

ADOPTION AND SPORTING OF STANDARD TRANSPORT SERVICE COOPERATIVE LOGO

OTC MEMORANDUM CIRCULAR NO. 2014-02-002, February 14, 2014

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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. A 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.

(SGD) MELCHOR C. CAYABYAB
Chairman

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