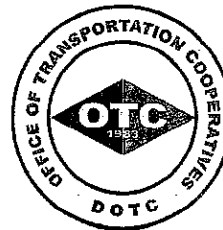




REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF TRANSPORTATION AND COMMUNICATIONS
OFFICE OF TRANSPORTATION COOPERATIVES
8th Floor Ben-Lor Building, 1184 Quezon Avenue,
Brgy. Paligsahan, Quezon City 1103
Telefax Nos.: 332-9312; 332-9315



FEB 14 2014

MEMORANDUM CIRCULAR NO. 2014- 02-002 *he*

TO : ALL TRANSPORTATION SERVICE COOPERATIVES

SUBJECT : ADOPTION AND SPORTING OF STANDARD TRANSPORT SERVICE COOPERATIVE LOGO

DATE : 14 FEBRUARY 2014

This is in line with the direction of the present management to enhance the promotion of the transportation cooperative program through various means of public awareness mechanism. An standard transport cooperative logo has been identified as an effective tool of getting public attention and awareness because of its distinction from other trademarks and emblem being used by several transport organizations.

In this connection, an OTC Board Resolution No. 2014-01-05 was adopted requiring all transportation cooperatives to sport and display the standard logo in all vehicles/units owned and managed by transportation cooperatives. Further, TCs are given a transitory period of one (1) year from the issuance of this circular within which to comply the same. Enclosed herewith is said OTC Board resolution for more detailed and better appreciation thereof.

Please be guided accordingly.

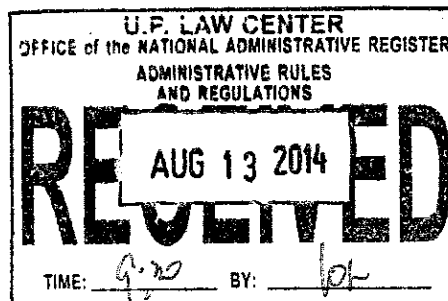
Melchor C. Cayabyab
MELCHOR C. CAYABYAB
Chairman

MVC:MHA:mha

Encl: a/s

OFFICE OF TRANSPORTATION COOPERATIVES
CERTIFIED PHOTOCOPY OF DOCUMENT/S ON FILE
Not valid with Erasures

Sayan
Date: 8/7/2014 Time: 8:00
Certified by: Sayan



DOTC - A century of bringing the Filipinos closer together through better transportation and communications

OTC - "KOOPERATIBANG PANSASAKYAN DAAN PARA SA KAUNLARAN"

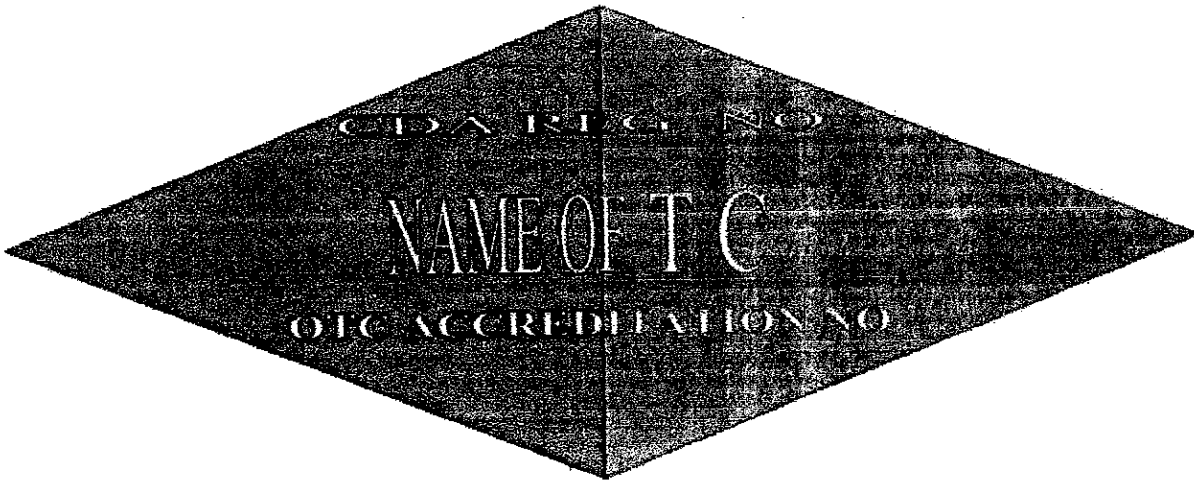
Resolution No. 2014-01 -05

Whereas, for the past decades, the TC Sector adopted an emblem to have its own distinction and recognition among other public transport service providers and to promote the transport cooperative sector to the general public;

Whereas, through the passage of time, different transport cooperatives no longer adopt the said logo and/or using their different emblem that become a hindrance in the promotion and seeking recognition as a united and distinct organization;

Whereas, the TC sector should promote and adopt an emblem that will represents unity and brotherhood within the movement;

Now, Therefore, Resolved as it is hereby resolved, to approve the Standard TC Logo described below:

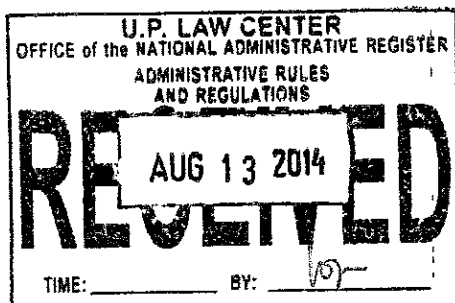


The transport cooperative logo is two equilateral triangles (blue colored on the left side and red on the right side) bonded together to form a diamond shape. The first triangle with blue color represents the government and the red one represents the TC sector. The equal sides of the triangle symbolize equality among the drivers, operators and allied worker-members of the transport cooperative. The diamond shape that was formed during the bonding of the two triangles represents the growth, development and prosperity when the government and the TC sector work together.

Position/Location of Sticker

	MCH	PUJ	Taxi/AUV	PUB/MB
Windshield	7" L; 4" H (Passenger's Side)	7" L; 4" H (Upper Right Side)	7" L; 4" H (Upper Right Side)	7" L; 4" H (Upper Right Side)
Each Side of the Vehicle		21"L; 12"H (Middle of the Body)	10.4"L; 6"H (Front Doors)	21"L; 12"H (Middle of the Body)

Further Resolved, that all TSCs is hereby given a transitory period of one (1) year upon issuance of a Circular to comply/adopt and display the said Logo in all cooperative/member units and in their respective offices and signages.



OFFICE OF TRANSPORTATION COOPERATIVES
CERTIFIED PHOTOCOPY OF DOCUMENT/S ON FILE
Not Valid With Erasures

[Signature]
Date: 8/7/2014 Certified By: 3:00
Time: _____