



19 September 2022

MEMORANDUM NO. 688
Series of 2022

T O: **Judith B. Jomadiao** **Chancellor, VSU Alangalang**
Luzviminda A. Tajos **Chancellor, VSU Isabel**
Quenstein D. Lauzon **Chancellor, VSU Tolosa**
Maria Jehan P. Libre **Chancellor, VSU Villaba**
Jed Asaph D. Cortes **Chairman, VSU Brand Book Task Force**
Ulderico B. Alviola **Head, University Integrated Media Center**

R E: **Branding Workshop & Coordination with MIST Heads and/or branding in-charge**

The VSU Brand Book Task Force is soon to finalize the VSU Brand Book for approval by the UADCO and BOR. It has policy implications that will cover all university campuses, thus the need to coordinate closely with your MIST office and/or the staff who is in charge with your publicity and branding in campus for VITA-relevant provisions and eventual implementation.


The Chancellors are requested to send your respective MIST Heads and/or the branding-in-charge of your campus (max. 3 people) to a **workshop on September 28, 2022 from 8 AM to 5 PM at VSU MMDC Building** to discuss the following topics, but not limited to:

1. VSU Seal and Logos;
2. Branding Elements;
3. University Symbols (including unique campus symbols);
4. Visual Identity Guidelines;
5. Campus and Unit Branding;
6. Publicity Guidelines;
7. Academic Regalia; and
8. Sports.

Coordination will continue after the workshop until the Brand Book is finalized and rolled out.

Participants must RSVP with **Engr. Jucel Marie T. Guatlo** (jmarieguatlo@vsu.edu.ph or VOIP 1089) on or before Monday, September 26.

Thank you for your usual cooperation.


EDGARDO E. TULIN *oic*
President *9/20/22*