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**MEMORANDUM CIRCULAR NO. 20**  
Series of 2023

**T O: Vice Presidents  
Chancellors  
Deans & Directors  
Department & Unit Heads  
DRC & dDRCs  
Unit-based Graphic Designers  
VSU Brand Book Task Force Members  
UIMC Staff**

**R E: Virtual Orientation on the VSU Brand Book and its Centennial Branding Provisions**

The VSU Board of Regents has recently approved the VSU Brand Book on January 25, 2023, and we will officially launch it during our 99<sup>th</sup> Anniversary in April. We congratulate the work of the VSU Brand Book Task Force on this project.

The Brand Book includes many important provisions in how we at the university and our units present ourselves to the public. Among these are its guidelines on our Centennial Branding. This includes our Centennial Logo and a mandate to unify and streamline our unit logos and names into a visually & logically coherent system, and this will be officially launched during our 99<sup>th</sup> Anniversary this coming April.

This is why the people mentioned above are enjoined to attend the orientation, so everyone are onboard with these changes, especially that the unit logos, documents, and other branding materials will mostly be developed at the unit level.

The **Virtual Orientation on the VSU Brand Book and its Centennial Branding Provisions** will be held on **February 15, 2023 from 10 AM to 12 NN**. This will give us all enough time to prepare properly for the launch of the Centennial Branding in April.

The Task Force will share the meeting link in the appropriate Spaces on Gmail in due course.

With our Centennial Branding guidelines in place, our university and its units will finally have a unified image to present to the world. I look forward to all the great work you will do.

**EDGARDO E. TULIN**  
President