



SHS HS 1984 Alumnae Association

School of the Holy Spirit of QC
F. Sotto St., BF Homes, Barangay Holy Spirit,
Quezon City, Philippines

Ref. No.: 02-0003

Date : 23 August 2002
To : The Association Board
Cc : Association File
From : Public Relations Officer
Re : **VISUAL GUIDELINES**

1. **Intent:** These guidelines were prepared to govern all correspondences within and in behalf of the Association. As the Association is in its infancy, it is important that we project our professionalism and the substance of our efforts and through our communications – oral, written or electronic.
2. **Documentation:**
 - a. All Association documents, whether intended for internal or external release, will be controlled by reference numbers. The External Secretary shall be responsible for maintaining the control number logbook.
 - b. The Member preparing the communication shall be responsible for requesting for the control number and for providing the External Secretary a hard-copy of the duly-signed document for the Association file.
3. **Templates:**
 - a. Standards:
 - i. Paper: Letter-size white bond paper
 - ii. Font: Garamond point 12
 - iii. Envelope: Size #10
 - b. The Sidebar template (Exhibit 1) shall be utilized for all communications from the Association to persons or parties outside our ranks. Sequence of letter components should be strictly observed.



**SHS HS 1984
Alumnae
Association**

Ninya Castillo-Gan
Chairman

Marcy Walet-Arcinas
Vice-Chairman

Raquel Neis-Zamora
Internal Secretary

Deidre Rodriguez-Corpus
External Secretary

Ma. Lourdes Doria-Velarde
Treasurer

Mona Magno-Veluz
Public Relations Officer

Ma. Alice Bustos-Orosa
Board Member

Angeline Diokno
Board Member

Betty Lynn Lugay-San Luis
Board Member

Leah Magallanes-Pastores
Board Member

Beverly Ann Mozo-Mansueto
Board Member

Ma. Rose Nava
Board Member

Gilda Casimiro
Cecile Cruz
Alumnae Advisers

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Barangay Holy Spirit,
Quezon City, Philippines

<http://shs1984.tripod.com>

Exhibit 1
External Communication
(Letterhead Sidebar1.doc)

Reference Number: 02-0001

09 August 2002

Sister Crispina Tolentino, S.Sp.S.
Directress
School of the Holy Spirit of Quezon City

Dear Sister Crispina,

Greetings from SHS High School Batch 1984!

It is with great joy that we would like to share with you the formation of the SHS HS 1984 Alumnae Association -- a unified and dynamic group of women in society, committed to serving the Alma Mater and the community by sharing our talents and resources, upholding the values we live by and hold most dear.

With the creation of this legal entity, we will have a legitimate avenue to implement various activities that will foster and reinforce the bond of sisterhood that lies fervent within us all. Between now and 2004, we also envision the Alumnae Association to undertake various fund-raising activities that will finance build-up projects for a grand and successful 20th year Homecoming in 2004!

Thank you for your continued support of the alumnae!

Respectfully,

NINYA CASTILLO-GAN
Board Chairman
SHS HS 1984 Alumni Association

cc:
Association file



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- c. The Masthead template (this document is an example) shall be utilized for all internal communications, such as guidelines, minutes of meetings and announcements.
 - d. The Envelope template may be revised to adhere to size requirements. Components should remain the same.
 - e. Soft copies of the templates may be requested from the External Secretary or downloaded from the Association website.
4. **Enclosure:** This document is accompanied by a diskette with files that will facilitate the preparation of communications materials. It is the responsibility of each recipient of the diskette to secure it and to use the files only for their intended purpose.
- a. Letterhead Extra.doc (a extra letterhead concept)
 - b. Letterhead Masthead1.doc
 - c. Letterhead Sidebar1.doc
 - d. Logo 3girls.bmp
 - e. Logo Swing.bmp
 - f. Template Envelope.doc
 - g. Template Labels.doc (for multi-purpose labeling)

Prepared by:

Mona Magno-Veluz