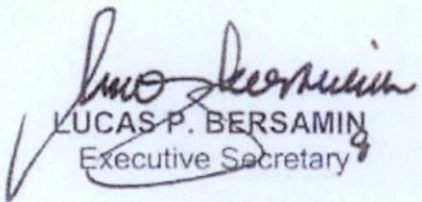
All National Government agencies (NGAs) and instrumentalities, including government-owned or -controlled corporations (GOCCs), and state universities and colleges (SUCs), shall be guided by the principles, strategies and objectives of the *Bagong Pilipinas* brand of governance and leadership in planning their programs, activities and projects.

The *Bagong Pilipinas* logo, which is annexed to this Circular, is hereby approved.

All NGAs and instrumentalities, including GOCCs and SUCs, shall adopt the *Bagong Pilipinas* logo and incorporate the same in their letterheads, websites, official social media accounts, and other documents and instruments pertaining to flagship programs of the government.

**DONE**, in the City of Manila, this 3rd day of July, in the year of our Lord, Two Thousand and Twenty-Three.

By authority of the President:

  
LUCAS P. BERSAMIN  
Executive Secretary

Office of the President  
HULAGANG RECORDS OFFICE  
**CERTIFIED COPY**  
  
ATTY. CONCEPCION ZERVA E. FERROLINO-SIAD  
DIRECTOR IV  
