



29 August 2023

MEMORANDUM NO. 844
Series of 2023

T O: **Dr. Ulderico B. Alviola** Head, UIMC
Engr. Jucel Marie T. Guatlo Instructor, DABE
Mr. Kim Kenneth P. Roca Media Production Specialist, UIMC
Mr. Paul Vincent Fornis Media Production Specialist, UIMC
Mr. Ralph Jay Sarmiento Media Production Specialist, Printing Press

R E: **VSU Branding Committee**

With Dr. Alviola as Chairperson, Engr. Guatlo as Co-Chairperson, and the rest of you as members, you are hereby appointed to constitute the **VSU Branding Committee** effective immediately until December 31, 2023, unless sooner revoked by higher authorities.

The committee is tasked with the following functions:

1. Take charge in the implementation of the provisions of the **VSU Brand Book**;
2. Develop branding measures and policies for the university consistent with the Brand Book;
3. Review important statements, publications, and other public materials developed by the university and its units to be compliant with university branding guidelines;
4. Recommend to the Office of the President the approval of newly created logomarks and texts and other pertinent promotional materials, following the university branding guidelines;
5. Report to the Quality Assurance Center and to the Office of the President any non-compliance for appropriate corrective action; and
6. Document and propose revisions of the **VSU Brand Book** for future editions.


EDGARDO E. TULIN
President

cc: Dean, CET
QAC / DRC
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Records
File

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