

ADMINISTRATIVE ORDER NO. 2011-001

**ADOPTING NEW CITY PROMOTIONAL LOGOS AND
FOR OTHER PURPOSES**

WHEREAS, there is a need to highlight to the public that the City of Naga, being "Maogmang Naga", is reflective of the City Government's vision of a happy city and a happy people;

WHEREAS, there is a need for the City Government to introduce and promote a graphical representation of the "Naga SMILES to the world" program to better foster cohesion among City Government departments and offices, as well as projects;

WHEREAS, the new logos capture the unique culture and colorful history against a backdrop of a dynamic economy and a local government acclaimed for innovative governance and best practices globally;

NOW THEREFORE, I, JOHN G. BONGAT, Mayor of the City of Naga, do hereby order the following:

SECTION 1. *New City Promotional Logos* – There shall be adopted four new city promotional logos which are illustrated below with the following symbols and their corresponding meaning or interpretations:

A. NAGA S.M.I.L.E.S. LOGO



The "Naga SMILES to the World" logo is composed of the two baybayin Naga characters, "na" and "ga".

"Na", shaped like a mountain, provides a strong foundation for the Narra tree which grew abundantly along the Naga River while a zigzag line denotes majestic Malabsay Falls.

"Ga", shaped like a farmer's plow, is symbolic of the Nagueño's agricultural roots and hardworking personality.

The baybayin Naga characters rest on a wave-like element which represents the Naga River and the serpent, which is read in Sanskrit as "naga".

B. MAOGMANG NAGA LOGO

Evolving from “*An Maogmang Lugar*” (The Happy Place), Maogmang Naga aims to portray more than a happy place but a happy people as well.

The first letter of the word “*Maogmang*”, an adjective meaning “Happy” (*Maogma*), is a dancing human character, signifying the dynamic nature of Naga. The sun denotes the warm and cheerful personality of the Nagueños.

The name of the city itself is composed of the “*Voyadores*”, male devotees cheering Our Lady of Peñafrancia as their brethren carry the image of “*Ina*” on their shoulders.

Colorful “*banderitas*” or festive flags adorn the logo to show the vibrancy of Maogmang Naga – the city of warm and friendly people.

SECTION 2. *Use of New City Promotional Logos* – The city promotional logos described herein shall henceforth be, or cause to be printed, stamped or sewn or embossed, exclusively on all City Government stationeries, identification cards, official documents, banners, signs, posters and other similar materials as authorized by the City Mayor or the Sangguniang Panlungsod.

The Public Information Division of the City Mayor’s Office and the City Publications and External Relations Office, in coordination with the various departments, offices and units of the City Government shall cause production of new and uniform designs of city stationaries, identification cards, official forms and documents.

SECTION 3. *Prohibition* – it shall be unlawful for any private person, natural or juridical, to use without permission, deface, or desecrate the new promotional logos of the City of Naga.

SECTION 4. This Administrative Order shall be effective immediately.

Issued this 1ST day of February 2011 at Naga City, Philippines.

JOHN G. BONGAT
City Mayor

Attested by:

FLORENCIO T. MONGOSO, Jr., CSEE
Department Head II & Acting City Administrator