



14 November 2023

MEMORANDUM CIRCULAR NO. 171
Series of 2023

**T O: All VSU Vice-Presidents, Chancellors, Directors,
Deans, and Department/Unit Heads
VSU Integrated Media Center
VSU Printing Press
VSU Branding Committee**

R E: Implementation of VSU Centennial Branding

We are nearing our Centennial Year. Last April, we launched our VSU Brand Book, where we published guidelines on branding for our centennial celebration, including a system to unify our unit logos¹. We thank everyone for working with our VSU Brand Book Task Force to align your unit logos to this system we've built.

Effective today, all units shall use their centennial unit logos, as reflected in the communication document prepared by the VSU Brand Book Task Force and approved by the Office of the President. The logomarks and texts shall be used in our letterheads, internal documents, and visual materials.

Likewise, our official University Centennial Logo will become more prominent as we near our Centennial Celebration. The University Integrated Media Center and VSU Printing Press shall ensure the logo's presence in our visual materials.

Units without a centennial logo may coordinate with the newly instituted VSU Branding Committee² headed by UIMC Head Dr. Ulderico B. Alviola. Other inquiries may also be directed to the committee. MIST Heads of the VITA campuses shall coordinate with the committee on behalf of their units.

Thank you for your cooperation.


DANIEL LESLIE S. TAN
Officer-in-Charge 01C 11/15/23

¹ <https://brandbook.vsu.edu.ph/sections/centennial-branding>

² OP Memorandum # 844, S. 2023