## MEMORANDUM ORDER No. 003, Series of 2014

**TO**: All Academic/Administrative Officials, Faculty Members and

Administrative Employees

SUBJECT: REVISION IN THE PUP LOGO

**DATE**: January 22, 2014

Per approval of the University Board of Regents (BOR) during its 142<sup>nd</sup> Regular Meeting held on October 18, 2013, all concerned colleges/offices/units/campus/branches and individual members of the University are directed, effective this date, to use the new University Logo in all official internal or external transactions. The PUP Logo should appear in the official stationery with the PUP's brand as "The Country's 1<sup>st</sup> PolytechnicU". The name of the branch/campus/college/office shall only appear in the letterhead.

Attached are copies of the PUP Logo with its meaning, and a sample of the stationery. You may also download the documents from the PUP website.

For compliance.

(Sgd.) EMANUEL C. DE GUZMAN, PhD

President

## The PUP Logo



## **MEANING**

The star in the logo stands for the perfection of the human person as well as the search for truth, while the five concentric circles depict infinite wisdom.

Both the five-pointed star and the five concentric circles stand for quintessence, meaning the highest form of quality or the most perfect example of creation. The two arcs of laurel symbolize excellence and quality of education as demonstrated by the rich achievements of the University in over a century of its existence.

The star is golden yellow not only because this is a star's natural color but also because, together with the dark maroon used as background, it is the traditional color of the University.

The five concentric circles are white because it symbolizes purity.