

# DEPAUL UNIVERSITY

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## Letterhead and Stationery

**Category:** Academic Affairs - Operational

**Responsible Department:** University Marketing Communications

**Responsible Officer:** Associate VP, University Marketing Communications

**Effective Date:** 07/07/2022

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### Policy Summary

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This policy outlines the guidelines to be used when ordering university stationery.

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### Scope

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This policy affects the following groups of the University:

- Entire University Community

This policy affects all members of the University Community.

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### Policy

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DePaul stationery must be used for all official university correspondence. The stationery set includes letterhead, envelopes, business cards and note pads. Faculty and staff may not use promotional materials such as mastheads created for fact sheets, or other materials for correspondence.

All stationery must be ordered through University Marketing. Faculty and staff are not permitted to purchase stationery items from outside sources. University Marketing sets the standard for how information is displayed on these items.

DePaul letterhead will include a URL only if the site is part of the depaul.edu domain; complies with all university policies, including the Acceptable Use policy and the University Logo and Signature policy; and is specific to the college, department, office, institute, or center. The format for URLs is depaul.edu. **Personal websites, whether external or within the depaul.edu domain, are not allowed.**

DePaul business cards will only include "@depaul.edu," "cdm.depaul.edu" or "cs.depaul.edu" e-mail addresses. **Personal e-mail addresses are not allowed.**

A template for electronic letterhead is available from University Marketing. This template may be used to create letters that are sent by email. Faculty and staff should not create their own electronic letterhead, because university letterhead must meet exact specifications. The electronic template

should not be used to produce university letterhead on an office printer. This practice is more expensive and creates lower-quality letterhead than ordering through University Marketing.

Student organizations, club sports and other recognized groups may create their own letterhead and business cards using the words "DePaul University" and their own logo, but may not use DePaul's logo, signature, athletic logo, seal, coat of arms, letterhead or business cards. As a student benefit, University Marketing has created several wordmarks that student groups can use in lieu of creating their own logo. In certain instances, official student organizations may use DePaul's logo with prior permission from the Associate Vice President of University Marketing. Groups of students not recognized as official organizations by the Office of Student Involvement may not use DePaul's name, logo, signature, athletic logo, any other university marks or the university's address.

When determined necessary by a manager, business cards may be produced for student employees to identify their role as DePaul staff members. In these cases, the head of the department must approve and pay for the cards from a university budget.

Students who wish to create their own business cards indicating their status as a student for networking or other purposes may do so at their own expense, but may not include information regarding student employment or the university's logo or signature. However, the card may state that they are enrolled at DePaul University if they are an enrolled student in good standing.

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## **Procedures**

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Requests for auxiliary letterhead must be made to the Associate Vice President for University Marketing.

All other stationery is printed through University Marketing according to the following standards. Stationery orders may be placed at [go.depaul.edu/intakeform](http://go.depaul.edu/intakeform).

### **Letterhead**

Include only the following information on letterhead orders:

- College, department, office, institute or center
- Mailing address, city, state, nine-digit ZIP code
- Office location with street address and room or suite number (optional)
- Area code and phone number
- Fax (optional)
- Web site (if part of the depaul.edu domain. Personal websites are not allowed.)(optional)

Letterhead will not include:

- Names
- Titles
- Names of programs or studies (i.e., Irish Studies, Jumpstart Program)
- E-mail addresses

NOTE: Second-sheet letterhead has no printed design. Orders for second sheet letterhead will be filled with unprinted stock.

## **Envelopes**

Include only the following information for envelope or printed label orders:

- College, department, office, institute or center
- Mailing address, city, state, nine-digit ZIP code

Business reply envelopes must use 1 E. Jackson Blvd., Chicago, IL 60604.

## **Business Cards**

Include only the following information for business card orders:

- Individual's name
- Academic degrees or similar information
- Individual's title(s)
- Primary college, department, office, institute or center
- Mailing address, city, state, nine-digit ZIP code
- Office phone (area code and number)
- DePaul e-mail address (non-DePaul e-mail addresses are not allowed)

Optional Items:

- Office location with street address and room or suite number
- Cell phone or fax (area code and number)
- Website (if part of the depaul.edu domain. Personal DePaul websites are allowed. External websites are not allowed.)

The only prefixes that are allowed are religious titles (i.e., Rev. or Sr.) and civil or military titles (i.e., Judge, Gov., Rep., Col.,).

Business cards are available in vertical and horizontal formats. The vertical format is able to accommodate more information and may be the only option available if a large amount of information is required on the card. Business cards can be printed only on one side.

Business cards in a language other than English are available with the approval of the Associate Vice President for University Marketing. These special order business cards will be double sided. Individual's contact information (i.e., title, department name, office) will appear in English on the front and in the second language on the back. The words "DePaul University" and the university's street address will never appear in any other language than English.

## **Memo Note Pads**

Two versions of the university memo pads are available, one for individuals and one for departments. Include only the following information for orders of memo pads for an individual:

- Individual's name
- Individual's title

- College, department, office, institute or center
- Area code and phone number
- DePaul e-mail address (Personal e-mail addresses are not allowed.)
- Include only the following information for orders of memo pads for a department
  - College, department, office, institute or center
  - Area code and phone number

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## **Divisional Collaborations**

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Distribution Services (USPS Regulation)

University Marketing (Standards and Production)

Procurement Services (Production)

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## **Contact Information**

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## **Appendices**

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None.

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## **History/Revisions**

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Next Review Date: N/A