

Allowing Taxi Operators to Adopt Their Own Color Scheme

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Representations have continually been made by various taxi operators with this Board to allow them to adopt their respective color schemes so that they may, among other reasons, be able to project their distinct identities and cut on re-painting costs. Further, the Board has recognized that the adoption of color schemes by taxicab operators will not only facilitate the identification by the riding public of erring taxicab drivers but also encourage the operators to improve their services.

In view thereof, the Board hereby authorizes taxicab operators to adopt their respective color schemes, provided that the trade name as well as the operator's name, address, and telephone number are prominently displayed/painted on both sides of the unit; and provided further that only one color scheme is used for all the unit being operated under the same tradename or managed by the same operator; and provided further that the chosen color scheme is submitted to the Board for records and supervision purposes. This Memorandum circular shall not apply to taxicabs covered under the National Emergency Memorandum Order No. 22.

This Memorandum Circular takes effect immediately and supersedes any provision of any existing Memorandum Circular or Board rule or regulation which is inconsistent with the same.

Adopted: 17 Oct. 1990

(SGD.) REMEDIOS A. SALAZAR-FERNANDO

Chairman

(Sgd.) NABOR C. GAVIOLA

(Sgd.) DANTE M. LANTIN

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