

The Enhanced Official Coat of Arms of the
ARCHDIOCESE OF CACERES



70th Anniversary of the Elevation of the Church of Caceres to an Archdiocese
1951 - 2021



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INTRODUCTION

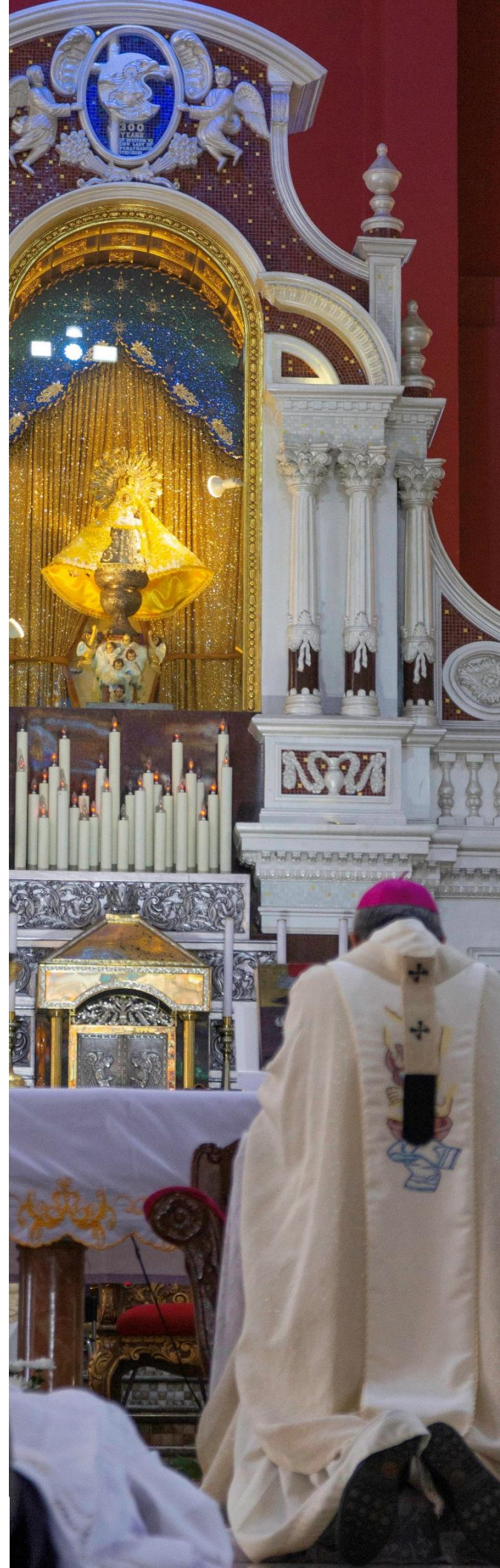
A Coat of Arms identifies and represents an institution through symbols. As such, it is presented with aesthetic quality, much meaning and great importance.

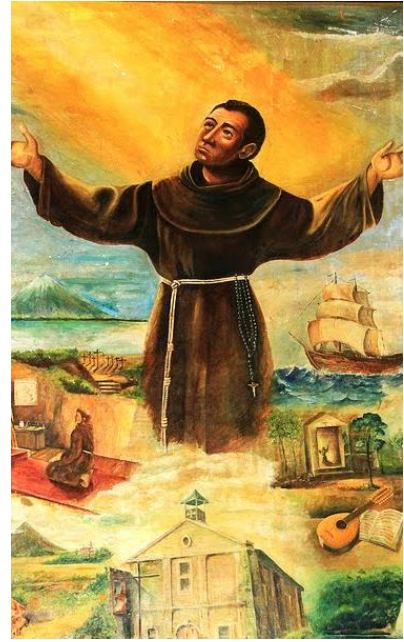
The same is true for the Coat of Arms of the Archdiocese of Caceres. It not only serves as a unique and easily identifiable symbol of our 426-year-old ecclesial community, but it also serves as a reminder of our rich history as a people of faith, hope and love.

However, over the years, numerous renditions of the Coat of Arms, official or otherwise, have been in circulation. Unfortunately, some of these renditions fall short of truly expressing the meaning and beauty of it, thereby diminishing its purpose and importance.

Thus, on the 70th Anniversary of the Elevation of Caceres to an Archdiocese, and on the 500th Year of Christianity in the Philippines, an enhanced version of our official Coat of Arms is unveiled and released for public use. Accompanying it is this primer, detailing the meaning and evolution of the arms, and a quick guide on its proper use.

Through the enhancement and this primer, may the rich purpose, beauty, meaning and importance of our Coat of Arms be preserved and exhibited for all to see and appreciate for years to come.





EXPLANATION

The explanation of the Coat of Arms of the Archdiocese of Caceres is taken from an article published by the late ecclesiastical heraldist Archbishop Mariano A. Madriaga on *Philippine Studies* (1957), entitled *The Coats of Arms of the Ecclesiastical Jurisdictions in the Philippines: Part I. The Metropolitan Sees*.

A **pallium** divides the shield into three fields. On chief azure is a rose drawn in natural form. Both the rose and the blue background represent **Our Lady of Peñafrancia**, the patroness of the Bicol Region.

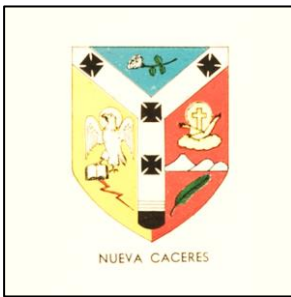
On dexter is an eagle argent nimbed holding an open book proper from which issues a thunderbolt gules. A "nimbed" eagle is one with a halo or aureole. This silver eagle against the gold background represents **St. John the Apostle and Evangelist**, the titular of the Cathedral at Naga. The open book represents the Gospel. The thunderbolt alludes to the nickname "Boanerges" given by our Lord to St. John and his brother James, meaning sons of thunder.

On sinister against a red background are the three mountains, representing Mounts Mayon, Isarog, and Bulusan. Above the mountains are the insignia of the Franciscan Order, and below the mountains is a green palm branch drawn diagonally with the sinisterwise. This group of symbols alludes to the Franciscan **St. Peter Baptist** who was martyred in Japan among other Japanese martyrs on 5 February 1597, who was erroneously considered bishop-elect for the see of Nueva Caceres at the time of his martyrdom, and hence is venerated as the secondary patron saint of the Cathedral.

EVOLUTION OF THE COAT OF ARMS



Printed in **Bikol Annals**
(1954)



Drawn by Gontalo Sy-Quia and published in
Philippine Studies by Archbishop Mariano A. Madriaga
(1957)



Official Coat of Arms, currently used
(2010s)



Enhanced Official Coat of Arms
(2021)

OFFICIAL VARIATIONS

The following are the official variations of the enhanced Coat of Arms, for use in all materials, documents and other publications of the Archdiocese of Caceres:



The coat of arms in **full color**



The coat of arms in **black outline**



The coat of arms in **white outline**
for use on black or other dark backgrounds

COMMON MISTAKES AND IMPROPER USAGES

In order to preserve the purpose, aesthetic, meaning and importance of the Coat of Arms, the following common mistakes and improper usages must be always be avoided:



Distorting the coat of arms



Using different shades of the official colors



Using busy and low contrast background



Excessively using effects

COMMON MISTAKES AND INAPPROPRIATE USAGES



Using a low resolution version



Using the old version of the coat of arms



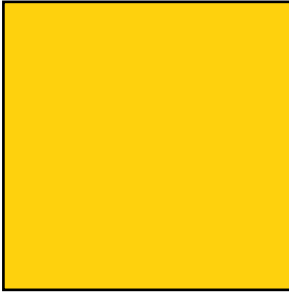
Using unofficial or internet-sourced versions of the coat of arms



Using unofficial or internet-sourced versions of the coat of arms

OFFICIAL COLORS

The following colors are used in the Official Coat of Arms. The same colors may be used in all materials, documents and other publications of the Archdiocese of Caceres:



GOLD
R254 G209 B13
C1 M22 Y93 K0
#fed10d



BLUE
R2 G84 B161
C99 M64 Y4 K1
#0254a1



RED
R215 G32 B40
C5 M95 Y94 K1
#d72028



GREEN
R22 G147 B76
C79 M16 Y87 K6
#16934c



DOWNLOAD THE COAT OF ARMS

The Official Variations of the New Official Coat of Arms of the Archdiocese may be downloaded through the following:

Google Drive

<https://drive.google.com/drive/folders/1KpbnsKbPHBGZ4k-HUkBlDGWSGa7MVpna?usp=sharing>

Archdiocesan Website

<https://www.archdioceseofcaceres.org/coatofarms>



For questions and high resolution copies of the Enhanced Official Coat of arms, please contact or visit:

CACERES COMMISSION ON COMMUNICATIONS

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