Purpose

In order to maintain a consistent institutional image of the University of California, the Office of the President (UCOP) and UCSF Public Affairs delineate graphic standards for letterhead stationery and business cards and establish guidelines for their appropriate use.

Definitions

Informal Campus Letterhead Stationery

Stationery incorporating the UCSF logo.

Letterhead

The heading printed on letter paper; also, paper having such heading.

Official Campus Letterhead Stationery

Stationery incorporating the University seal.

Policy

University stationery may not be used for non-University business.

A. The official stationery of the University incorporates the University seal and is prescribed by UCOP, which has established guidelines for its use. Such stationery is available through Documents, Media & Mail. If specific modifications are desired, approval from the UCSF Office of Public Affairs is required.

B. Informal campus letterhead stationery is available to all campus units through Documents, Media & Mail. Approval from the UCSF Office of Public Affairs is required for any modification of the authorized style.

C. Informal campus letterhead stationery does not replace official campus letterhead
stationery. Departmental symbols should not replace the UCSF logo in design or intent on stationery. If a school or department has its own symbol, it may be used with the UCSF logo only with the approval of the UCSF Office of Public Affairs.

D. There are officially approved styles for UCSF business cards. These are available through Documents, Media & Mail. Any exception to these styles must be approved by the UCSF Office of Public Affairs.

Responsibilities

Contact Responsible Office (see above) with any questions.

Related Policies

- 050-11 - Personal Use of University Property [3]
- 050-13 - Use of University Name, Seal, Logo and Brand Identity [4]
- 050-16 - Communication with Government Officials and Agencies [5]
- 200-20 - Reprographics and Quick Copy [6]

References

- UCSF Documents, Media & Mail Website [7]
- UCSF Visual Identity Standards [8]

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