



REPUBLIC OF THE PHILIPPINES
SANGGUNIANG PANLUNGSOD
CITY OF MANDALUYONG



RESOLUTION NO. 3401, S-2024

**RESOLUTION EXPRESSING SUPPORT IN THE
ADOPTION OF THE BAGONG PILIPINAS LOGO**

WHEREAS, the Bagong Pilipinas slogan is the new brand of governance and leadership of the current administration and embodies the administration's vision for the country to ignite hope and inspire unity, involvement and the bayanihan culture as the main fibers and components for its full realization in building a better Philippines;

WHEREAS, Office of the President Memorandum Circular No. 24, Series of 2023 orders the launch of the *Bagong Pilipinas* campaign, covering all instrumentalities of the government, including Local Government Units;

WHEREAS, on November 28, 2023, DILG Memorandum Circular No. 2023-187 was issued for the localization of the Bagong Pilipinas Campaign;

WHEREAS, in an unnumbered Memorandum dated January 22, 2024 from the Department of the Interior and Local Government, all Local Government Units are enjoined to adopt PBBM administration's governance logo "Bagong Pilipinas" in their documents, letterheads, websites, official social media accounts and other documents related to flagship programs of government;

WHEREAS, the Presidential Communications Office designed/produced a logo which ensured adherence to the heraldic code depicting various stages of development in the Philippines' journey towards our aspirations for the future;

WHEREAS, the logo features blue and red semi-circles forming a sphere, as well as the sun and three stars of the Philippine flag;



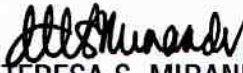
WHEREAS, the City of Mandaluyong fully supports and adheres to the call of His Excellency President Ferdinand R. Marcos to adopt the Bagong Pilipinas logo to bring the country towards a "Bagong Pilipinas" with hopes for genuine development and better tomorrow;

WHEREAS, the Bagong Pilipinas logo reflecting shared commitment to the cause of nation-building should also be displayed in a prominent place in the City Hall or Barangay Hall.

NOW, THEREFORE, on motion duly seconded, the Sangguniang Panlungsod of Mandaluyong, in session assembled, RESOLVED, as it hereby RESOLVES, to express support in the adoption of the Bagong Pilipinas logo.


ADOPTED on this 26th day of February 2024, in the City of Mandaluyong.

I HEREBY CERTIFY THAT THE FOREGOING RESOLUTION WAS
ADOPTED BY THE SANGGUNIANG PANLUNGSOD OF
MANDALUYONG IN A REGULAR SESSION HELD ON THE DATE
AND PLACE FIRST ABOVE GIVEN.


MA. TERESA S. MIRANDA
Sanggunian Secretary

ATTESTED BY:

APPROVED BY:


CARMENTA A. ABALOS
City Vice Mayor
& Presiding Officer


BENJAMIN S. ABALOS
City Mayor

Date: FEB 27 2024