

UA College of Medicine – Phoenix Stationery Guide

From the President

When it comes to building a strong and cohesive image for the University, uniformity is essential.

Our Office of External Relations has developed a model for elevating and unifying the University of Arizona brand.

The plan takes into consideration the decentralized nature of this campus as well as the college and department needs. It is designed to ensure that all our communications promote the UA in a consistent and powerful way.

Please take a moment to learn about the UA graphic standards and to adopt them for your college, department or program.

As members of the campus community, we all share a commitment to the best interests of the entire university.

Regards,
Robert N. Shelton

Our goal is to present a consistent identity for the University of Arizona. A unified look lets the world know that we are working together to fulfill our promise as a top-tier, student-centered research institution. In order to accomplish this, we have standardized our institutional stationery that can now be ordered online. This not only helps keep costs down, but will expedite the process of ordering and receiving your business cards, letterheads and envelopes. The Standard Stationery package is based on the UA horizontal logo.

Contracting printers outside the UA system for stationery is not allowed.

How to order your stationery.

Online at:

[Arizona Buyways - click here!](#)

or FAX: IBF Form - click here!

fax: 621-6478

FAX an IBF and sample to the number above. An original copy of the IBF is not needed if you fax the order.

UA Printing Services
Attn: Karen Campasano
PO Box 210300
Phone: 621-9514
USA Building, 5th Floor
email: ksc1@email.arizona.edu

General Information.

All letterhead, matching #10 envelopes, and business cards are printed on a recycled, natural white paper (cream colored).

Utility envelopes (e.g., catalog) are available in commercial-grade white. These can be used for campus mail, business reply, mass mailings and window envelopes. You can choose either black or [UA blue](#) ink.

The ink colors for the Standard Stationery package are [UA blue](#) and [UA red](#).

The UA has a long-standing policy which bans the printing of individual names on official letterheads and envelopes.

The UA Standard Letterhead

A program, department, college or school can have its name under the logo (customized mark) on the UA Standard letterhead.

- You can create a customized logo online through Arizona Buyways when you order letterhead.

Please contact Rita Ellsworth, ritae@email.arizona.edu, if you need one created for you.

- Officially designated centers and institutes, also may use the customized UA logo.
- Program, department, college and school icons (formerly known as secondary graphic elements) **are not** allowed at the bottom of the Standard letterhead.
- Officially designated centers and institutes and UA-sponsored special events (e.g. SpringFling) may have their icons placed at the bottom of the Standard letterhead. *Please contact Rita Ellsworth, ritae@email.arizona.edu, if you need this addition.*
- Sponsored programs can have grant information put on the letterhead as shown. You can add this information online with your order.

not shown actual size

The UA Standard Business Card

- The tagline area (lower left corner) can be left blank or you can choose from five options. The default is blank.
- Designated centers and institutes can replace the tagline area with their name (e.g. BIO5 Institute).
- Business cards are limited to two titles per person. If an individual has more than two titles, he or she must print more cards.
- Logos or icons other than the UA logo are not allowed on the front of business cards. You can, for a nominal

The UA Standard Envelope

- A program, department, college or school can have its customized mark on the Standard #10 envelope.
- Logos or icons (formerly known as secondary graphic elements) are not allowed on envelopes.
- Punctuation is not allowed on envelopes, per guidelines from the US Post Office.

charge, print on the back, in PMS 281 (UA blue).

- Cards are limited to seven lines of formatted text in the left column and nine lines of formatted text in the right column (see card example).
- Colleges and campus centers have the option of having two lines for their affiliation names if they run beyond the character limit for one line.
- Business cards normally print one side only. You can print on the back, in PMS 281 (UA blue), for a nominal charge.

