



15 March 2023

MEMORANDUM CIRCULAR NO. 51
Series of 2023

T O: All VSU Units Concerned

R E: Development of New/Updated Unit Logomark based on the Centennial Branding Guidelines in the VSU Brand Book

This coming April we will be officially launching the VSU Brand Book and our Centennial Branding system as we celebrate 99th Founding Anniversary.

The Brand Book, which was approved by the VSU Board of Regents¹, outlines a unified system of logomarks and texts so that we can present the university and its units coherently to the public. The VSU Brand Book Task Force already the various provisions during the virtual orientation held last March 1.

So it's time to move ahead and start developing new versions of our unit logomarks, since our current approved logos may only be used until March 2023.

Here are the salient provisions in the Centennial Branding section of the book for your quick reference:

What units should have what logomark?

- **C-Level Offices** (OP, OVPS) will use the Brand Logo as logomark.
- **Component Campuses** will use the Brand Logo as logomark but may develop their own campus icon.
- **Academic units** shall develop their own logomark.
 - Colleges (including the Graduate School) shall have a round logomark with an additional ring around it.
 - Departments and institutes shall have a round logomark without a ring.
- **Non-academic units** (including Research Centers) may develop their own logomark.
 - The shape of the logomark is a square with rounded corners (as in the old ViSCA Seal).
 - The logomark may have a round version for social media profiles.
- Other units *may* adopt distinct logomarks on a case-to-case basis.



College



Department



Non-Academic Unit



¹ BOR Resolution No. 132, S. 2022, dated January 25, 2023

How should logomark look?

- The logomark should contain simple graphic elements (preferably only 1-3) that symbolize the unit.
- The logomarks should be designed aesthetically and should be visible even in small sizes.
- The logomarks should avoid arbitrary meanings in its elements but instead prefer to use widely accepted symbolisms.
- The logomarks should be flexible enough in flat or simple versions and various implementations (digital, print, textile, etc.). Several versions of the same logomark should be prepared.
- If your unit currently has an approved logo, it is recommended to draw inspiration from its elements and feel to make the development easier.
- A complex version of the logomark is allowed only for standalone use.



Complex
with colors and
effects



Simple
with one
color only



Black-and-white
for light
backgrounds



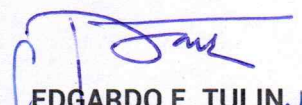
Black-and-white
for dark
backgrounds

What is the process of developing our centennial unit logo?

- There are three ways to move forward:
 - **Option 1:** You will develop your logo with assistance from the Task Force.
 - **Option 2:** You ask the Task Force to suggest a logo and the unit will approve.
 - **Option 3:** Let the Task Force develop your logo with blanket approval.
- Whichever of the abovementioned options is best for your unit, please inform and coordinate with the VSU Brand Book Task Force via Engr. Jucel Marie T. Guatlo (jmarieguatlo@vsu.edu.ph or VOIP 1089) as soon as possible. Aside from the logomark, your **logotext** will also be worked out % the Task Force.
- All logomarks will be collated for UADCO Approval in April. Ensure that you have finalized your logomark with the Task Force by March 31.

All of the outputs of this project will be included in the launch of the VSU Brand Book and Centennial Branding during a special event on April 27, 2023, the same day of the official implementation of the Centennial Branding.

I'm looking forward to your cooperation in this very important endeavor. Thank you.


EDGARDO E. TULIN
President *o/c 3/15/23*