



AN TACLOBANON ASSOCIATION OF SOUTHERN CALIFORNIA

CAPSULE:

The logo is an interesting mix of corporate and traditional elements of representation.

It is an abstraction of the Sto. Niño's hand holding the globe lovingly but firmly. It is a symbol of the protective embrace that God, in His Omnipotence and Love, covers the world in which we live. In our prayers both at home and during the novenas, we implore Him to especially bless both our place of origin — Tacloban, as well as the one we have come to love and call our own — Southern California, USA. Both of these facets of our lives are depicted on either side of the cross, the symbol of our spiritual side.

Encircling the globe in the manner that a laurel surrounded the emblems of old is the name of our organization.

DETAILS:

In its entirety, the logo is an overlay of the following elements:

- The acronym "ATA" for An Taclobanon Association.
- The globe with the cross also doubling as the Letter "T" in the acronym.
- The sun, symbolic of our origin's eastern geographic location where the sun first rises.
- The palm tree set against the horizon of the scenic Kankabatok bay and the City Hall of Tacloban perched on Kanhuraw Hill. The palm tree was chosen for its versatility and utility as well as being the prime source of livelihood of many of our townmates.
- The Los Angeles skyline representing our adopted prime city. The freeway, which abounds in Southern California more than any other city in the USA, was chosen for a special reason. Driving in this monster of a roadway for the first time takes guts. As strangers to this land, it took guts to enable ourselves to cross over, undaunted by the road blocks that stood in the way of our dreams to make it to, and in, the land of freedom and opportunity.
- The arc at the bottom of the globe, an abstraction of the Sto. Niño's palm holding our lives with care and firmness.
- The overall rounded theme of the logo symbolizing continuity, stability, unity and consistency.

CHARACTER:

The logo general encompasses the paradigms of faith, daring, tradition and aspiration. It is a singular, distinctive and unifying trademark of our Taclobanon community in So. California.