



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
DECS Complex, Morales Avenue
Pasig City Philippines



Same-Sama
sa DECS

Tanggapan ng Kalihim
Office of the Secretary

March 3 2000

DECS MEMORANDUM
No 89 s 2000

DISPLAY AND USE OF THE PHILIPPINE CIVIL SERVICE CENTENNIAL LOGO

To Undersecretaries
Assistant Secretaries
Bureau Service and Center Directors
Regional Directors
Schools Division/City Superintendents

1 For the information and guidance of all concerned, enclosed is Civil Service Commission (CSC) Memorandum Circular No 20 s 1999 enjoining all government agencies to use, adopt and display the Philippine Civil Service Centennial logo in the form of centennial materials in celebration of the 100th year in September 2000 of the Philippine Civil Service

2 In this connection DECS offices and schools are hereby requested to display and use the centennial materials such as lapel pins flags stickers and building signages in accordance with specifications set by the CSC and the attached official logo design and primer, until December 2000

3 Production costs of the centennial materials shall be charged against local funds for maintenance and other operating expenses subject to its availability and the usual accounting and auditing rules and regulations

4 Wide dissemination of this Memorandum is desired

Andrew Gonzalez
ANDREW GONZALEZ, FSC
Secretary

Encls As stated
Reference None
Allotment 1--(D O 50-97)
To be indicated in the Perpetual Index
under the following subjects

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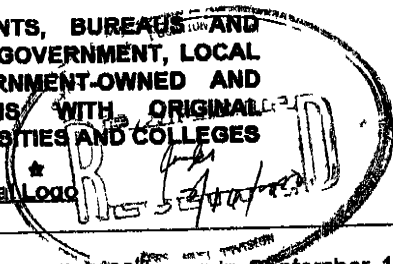


MC No 20 s 1999

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

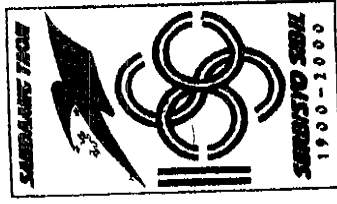
September 24, 1999
OREP

PHILIPPINE CIVIL SERVICE CENTENNIAL LOGO



logocolor
sam/orep

**PRIMER ON
PHILIPPINE
CIVIL SERVICE
CENTENNIAL LOGO**



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 184 participants composed of government employees and private individuals joined the contest. The Board of Judges was composed of

Chairman
Dr. Napoleon V. Abueva
National Artist

Members
Hon. Anna Domingue M.L. Coseteng
Chair, Civil Service Committee Executive
Flou e (1996)

Dr. Serafin D. Quason
Chairman and Executive Director
National Historical Institute (1996)

Director Minerva P. Franco
Executive Director Prodea, Dr. &
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 and 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 Cs found in the official CSC logo; thus forming the figure "100" at a glance.
- The big S at the center stands for Service.
- The bent portion of the logo is as put 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, tags, banners, building signages, stickers and on government stationery 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 stationery 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 DOTC/LTO 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