



EXCERPT FROM THE APPROVED MINUTES OF THE
99th VSU Board of Regents Meeting
19 November 2020
Visayas State University
(by Teleconference)

Branding and Naming Conventions and Custom
Logo for VSU Component Colleges

The Board passed

BOR Resolution No. 132, s. 2020

A Resolution Approving the Proposed Branding and Naming Conventions and Custom Logo for VSU Component Colleges *provided* that the University will produce the Brand Book for Board approval.

** Attached is the BOR approved proposal*

BOARD ACTION : **APPROVED**
Date : 19 November 2020

Certified True and Correct:


GUIRALDO C. FERNANDEZ, JR.
Board Secretary

Cc: OP
Component Colleges (4)



1 September 2020

MEMORANDUM CIRCULAR NO. ____
Series of 2020

T O: All VSU Faculty and Staff

R E: Branding and naming conventions for VSU Component Colleges

With the operationalization of the new organizational structure of the VSU system this year, our satellite campuses in Villaba, Isabel, Tolosa, Alangalang—or simply, VITA—are now Component Colleges.

With this change, the following branding and naming conventions shall be adopted.

Official Name

<i>Campus</i>	Full Name	Short Name
	<i>"Visayas State University ____"</i>	<i>"VSU ____" or "VSU_"</i>
Alangalang	Visayas State University Alangalang	VSU Alangalang
Isabel	Visayas State University Isabel	VSU Isabel
Tolosa	Visayas State University Tolosa	VSU Tolosa
Villaba	Visayas State University Villaba	VSU Villaba

Referencing

When referring or citing any component college aside from its formal name, either say **"Component College"** (recommended) or "Campus". Do not use "Satellite campus" or "External campus"; the latter sounds like an inferior reference.

Logo

The following custom logos shall be used for letterheads and for graphic publication materials. In use cases where only one round logo is required, the original VSU seal shall be used.



For your guidance.

EDGARDO E. TULIN
President