

## UC Davis Policy and Procedure Manual

### Chapter 310, Communications and Technology

#### Section 55, University Stationery and Business Cards

Date: 4/1/16

Supersedes: 12/1/11

Responsible Department: Office of the Provost and Executive Vice Chancellor

Source Document: University of California Policy on Representation of the University on Letterhead and Business Cards

---

#### I. Purpose

This section describes policy on the use of and specifications for University stationery, including official letterhead, interdepartmental memorandum (internal) letterhead, envelopes for outbound mail, and business cards.

#### II. Policy

- A. The appearance and use of letterhead stationery and business cards is governed by the following concepts:
  - 1. The University must be represented in a manner that reflects its configuration as a unified system of enterprises in research, teaching, and public service.
  - 2. Individuals or groups within the University community are not permitted to present opinions in ways that imply endorsement by the University.
  - 3. The University does not take a position on political or religious issues.
- B. California law, the Bylaws of The Regents of the University of California, Presidential policy, and campus administrative policy restrict use of the University's name and seal to purposes that are in keeping with the mission of the University.

#### III. Standards

All University stationery and business cards, including computer-generated letterhead, must be ordered through ReproGraphics to ensure that design requirements and standards are met.

##### A. University address

- 1. Davis campus
  - a. Davis campus departments must use the common business address (One Shields Avenue).
  - b. Only those departments that receive direct delivery from the U.S. Postal Service at another street address (e.g., 400 Mrak Hall Drive) may use their assigned street address.
- 2. Sacramento campus
  - a. Sacramento campus departments may use either the actual street address of the department, or the street address of the Medical Center (2315 Stockton Boulevard).
  - b. Departments that have been assigned post office box numbers must use the post office box number.
  - c. For mail addressed to a patient or patient's representative, the department name must be replaced with the building name (unless the building name is related to a medical condition) on the envelope to comply with HIPAA.

B. Letterhead

1. Official University letterhead and interdepartmental memorandum (internal) letterhead are used to conduct official University business.
  - a. University stationery may not be used for personal purposes.
  - b. Departments may not design their own letterhead.
  - c. Cooperative Extension Specialists may not use official University stationery when using franking privileges.
2. University letterhead
  - a. Only the name of the Chancellor or vice chancellors can appear on University letterhead, normally directly beneath the University seal.
  - b. Computer-generated letterhead may be printed by the department on sulfite 20# bond (25% cotton fiber bearing a watermark recommended) on a laser-printing device at a minimum of 300 dpi (600 dpi recommended).
3. Internal letterhead
  - a. "UC Davis: [department name]" or "UC Davis Health System: [department name]" is located in the top right corner of the page.
  - b. Room/building and phone number may be included under the department name.
  - c. Individual's names may not be included on internal letterhead.

C. Envelopes

1. Envelopes used for mail bound for off-campus addresses must include the department's name and recharge number in the return address.
2. Punctuation is eliminated from envelope addresses.
3. Logos and other extraneous information must not interfere with the address fields.

D. Business Cards

1. The department head determines which employees require business cards for their official duties.
2. The individual's name and business address must be included on the business card; title, department, telephone/fax numbers, email, department Web address, and room number/building name may also be included.
3. Numerical designations of employee titles should be omitted (e.g., Student Affairs Officer vs. Student Affairs Officer III).

E. Exceptions and non-standard requests

1. Exceptions require approval of the Director of Marketing—Strategic Communications.
  - a. Approval of exceptions is generally limited to the following:
    - 1) Recognized organizations affiliated with the University whose primary purpose is to provide support and assistance to the University (e.g., alumni associations, foundations, support groups).

- 2) Certain public relations activities (e.g., one-time fundraising efforts, special events, outreach programs).
  - 3) Business cards for student employees on payroll when there is no acceptable alternative to an individual business card.
- b. Requests for exceptions must clearly describe the business need for the exception, and sample stationery must be submitted before approval is final.
2. Business cards for professional or graduate students require approval of the appropriate dean.
    - a. Students may not design their own business cards.
    - b. Only students who are in good standing may receive official business cards.
    - c. The dean will decide if the student should use the department address/phone number or must use a personal address/phone number.
    - d. Students must include their expected year of graduation (e.g., Class of 20XX) or "Graduate Student in [field name]" on the title line.
  3. The following non-standard requests can be ordered directly through ReproGraphics and do not require exceptional approval:
    - a. The recycle logo imprinted on the bottom of business cards or internal letterhead.
    - b. The words "recycled paper" imprinted at the bottom of University letterhead.
    - c. Letterhead for professional societies in which a UC Davis employee is an officer, provided that the name of the University is used only as an address and the seal and logo are not used.
    - d. Letterhead for journals or other publications for which a UC Davis employee is an editor or on the editorial board, provided that the name of the University is used only as an address and the seal and logo are not used.
    - e. Inclusion of degrees, telephone country code, and reverse side in foreign language when card is for use in other countries.
    - f. Department or clinic cards of standard design for those units that need to provide general unit contact information to clients.

#### **IV. Further Information**

- A. Additional information regarding acceptable formats, specifications, and orders for University stationery and business cards is available from [ReproGraphics](#), 530-752-2679.
- B. Information on exceptions is available from [Strategic Communications](#).

#### **V. References and Related Policies**

- A. Office of the President: [Representation of the University on Letterhead and Business Cards](#).
- B. UC Davis [Policy and Procedure Manual](#):
  1. Section 310-15, Mail Services.
  2. Section 310-50, Communications with Government Officials.
  3. Section 310-65, Use of the University's Name, Seal, and Other Trademarks.