



09 June 2023

MEMORANDUM NO. 656

Series of 2023

T O: Main Campus Officials and Heads, Faculty, and Staff

R E: Consultation Sessions with the VSU Brand Book Task Force regarding the Provisions and Implementation of the Centennial Logo Guidelines

During our 99th Founding Anniversary Celebration earlier this April, we launched the VSU Brand Book, which includes new guidelines for our unit logos following our Centennial Branding. However, we put its implementation on hold to give our units ample time to transition properly and ensure that all stakeholders can fully appreciate the spirit and principles of this endeavor.

The VSU Brand Book Task Force invites representatives from all units in the main campus (whether you may have concerns with the Centennial Branding or not) to attend the consultation sessions regarding the provisions and implementation of these guidelines on June 16, 2023, Friday.


Units under OVPSAS, OVPAF, OVPPRGAS	09:00 AM to 10:30 AM
Units under OP, OVPREI, OVPAF (except academic units)	10:30 AM to 12:00 NN
Academic units under CoEd, CME, CVM, CoN, & CFES	01:00 PM to 2:30 PM
Academic units under CET, CAS, & CAFS	02:30 PM to 4:00 PM

Officials, heads of unit, dDRCs, and other interested faculty and staff are welcome to join in your unit's assigned time. Since snacks will be served, **each unit must RSVP with Engr. Jucel Marie T. Guatlo (jmarieguatlo@vsu.edu.ph) on or before June 13, 2023, Tuesday.** The Task Force will conduct virtual sessions with the VITA Component Campuses also in future dates.

The venue is being arranged and will be later announced directly to the units that confirmed attendance.

After the consultations, the Task Force shall submit a final report to the Office of the President and present all new Centennial unit logos for approval in the next UADCO meeting.

For your guidance and cooperation.


EDGARDO E. TULIN
President