



MC No. 20, s. 1999

MEMORANDUM CIRCULAR

TO : ALL HEADS OF DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : Philippine Civil Service Centennial Logo

The Philippine Civil Service Commission will celebrate its 100th year in September 19, 2000. To create nationwide awareness of this centennial year anniversary, the CSC, as the central personnel agency of government, has adopted the Philippine Civil Service Centennial logo.

All government agencies and instrumentalities are hereby enjoined to use, adopt and display the Philippine Civil Service Centennial logo in the form of centennial materials such as lapel pins, flags, stickers and building signages. Government agencies may redesign their office stationeries and other information materials to carry the Philippine Civil Service Centennial logo.

Heads of government agencies are requested to facilitate the purchase and use of the Philippine Civil Service Centennial materials in their respective agencies following the specifications below:

1. **Philippine Civil Service Centennial Pin**
Custom - designed; Size : (l x w x t = 2.54 cm x 2.1 cm. x 0.15 cm) w/ full color painting, w/gold plating and w/ lamination
2. **Philippine Civil Service Centennial Flag**
Size : (l x w = 0.91 m. x 1.52 m.) Double face/satin
3. **Philippine Civil Service Centennial stickers**
Size : (l x w = 12.70 cm. x 7.62 cm.), self-adhesive

The production cost of the PCS centennial materials shall be borne by the agencies.

Government agencies are enjoined to display and use the centennial logo beginning January 2000 or earlier until December 2000. The Philippine Postal Corporation has agreed to issue commemorative centennial stamps middle of next year.

Attached is the official logo design with pantone (color) numbers for the guidance of local suppliers of centennial materials. Also attached is the primer on the Philippine Civil Service Centennial logo.

Government agencies are enjoined to actively participate in the celebration of the Civil Service Centennial year. The CSC shall be issuing announcements relative to the various centennial activities and programs.


CORAZON ALMA G. DE LEON
Chairman

September 29, 1999
OREP

PHILIPPINE CIVIL SERVICE CENTENNIAL LOGO



logocolor
sam/orep

What is the Philippine Civil Service (PCS) Centennial Logo?

The PCS Centennial Logo is a symbol adopted by the Civil Service Commission to create nationwide awareness of the observance of the centennial of the Philippine Civil Service in September 2000. It shall be carried in all designs of information and documentary materials to be used by all government agencies, institutions and instrumentalities, including government-owned and controlled corporations with original charters, beginning year 2000.

How did the PCS Centennial Logo come about?

The Civil Service Commission held a nationwide Centennial Logo Design Contest in 1996. A total of 384 participants composed of government employees and private individuals joined the contest. The Board of Judges was composed of:

Chairman

☞ Mr. Napoleon V. Abueva
National Artist

Members:

☞ Hon. Anna Dominique M.L. Coseteng
Chair, Civil Service Committee, Executive House (1996)

☞ Dr. Serafin D. Quiazon
*Chairman and Executive Director
National Historical Institute (1996)*

☞ Director Minerva P. Franco
*Executive Director, Product Dev't &
Design Center of the Philippines (1996)*

☞ Mr. Art Galindez
*Cartoonist of Manila Bulletin & Manila Standard
Graphic Artist and Advertising Executive,
Television Director & Producer (1996)*

The winning entry was designed by Mr. Johnny V. Henson of San Fernando, Pampanga. It was enhanced by the Commission was further refined by the National Historical Institute and approved by the Office of the President

What do the various elements in the logo design symbolize or signify?

- ☞ The integrity of the official logo of the CSC, as the central personnel agency of government, is retained.
- ☞ Figure "1" is placed at the left side of the pair of "C's" found in the official CSC logo thus forming the figure "100" at a glance.
- ☞ The big "S" at the center stands for "Sertisyo Sibil".
- ☞ The text portion of the logo was printed in a manner that denotes "moving forward" or dynamism in the bureaucracy.
- ☞ The Philippine flag that looms above signifies the deep sense of nationalism among men and women in the civil service.
- ☞ The period 1900 - 2000 refers to the 100 years of service of the PCS.

What are the various applications of the PCS Centennial Logo?

The PCS Centennial Logo may appear in centennial materials such as lapel pins, flags, banners, building signages, stickers and on government stationeries and other official documents.

The centennial pins may be worn by government officials and employees. The centennial flag/banners may be displayed in government offices. Government offices may adopt the logo as building signage. The centennial stickers may be used in government vehicles and other practical applications.

Agencies may redesign their stationeries and other official papers to include the PCS centennial logo. The Philippine Postal Corporation has agreed to issue commemorative stamps in July 2000.

The CSC is working out with DOT/CLTO the possibility of issuing centennial car plates for government vehicles and vehicles of other interested users.

All government agencies are enjoined to use / adopt / display the centennial materials from January to December 2000.

What other strategies may government agencies adopt to generate awareness of and interest in the centennial celebration?

Government agencies may put up an announcement board or any similar device to mark the countdown towards the centennial year of the civil service. The countdown board may be displayed in a conspicuous area in the lobby of the agency building or office.

Local periodicals may publish a regular column featuring information about the Philippine Civil Service.

**PRIMER on
PHILIPPINE
CIVIL SERVICE
CENTENNIAL LOGO**

