

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/91**

**Number: 06-27**

**Section: University Advancement**

**Subject: Stationery and Business Cards**

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1. Official University stationery includes three elements:
  - a. Letterheads
  - b. Envelopes
  - c. Business Cards

Examples of the above are available through the Office of Publications and Creative Services.

2. No variations in the official standardized stationery are permitted. The Office of Publications and Creative Services is responsible for monitoring all requests for items of official university stationery and is responsible for recommending to the administration appropriate changes in stationery policy.
3. University Letterhead. The official letterhead is of standardized design format. It is printed in black and red ink on white 8 1/2" by 11" paper. No personal names may be used. Unit identifications should not be below the departmental level. Organization names below this level should be shown in the signature block of the correspondence. University letterhead is limited to use by official University units. A separate standardized design is utilized by athletics.
4. Envelopes. The official envelope may be imprinted with unit identification not lower than the departmental level. When justified, special purpose envelopes, such as window envelopes for statements, invoices, etc., may be used. In such cases, the official envelope design for return address must be used. The official envelope design also will be used on all pre-printed self-mailers. All envelopes purchased by any departments are to be imprinted with the appropriate departmental return address.
5. Business Cards. Business cards are of a standardized design that may not be deviated from, regardless of source of funds or level of administrative origin. Business cards may be printed in quantities of 100, 250, or 500.

Revised 06/30/13.