

## **POLICY ON OFFICIAL CAMPUS STATIONERY AND BUSINESS CARDS**

### **Letterhead**

The official University letterhead has been produced to give the University a colorful, functional and uniform design that is readily identifiable.

University stationery shall bear the seal of California State University, Fresno, usually in full color. The name of the University and the names and addresses of its individual offices shall appear in specified lettering in a specified dark blue ink. The words "The California State University" are to appear at the bottom of the letterhead.

All departments and administrative units within the University must use the official University stationery. Lettering of the subheadings identifying the department, program, area, and/or school must be consistent and located beneath the name of the University. Telephone numbers and fax numbers may be printed beneath the unit name. Typeface and point size of additions will be uniform for all departments and units.

In the event continuous-feed forms are requested, the printing will usually be in specified dark blue ink. Typeface and general appearance are required to be consistent with the University letterhead.

### **Business Cards**

It is the policy of the University that the only official business cards are those which are provided through Printing Services, under the supervision of Procurement and Support Services. Size, paper stock, ink, and placement of the University seal are all standard, in accordance with Section 2832 of the State Administrative Manual and the University's Standards for Graphics and Communications. Lettering of the subheadings identifying the department, program, area, and/or school must be consistent and located in the appropriate area of the layout. Telephone numbers, fax numbers and e-mail addresses may be printed beneath the unit information. Typeface and point size of type will be uniform for all departments and units. The business cards bear the seal of California State University, Fresno, usually in full color. Imprinting is done in a specified dark blue ink.

If information requested for the card does not conform to the standards set for business cards, the mock-up must be prepared by Printing Services and approved by the Vice President for University Advancement or the University's Publications Director. Cards obtained through off-campus printers must be at the employee's own expense and may not carry the University seal.

**Use of the Seal**

Use of the University seal is limited to official University documents and printed materials directly related to academic purposes. Such use must be approved by the Vice President for University Advancement.

No office or department may create its own version of the seal. Another seal may not be used in place of the University seal without the express written permission of the Vice President for University Advancement.

The "Fresno State" sunburst logo is designed for publications and other printed materials that are directly related to University programs but do not meet the criteria for use of the University seal. Requests for use of the "Fresno State" logo may be directed to the Public Information Office. Any modification of that logo to adapt it to a specific area of the University must be approved by the Vice President for University Advancement.

Auxiliary corporations and organizations may not use the University seal on their stationery. The "Fresno State" logo is suggested for use by such corporations and organizations.

Printing Services and Procurement and Support Services will not accept orders from official University departments or administrative units if those orders deviate from the official design unless orders have been approved by the Vice President for University Advancement.

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March 1984  
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