



**INSTITUTE OF INTEGRATED ELECTRICAL ENGINEERS OF THE PHILIPPINES, INC. (IIEE)**

**5<sup>th</sup> REGULAR BOARD OF GOVERNORS MEETING**

12<sup>th</sup> of May 2023 at 2<sup>nd</sup> floor Meeting Room, Choi Garden, Royce Hotel and Casino, Clark, Pampanga

**Attendance:**

LYNDON R. BAGUE	National President / Presiding Officer
FLORIGO C. VARONA	National VP – Internal Affairs
ESPERANZA A. COLLADO	National VP – External Affairs
CATALINO E. RAÑA	National VP – Technical Affairs
ALBERTO R. HERRERA, JR.	National Secretary
VIRGILIO S. LUZARES	National Treasurer
JEDDPER N. DE CASTRO	National Auditor
ALVIN E. ESTANISLAO	Governor, Central Luzon
ARWIN M. DE JESUS	Governor, Metro Manila
ERIC D. TAMONDONG	Governor, Southern Luzon
EDGARDO U. ARAGON	Governor, Bicol
JALSSSEN J. DUMANCAS	Governor, Western Visayas
BRIAN A. PASILAN	Governor, Eastern/Central Visayas
REMEGIO B. GONZALES	Governor, Northern Mindanao
ROLLY B. CLAMOR	Governor, Southern Mindanao
RICHARD O. LIZARDO	Governor, Western Mindanao
REINERIO C. SUPSUP	Governor, Foreign
FELICIANO F. PADUA III	Immediate Former National President

**RESOLUTION NO. 2023-05-068**

**A RESOLUTION APPROVING THE POLICY OF IIEE BRANDING LOGO AND FOR RELATED PURPOSES**

**WHEREAS**, IIEE recognizes the importance of a cohesive and recognizable brand identity to establish a strong presence in the market and for related purposes pursuant to the trademark registration with the Intellectual Property Office;

**WHEREAS**, the Board acknowledges that the IIEE Branding Logo will be used in various marketing and communication materials, including but not limited to websites, social media platforms, print materials, and promotional items;

**WHEREAS**, the Board recognizes the need for a clear policy governing the use, application, and protection of the IIEE Branding Logo to ensure consistency, integrity, and proper representation of IIEE's brand;

**WHEREAS**, that the policy endorsed by the Ad Hoc Committee on Branding to develop and implement a comprehensive policy governing the use, application, and protection of the IIEE Branding Logo, which shall include guidelines on logo usage, color specifications, font usage, and any other relevant branding elements;

**WHEREAS**, the policy shall address the appropriate usage of the IIEE Branding Logo by employees, contractors, vendors, and other third parties associated with IIEE, ensuring compliance with copyright laws, trademark regulations, and other applicable legal requirement

**NOW, THEREFORE, BE IT RESOLVED**, taking note of all the foregoing and on motion of Bicol Regional Governor, Edgardo U. Aragon, duly seconded by the Eastern Central Visayas Regional Governor, Brian A. Pasilan, the Board;

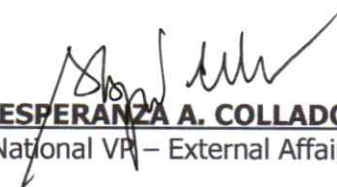
**RESOLVED as it hereby resolves**, approving the proposed policy on IIEE Branding Logo as endorsed to the Board;

**RESOLVED FINALLY**, let the copy of this Board Resolution be furnished to all concerned for information, reference, and guidance.

**APPROVED AND ADOPTED** this 12<sup>th</sup> of May 2023.

  
**LYNDON R. BAGUE**  
National President

  
**FLORIGO C. VARONA**  
National VP – Internal Affairs


  
**ESPERANZA A. COLLADO**  
National VP – External Affairs

  
**CATALINO E. RAÑA**  
National VP – Technical Affairs

  
**ALBERTO R. HERRERA, JR.**  
National Secretary

  
**VIRGILIO S. LUZARES**  
National Treasurer

  
**JEDDPER N. DE CASTRO**  
National Auditor


  
**LEONARD L. ATAM**  
Governor, Northern Luzon


  
**ALVIN E. ESTANISLAO**  
Governor, Central Luzon

  
**ARWIN M. DE JESUS**  
Governor, Metro Manila

  
**ERIC D. TAMONDONG**  
Governor, Southern Luzon

  
**EDGARDO U. ARAGON**  
Governor, Bicol

  
**JALSSEN J. DUMANCAS**  
Governor, Western Visayas

  
**BRIAN A. PASILAN**  
Governor, Eastern/Central Visayas

  
**REMIGIO B. GONZALES**  
Governor, Northern Mindanao

  
**ROLLY P. CLAMOR**  
Governor, Southern Mindanao

  
**RICHARD O. LIZARDO**  
Governor, Western Mindanao

  
**REINERIO C. SUPSUP**  
Governor, Foreign

**FELICIANO F. PADUA, III**  
Immediate Former National President

## The IIEE Brand - IIEE Logo

The IIEE logo parts are as described in the image below.

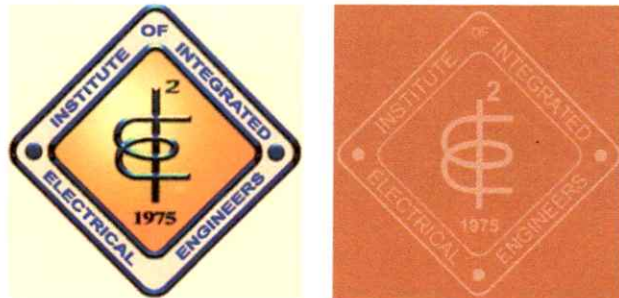


At the center is “I” square and “E” square or “IIEE” with the year it was established in 1975.

Words on diamond is “Institute of Integrated Electrical Engineers” (IIEE as acronym)

Above logo should be the first choice of logo as it is the primary variant of the IIEE logo. It should always be used on a white or light background.

Variants can be used as black and white as show below or as a monochrome variant (single color or nearest to the shades of the background color e.g., on coat, etc.)



Here are proper use and prohibition:

- Do not place the IIEE logo on busy backgrounds e.g., logo should not be blocked; logo should be easily seen and identified
- Do not place any mark, wording, design, etc. inside the logo
- Leave ample space around the logo (mark, wording, design, etc. must be outside the “imaginary” diamond, square or circle of the logo perimeter)
- Do not use different color combinations in print. However, for merchandise (embroidery, pins, etc.), the nearest color shades are acceptable.
- Do not use different I<sup>2</sup> and E<sup>2</sup> design for the IIEE logo
- No limitation on size as long as readable.
- **All chapters shall only use one IIEE logo**, as above, on official documents, legal tenders and the like e.g. certificates, agreements, etc.

**IMPORTANT:** IIEE logo is property of IIEE and the logo cannot be used by anyone else without a signed trademark agreement. If you see someone is using the IIEE logo and you are unsure if they are allowed or have no trademark nor royalty agreement, report it to IIEE. IIEE CBL states in article XXI Sec. 1.0 Inscription. The corporate seal shall inscribe thereon the name of the Institute and the official trademark as registered in the Philippine Intellectual Property Office. **Unauthorized use** of the corporate seal and trademark shall be subject to sanction or legal action by the Institute. IIEE logo is first registered with Trademark No. 4/2017/00000251 (see attached last page).

**INCORRECT USE OF LOGO**



Placing the IIEE logo on busy backgrounds



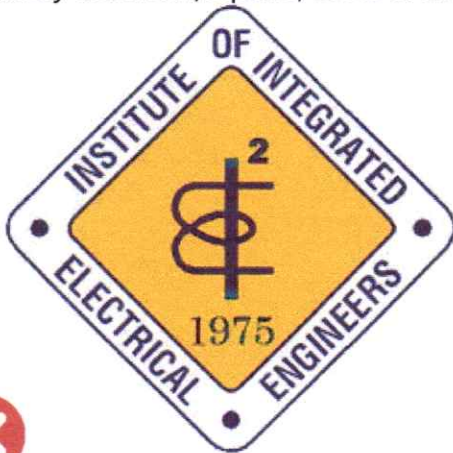
IIEE logo is blocked



Mark, wording or design are inside the imaginary diamond/square/circle of the logo



Placing mark, wording, design, etc. inside the logo



Incorrect color combination / Incorrect I<sup>2</sup> & E<sup>2</sup>



Putting the Chapter year established instead of National

**NOTE:** Different I<sup>2</sup> and E<sup>2</sup> design, color or partly resemblance of the logo may be allowed as unique insignia of the chapter, committee or the like particularly for **promotion purposes**. Exact replica of the IIEE logo cannot be altered as insignia. However, if the whole IIEE logo will be part of insignia or “theme year” emblem, then the IIEE logo must comply with above rules.

