



29 December 2023

**MEMORANDUM NO.** 989  
Series of 2023

**T O:** **Dr. Ulderico B. Alviola** **Head, UIMC & VPP**  
**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. Joseph Kenneth Labastida** **Media Production Specialist, VPP**

**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 January 1, 2024 until December 31, 2024, 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** especially on **Centennial Branding**;
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;
6. Document and propose revisions of the **VSU Brand Book** for future editions; and
7. Maintain and update the **VSU Brand Book** website.

Please be guided accordingly.

  
**DANIEL LESLIE S. TAN**  
OIC-President

cc: Dean, CET  
QAC / DRC  
OUS  
**Records**  
File