



# UC San Diego

## Policy & Procedure Manual

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### CORRESPONDENCE PROCEDURES

**Section: 490-2**

Effective: 08/21/2018

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Issuing Office: [University Communications](#)

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### GUIDELINES FOR STATIONERY, BUSINESS CARDS, AND COLLATERAL ITEMS

#### SCOPE

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This policy applies to all employees, students and official vendors and or contractors at UC San Diego locations, including campuses and medical center facilities.

#### POLICY SUMMARY

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It is the policy of UC San Diego that University stationery will be used only in the conduct of University business. This policy establishes restrictions and provides guidelines for this use.

#### DEFINITIONS

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None

#### POLICY STATEMENT

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University stationery shall be used only in the conduct of University business. University policies on the use of the University's name and University seal shall apply to these guidelines in accordance with [Section 92000](#) of the State Education Code.

This policy governs design specifications and use of three formats approved for stationery and collateral materials at UC San Diego. Approved letterhead formats are:

- Official University of California
- UC San Diego Logo (includes health sciences schools)
- UC San Diego Health (clinical medicine)

More information is available in the UC San Diego Brand Guidelines: <https://brand.ucsd.edu/using-the-brand/campus-stationary/index.html>.

More information for UC San Diego Health is available in the UC San Diego Health Brand Guidelines: <https://pulse.ucsd.edu/departments/marketing/orders/Pages/default.aspx#BusinessCardsQL>.

Occasionally, specialized stationery may be required to support campus initiatives. Specialized stationery must be reviewed and approved by University Communications. All requests for exceptions to these stationery guidelines should be directed to University Communications.

## **RESPONSIBILITIES**

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**University Communications** is responsible for managing the UC San Diego stationery program. University Communications shall revise and maintain guidelines and resources, as well as review and approve or deny requests for exceptions to the stationery guidelines.

## **PROCEDURES**

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### **A. Approved Stationery Formats**

#### 1. Official University of California Stationery and Collateral

The format adopted by the Office of the President in 1963 incorporates the University seal and a double rule enclosing the names of all campuses. The design, including the unofficial seal, typefaces, type sizes, and colors may not be altered, nor may it include photographs or additional artwork.

##### a. Typeface

Times Roman is the only typeface used for official University of California stationery at UC San Diego.

##### b. Color

Official University of California stationery may be printed in black ink only.

Official University of California stationery may be used by campus units. Questions about official stationery should be directed to University Communications.

#### 2. UC San Diego Logo Stationery and Collateral

The format adopted by campus in 2012 is the only alternate stationery used by UC San Diego employees in the conduct of campus business. The design, including the campus logo, typefaces, type sizes, and colors may not be altered.

##### a. Typeface

Myriad Pro typeface is the only typeface used for UC San Diego Logo stationery.

##### b. Color

UC San Diego Logo stationery is printed in black, PMS 2767 (blue) and PMS 1245 (gold).

#### 3. UC San Diego Health Stationery and Collateral

The format adopted by UC San Diego Health is the only stationery used by UC San Diego Health clinical departments.

Examples of approved UC San Diego Health stationery and a link to online ordering are available at <https://pulse.ucsd.edu/departments/marketing/templates/Pages/default.aspx#eLetterheadQL>. Your campus AD credentials are required to log in.

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### B. Approved Business Card Formats

There are four business card formats that are approved for use by campus employees conducting business on behalf of the University. They are listed in the UC San Diego Brand Guidelines (<https://brand.ucsd.edu/using-the-brand/campus-stationery/index.html>) and available to order from Imprints.

Examples of approved UC San Diego Health business cards and a link to online ordering are available at <https://pulse.ucsd.edu/departments/marketing/orders/Pages/default.aspx#BusinessCardsQL>. Your campus AD credentials are required to log in.

### C. Identifying Information

Location of names, titles, departments and addresses on stationery and business cards is dictated by University policy. The following information may be included on letterhead stationery and business cards:

- Department or Unit Name
- Mail Code
- Nine-digit Zip Code
- Telephone Number
- Fax Number (optional)
- University E-Mail Address
- University Web Address
- Name\*
- Official Title\*

\*Names and titles only appear on business cards and monarch-sized letterhead.

### D. Other Stationery

1. UC San Diego flat and folded notecards, and matching envelopes, are available to order at Imprints.
2. Also available are monarch-sized letterhead and envelopes.
3. More information on available stationery items can be found in the UC San Diego Brand guidelines (<https://brand.ucsd.edu/using-the-brand/campus-stationery/index.html>).
4. Additional stationery items for UC San Diego Health are available for order at <http://www2.nationsprint.com/clients/ucsd/>.

### E. Ordering Campus Stationery and Business Cards

1. Contact [UC San Diego Imprints](#) to order campus stationery, business cards, and notecards.  
  
Foreign language translations of addresses may be printed on the backs of business cards. Requests for translations should be noted on the business card order form.
2. To order letterhead, business cards, and additional stationery items, for UC San Diego Health, visit <http://www2.nationsprint.com/clients/ucsd/>.

## FORMS

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Order business cards and stationery from [Imprints' Print Connection](#).

Contact [University Communications](#) with questions.

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Order UC San Diego Health business cards and stationery by visiting <https://pulse.ucsd.edu>.

### RELATED INFORMATION

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- A. California Education Code [Section 92000](#)
- B. [UC Policy on Representation of the University on Letterhead and Business Cards, 9/28/99](#)
- C. UC San Diego Policy & Procedure Manual (PPM) [510-10 Use of University Name and Seal](#)
- D. [UC San Diego Brand Guidelines \(https://brand.ucsd.edu/\)](https://brand.ucsd.edu/)

### FREQUENTLY ASKED QUESTIONS (FAQ'S)

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Campus Resource: [UC San Diego Brand Guidelines](#)

Health Resource: [UC San Diego Health Brand Guidelines](#)

### REVISION HISTORY

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August 20, 1963 This policy was originally issued.

January 1, 2001 This policy was revised and reissued.

August 21, 2018 This policy was revised and reformatted to meet current UCOP policy and Branding guidelines.

July 19, 2021 The policy was reviewed as part of the 3 year policy review cycle. Minor and technical updates included: updated web links, minor titling updates, reference updates, and general formatting. Policy reissued.