Meinhardt Philippines, Inc.

Mission • Professionalism • Integrity

Unveiling the Official MPI 30th Anniversary Logo

Engineering is expressed through geometry.

The Philippines is expressed through the skyline.

Thirty years of Meinhardt Philipines, Inc. (MPI) is expressed through the central mark.

Service is expressed through the inscription.

Innovation is carried through the corporate tagline.

MPI itself remains unmistakably present.

Everything has a reason to be there.

On October 19, 2026, the Official 30th Anniversary Logo was released and introduced to major Philippines news organizations and media outlets.

It was also launched on the revamped MPI website and other corporate channels.

Understanding the Anniversary Logo Metaphor

The official 30th anniversary logo of MPI brings together **three decades of engineering expertise** through a visual built around the number **"30."** Rather than relying on conventional typography, the design draws on the company's **engineering identity** to create a distinctive anniversary mark.

The digit **"3"** takes the form of a strong, angular blue figure inspired by Meinhardt's official logo, while the digit **"0"** becomes a red circular form with engineering-inspired geometry. Together, the two figures evoke technical drawings, machinery, and infrastructure, reflecting the precision and technical expertise associated with the company's work.

Designed by Engr. Matt Gerard Perez of the Hydraulics-Fire Protection Department, the anniversary logo retains the brand's established visual elements.

Meinhardt Blue reinforces MPI's engineering identity, while **Meinhardt Red** introduces energy and movement, serving as a defining accent for the milestone celebration.

The Chosen Logo

In 2024, submissions for the anniversary logo began. The logo featured here was approved by the MPI Management. Dozens of entries from employees across different departments, including interns, were carefully reviewed to select a design representing MPI's 30 years of services.

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The Design Thinking Behind MPI's 30th Anniversary Logo



Engr. Matt Gerard Perez of the Hydraulics-Fire Protection Department brought together his understanding of the MPI brand and his design expertise to create an anniversary logo distinguished by its elegance and symbolic depth.

The design reflects a quiet precision, **translating engineering principles into geometry** while keeping MPI's identity unmistakable throughout the composition.

At its center is a visual concept rooted in metaphor. Engr. Perez gives the number 30 a significance beyond marking the company's anniversary.

The numerals become an engineered form, a visual structure, and a frame for the built environment, bringing **multiple layers of meaning into a single design**.

A Symbol Beyond the Milestone

For **MPI's clients and industry partners**, the anniversary logo represents three decades of engineering expertise applied to the built environment. Its combination of geometry and structural form reflects the **discipline behind engineering design consultancy**, where technical knowledge, sound judgment, and design ingenuity inform decisions with **lasting implications for the places people live**, **work**, **and move through**.

For the **people behind MPI's work**, the 30th anniversary carries a more personal significance. **The milestone belongs to the employees whose knowledge**, **dedication**, **and collective effort have shaped the company through the years**. The logo serves as a **shared emblem of their contribution**, **recognizing the people behind the technical work and the relationships built along the way**.

Beyond the company itself, the anniversary also offers an **opportunity to reflect on engineering's role in nation building**. The built environment influences how communities develop, how people access essential services, and **what opportunities become available to future generations**. As an engineering design consultancy, **MPI forms part of this larger undertaking**, contributing expertise to projects that help shape the country's physical landscape.

Seen in this light, the anniversary logo represents more than 30 years of corporate history. **It brings together the people**, **partnerships**, **and professional responsibilities behind MPI's work**, while pointing toward a future in which engineering continues to serve communities and the generations to come.