



Logo Rationale

At the heart of the BPI/MS symbol is the "red protective oval." This oval shape signifies BPI/MS' core product of insurance while the color red represents dynamism.

The sunburst inside the oval is the thrust of BPI/MS to be a consumer-driven organization serving as the "light" in the insurance industry.

BPI lends its gold and red colors to signify its full support for the company's growth. Italicized letters are used to underscore fast and efficient customer service. The slash in between signifies the individual commitment of both BPI and Mitsui Sumitomo to nurture the growth of the company. The slash goes out of the boundary to highlight a company that is open to its surroundings, constantly scanning the environment for continued innovation.