

Sam Houston State University
A Member of The Texas State University System

Integrated Marketing Communication Policy IMC-05 Stationery Policy

1. **Purpose of policy:** Letterhead, business cards, name badges and email signatures are the first contact many people have with Sam Houston State University. Often they are the primary means of presenting SHSU's identity clearly and consistently. University letterhead, business cards, name badges and email signatures reflect the same standards of consistency for all university units—on campus as well as off—and should be used in a quality manner. All stationery follows a standard format that has been developed for use by all units that are part of Sam Houston State University.

2. **Scope of policy:** This policy applies to all academic and administrative departments, programs and units within Sam Houston State University.

Letterhead

University letterhead can be customized for colleges, divisions, departments, and approved programs/organizations; however *university letterhead does not allow for name personalization, except for the President, Cabinet, Extended Cabinet and Deans*. Additional logos or illustrations may not be used on stationery items. This applies to all letterhead, both printed and electronic. When available, printed letterhead should be utilized for formality, but in cases where printed letterhead isn't an option, digital letterhead may be substituted.

Business Cards

Business cards are another element in the consistent application of SHSU's identity. The cards are printed in two colors on a specially selected white paper stock. They are intended to provide university business information only. No additional logos can be printed on the business card. Job titles on the card are limited to two lines to allow for adequate spacing on the card. Business cards are limited to staff and faculty only. *Note: Athletics business cards feature a different design than academic business cards to align with their brand.*

Name Badges

Name badges are consistent across the university. The badges are printed in two colors on a specialty plastic with magnetic backing. They are intended to provide university business information only. No additional logos can be printed on the badge. Job titles on the badge are limited to one line and one line for the department following the job title to allow for adequate spacing on the badge. Name Badges are limited to staff/faculty and student workers. All badges are consistent across campus with limited exceptions such as Visitor Services' student name badges, Athletics, Alumni and other programs that operate independently from the University.

Email Signatures

Email signatures are critical to maintain brand consistency across the university. An email signature aligns the sender with the university and reinforces our SHSU brand. The full signature should feature an employee's name, title, college/division as well as physical address, email address, phone numbers, and university website. A condensed version of the email signature can be used without the physical address. The university logo should be placed at the bottom of the email signature. *(The Athletic primary logo can be substituted on all Athletics email signatures.)* An example template is available on the IMC website. No additional logos or content should be included in the signature. This applies to quotes and additional written content. Confidentiality statements and other legal disclaimers are approved for use in signatures as needed.

Note: All materials listed above must be printed or created by Print Services to maintain brand consistency.

Reviewed by:

Jeff Harris, Chief Marketing Officer & Public Information Officer

Date: