



18 May 2021

**MEMORANDUM NO. 451**

Series of 2021

**TO: All Concerned**

**RE: Reconstitution of the VSU Brand Book Task Force**

Upon the recommendation of the existing members of the VSU Brand Book Task Force, the University hereby reconstitute the composition of the task force effective immediately until December 31, 2021 or unless sooner revoked by higher authorities.

**Persons**

**Functions**

**Chairperson:**

**Mr. Jed Asaph D. Cortes**

*Head, VSU Printing Press/MMDC*

- Direct and oversee the activities of the task force
- Ensure the submission and BOR approval of the Brand Book on or before December 2021

**Co-Chairperson:**

**Mr. Ulderico B. Alviola**

*Head, University Integrated Media Center*

- Facilitate the paperwork for the printing of the VSU Brand Book
- Coordinate with concerned units in the consultation of provisions in the Brand Book prior to approval

**Members:**

*For records and approvals:*

**Dr. Guiraldo Fernandez, Jr.**

*University & Board Secretary*

**Ms. Vivian Balbarino**

*Staff, OUS*

**Ms. Maria Roberta Mirafior**

*Head, Records & Archives Office*

- Retrieve documented BOR and UADCO approvals of logos, seals, and other branding elements for inclusion in the Brand Book
- Facilitate the BOR approval of the VSU Brand Book

*For quality management:*

**Dr. Editha G. Cagasan**

*Director for Quality Assurance*

- Retrieve documented procedures and guidelines

**Dr. Aleli A. Villocino**

*Quality Management Representative*

**Ms. Pamela Oraño**

*University DRC*

related to branding for inclusion in the Brand Book, and update them accordingly based on proposed edits of the task force

- Facilitate the documentation and implementation of new procedures and guidelines based on the output of the task force

*For copyrights and trademarks:*

**Prof. Alan B. Loreto**

*Director for Innovation*

**Ms. Maria Louella Tambis**

*Staff, Technology Protection and Transfer Office*

- Provide the task force with documentation of copyrighted and trademarked symbols and products of the university
- Facilitate the processing of copyright and trademark protection of elements in the VSU Brand Book

*For academic regalia:*

**Prof. Jude Nonie A. Sales**

*Director, Culture and Arts Center*

- Design and produce prototypes of the VSU Toga or Graduation Attire for higher and Advanced Education

*For visual branding guidelines:*

**Mr. Kim Kenneth P. Roca**

*Staff, UIMC / Web Team*

**Mr. Paul Vincent Fornis**

*Layout Artist, UIMC*

**Engr. Jucel Marie T. Guatlo**

*Layout Artist, VSU Brand Book Task Force*

- Develop visual branding guidelines and document use cases for inclusion in the Brand Book
- Layout the VSU Brand Book

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:

- a) The VSU Seal, Colors, Unit Logos, and other Branding Elements



- b) The VSU Centennial Logo and Branding
  - c) Guidelines for VSU publications, and format or prototypes of signages, documents, calling cards, and other print and new media materials
  - d) Guidelines and prototypes of product labels (food and non-food)
  - e) VSU Academic Regalia (toga and graduation attire) for Higher and Advanced Education
- 2) Update the VSU Brand Book regularly.
- 3) Propose a unified logo and visual branding system for the university's offices for implementation in 2022-2023 before the VSU Centennial, for BOR Approval.
- 4) Develop and submit pertinent procedures and guidelines to the VSU Quality Management System for the effective implementation of the provisions of the Brand Book.

This memorandum supersedes **OP Memorandum No. 79, Series of 2021**.

Please be guided accordingly.

  
**EDGARDO E. TULIN**  
President