

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 or logo of California State University, Fresno, usually in full color. 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 throughout. Telephone numbers and fax numbers may be printed beneath the unit name.

Official letterhead stationery may be used for academic business functions (including but not limited to reports; grant applications; certificates; professional correspondence with academic societies, colleagues and publishers; and letters of reference). Stationery with the University logo may also be used.

Letterhead stationery with the seal may be obtained from Printing Services and is recommended for all correspondence. Electronic letterhead templates may be requested from University Communications.

Stationery, envelopes and business cards with the University seal or the Fresno State logo are printed with state funds and shall only be used for official university business. Fresno State stationery is not for personal, non-university-business-related use.

Business Cards

It is the policy of the University that the only official business cards are those that are provided through Printing Services, under the supervision of Procurement and Support Services. Size, paper stock, ink, and placement of the University seal and logo are all standard, in accordance with Section 2832 of the State Administrative Manual and the University’s Brand and Graphic Standards Manual - <http://www.fresnostate.edu/advancement/ucomm/brand/cards/index.html>. 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, or the Fresno State logo.

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 Executive Director of Web Communications and Publications. Cards obtained through off-campus printers must be at the employee’s own expense and may not carry the University seal or Fresno State logo.

Use of the Seal

Use of the University seal is limited to official University documents and printed materials directly related to academic purposes.

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” 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 University Communications.

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 or designee.

VPAUR/VPAER/VPUA

March 1984

January 1989

December 1997

Recommended by the Academic Senate

October 10, 2014

Approved/Amended by the President

December 11, 2014