



22 February 2021

**MEMORANDUM NO. 79**  
Series of 2021

**T O:** **Mr. Jed Asaph D. Cortes** – Chairperson  
**Mr. Ulderico B. Alviola** – Co-Chairperson  
**Dr. Guiraldo Fernandez, Jr.** – Member  
**Dr. Editha Cagasan** – Member  
**Ms. Vivian Balbarino** – Member  
**Mr. Kim Kenneth Roca** – Member

**R E: VSU Brand Book Task Force**

With Mr. Jed Asaph D. Cortes as Chairperson, Mr. Ulderico B. Alviola as Co-Chairperson, and the rest as members, the University hereby creates the VSU Brand Book Task Force effective immediately until December 31, 2021 or unless sooner revoked or terminated by higher authorities.

Specifically, the committee is tasked to do the following:

1. Draft and submit the VSU Brand Book for BOR approval within 2021. It shall include, but not limited to:
  - VSU Seal, Colors, Unit logos, and other Branding Elements
  - The VSU Centennial Logo and Branding
  - Guidelines for VSU publications, and format or prototypes of signages, documents, calling cards, and other print materials
  - Guidelines and prototypes of product labels (food and non-food)
  - Prototype of VSU Toga or Graduation Attire for Higher and Advanced Education
2. Update the VSU Brand Book regularly
3. Propose a unified logo system for the university's offices for implementation before the VSU Centennial, for BOR approval.

Please be guided accordingly.

**EDGARDO E. TULIN**  
President

cc: OVPI  
OVPRE  
OVPPRGEA

OVPAF File  
OUS  
Deans/Directors

Records