



MEMORANDUM

To: Chapter Members

From: Executive Committee

Date: June 12, 2021

Subject: Official Logo

As of May 1st, 2021, the voting for the Chapter's new official LOGO has concluded. The Chapter initiated this activity along with the 10th Anniversary Celebration to rekindle and invigorate our Chapter's image.

FILIPINO MEMBERS CHAPTER (FMC) OFFICIAL LOGO

Effective on June 12th, 2021, The Chapter Members shall use the LOGO as the official seal and banner of the Chapter. In addition, we shall include in all our correspondence, certificates and other medium of recognition for the Chapter.



BACKGROUND

The LOGO creator and artist is our colleague, Mr. Paul Lawrence Cortez.

Narrative:

"The logo depicts an engineer in a hard hat leaning on the silhouette of the map of Manitoba. He stands tall with his head up high with the province on his back. This logo beautifully illustrates the role of Filipino-Canadian Engineers who help build this society and improve Manitoban lives through their design skills and exceptional engineering innovation.

The colours and symbols of the Philippine flag are embedded on the silhouette of the map of Manitoba. This is a metaphor for Manitoba being the main home of Filipino-Canadian engineers. Manitoba has the highest concentration of hardworking Filipino-Canadians which, in some way, makes this province our own "Philippines away from home". Lastly, the engineer's head (depicted as wearing a hard hat), represents the iconic sun in the Philippine flag. This poetically symbolizes the powerful minds of Filipino-Canadian engineers that this province heavily relies on. The brilliant minds of Filipino-Canadian engineers are like the sun and stars that shine brightly in Manitoba, and as the song goes, "bituin at araw na kailan pa ma'y di mag-didilim" (stars and sun that forever shall never go dark)."

Gerard Batara, P.Eng., MBA

Chairman, FMC-Engineers Geoscientists Manitoba