Business System Standards

Overview

This chapter outlines the standards for the university's business system documents — including business cards, printed stationery, electronic stationery, PowerPoint presentations, email signatures, note pads, mailing labels, facsimile cover sheets, employee name badges, special event name tags, note cards, printed or electronic agenda templates and printed or electronic memo templates. The Department of Marketing and Strategic Partnerships maintains the integrity of the university's business system in conjunction with University Copy, the unit formerly known as the Print Shop. This section also outlines how to download templates for these documents and place online orders for these materials through University Copy's preferred business system vendors.

Business System Standards

The components that make up the University of San Diego's business system — including stationery, business cards and other elements used in official internal and external correspondence — are vital components to its visual identity. The Department of Marketing and Strategic Partnerships maintains the integrity of the university's business system in conjunction with University Copy, the unit formerly known as the Print Shop. To maintain the integrity of the system, these materials must be ordered only through University Copy's preferred business system vendors.

How to Order Elements of the Business System

Most components of the university's business system are available to order through the University Copy's. Other templates are available to download at the Department of Marketing and Strategic Partnerships website. Specific instructions for how to either order or download each component are referenced in the individual sections of this chapter.

Who Should Apply the Business System Standards

Anyone who is employed by the university or who conducts official business on behalf of the university should use the components in the business system. The business system standards outlined in this chapter apply across campus to all academic units, administrative offices and athletic entities.

Student Use of Business System Components

Components of the business system are reserved for employees only and, for the most part, are not available to students. The only exception is that graduate students, who are currently enrolled at the University of San Diego, may be issued student business cards for the purpose of career networking only. Students who carry these cards are not allowed to act as agents of the university. Applications for graduate student business cards must be authorized by the administrators who oversee the students. Undergraduate students are not authorized to carry student business cards under any circumstance.

The Official University of San Diego Letterhead and Envelopes

The stationery packages, which include official letterhead and envelopes, play a major role in the university's visual identity. The letterhead was designed to highlight the University of San Diego's master logo, as well as its official school colors.

The university's spirit letterhead and envelopes may feature only the master logo, not custom signatures. This allows shells of the letterhead and envelopes to be ordered, printed and stored in bulk, which saves money for the university and expedites the time it takes to fulfill orders for individual units.

The university's traditional letterhead and envelopes may be customized with school signatures. The letterhead and envelopes for administrative units or academic units that don't fall within a school will feature the master logo.

How to Customize the Letterhead and Envelopes

The letterhead features a contact information section, which can be customized to include the name of a college, school, institute, center, program, department, office or individual. The contact information section is located at the upper right-hand of the traditional letterhead, and at the bottom of the spirit letterhead. The envelopes also may be customized with corresponding contact information.
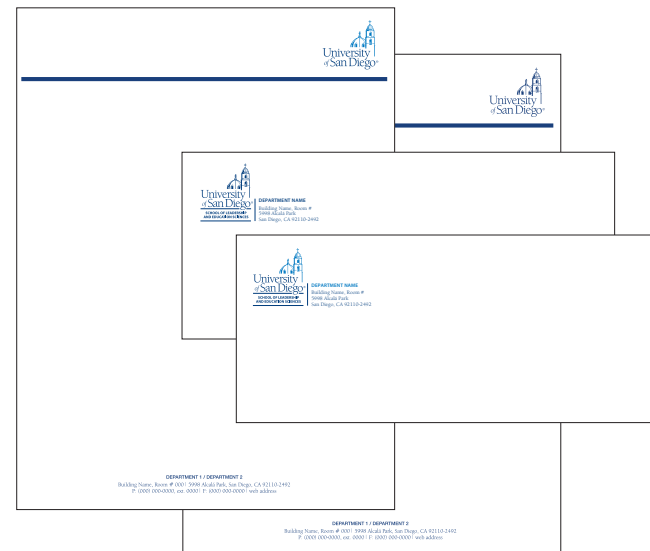
Spirit Line
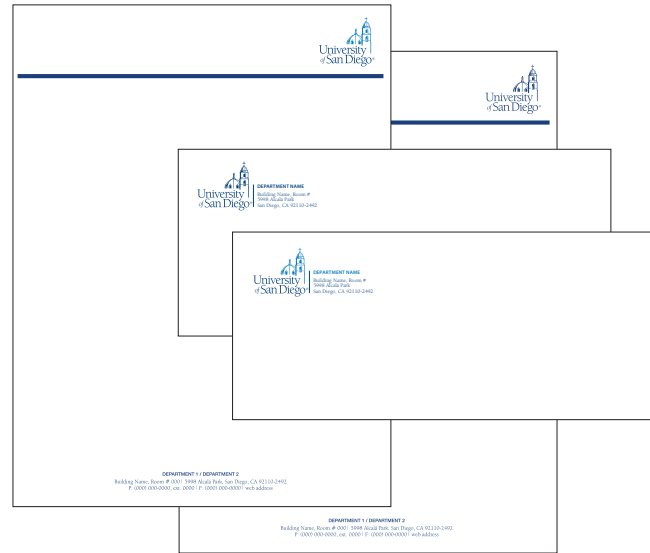
Traditional Line with the Master Logo (available in two colors or one color)

Traditional Line with the Custom Logo (available in two colors or one color)

Stationery Package Options

To accommodate various budgets, the university offers two stationery packages.

- The spirit letterhead features the reverse version of the master logo.

- The traditional stationery package may feature only the master logo or a school custom signature, but not custom signatures that fall outside those options.

Letterhead and envelopes must be printed on Thermo Rite, 24# bright white, or its equivalent. This stock contains 100 percent recycled materials.

Layout, formatting, type specifications and colors may not be changed. The design of the letterhead may not be rearranged, distorted or altered in any way. All university entities are prohibited from creating their own letterhead or envelopes. To order letterhead and envelopes, go to the University Copy's website at www.sandiego.edu/copy.
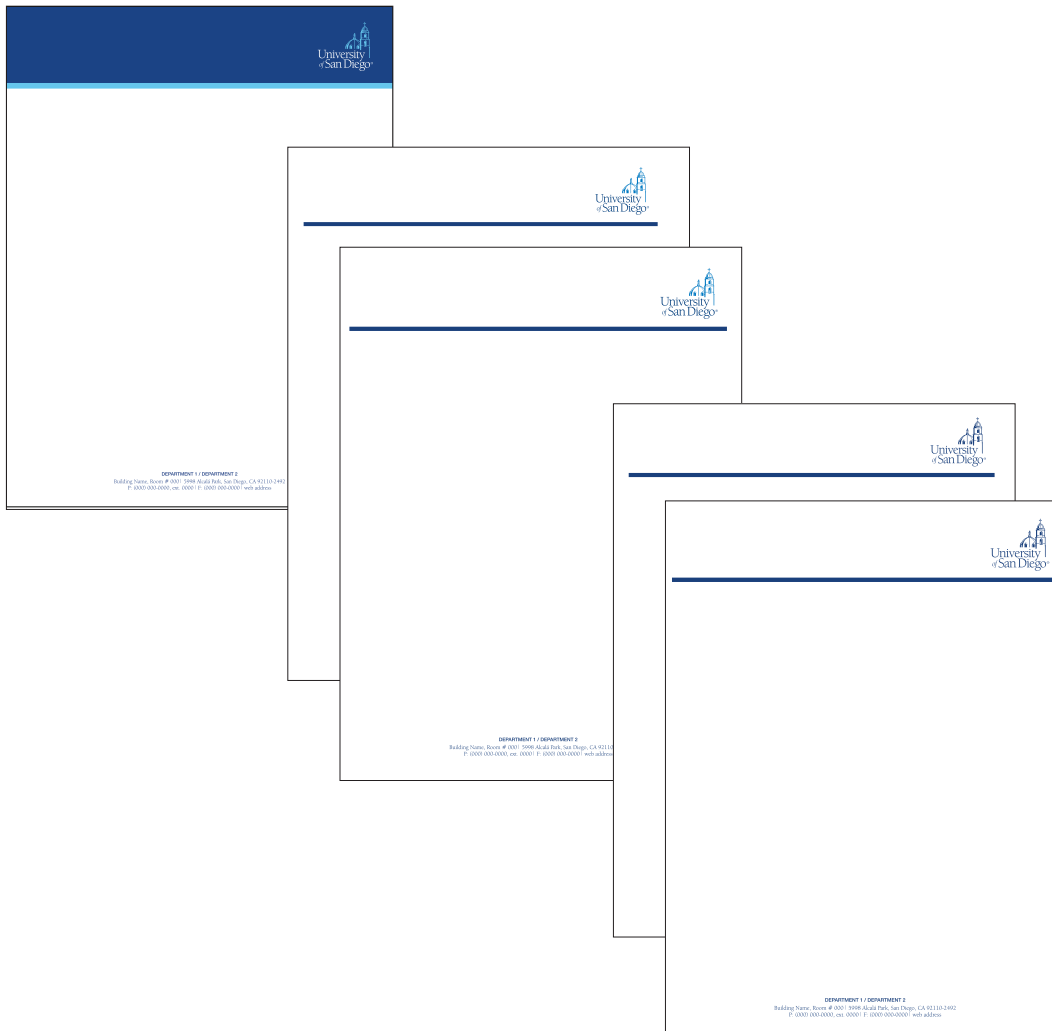
All versions of the letterhead are available in electronic formats

Electronic Letterhead

The university also offers employees the option of ordering electronic letterhead. The electronic letterhead is to be used in Microsoft Word and should be used as an attachment to an email. Electronic letterhead does not replace official printed stationery. It is meant to be used only electronically. It contains low-resolution images and does not reproduce well when printed. It should never be used with the intention that it will be printed and mailed. Employees who need or prefer to print the correspondence, should instead draft their letter on the university's official letterhead. Employees can create their own electronic letterhead, by customizing the university's official electronic letterhead templates.

Specific guidelines and instructions for how to customize electronic letterhead templates are embedded in the templates. Employees are encouraged to use the save as function and rename their electronic letterhead template file with a different name so that they may retain the original master templates and instructions on their hard drives for future use.

To download electronic letterhead templates, go to www.sandiego.edu/marketing/stationery.php.

Composing a Letter on Letterhead
Garamond, a font available on all computers, is the font that must be used when writing a letter on the University of San Diego's official letterhead.

Spacing: 1.5 line spacing looks best. Single spacing is too cramped and difficult to read. Double spacing is too airy.

Point size: 12 point.

Alignment: Text should be aligned flush left. Paragraphs should not be indented. Instead, simply insert an extra return between paragraphs.

Margins: Shown here are guidelines for how to set margins on various versions of the letterhead:
• Spirit stationery
• Traditional stationery
• The same specifications should be used when composing letters on the corresponding versions of athletic letterhead.

Completing a Letter on Secondary Sheets
The secondary sheet of the letterhead, used for when correspondence is longer than one page, is plain, and does not contain any design elements. The same paper stock used for letterhead must be used for the second sheet. Use the guidelines shown here to ensure the proper setting of margins for secondary sheets of the official letterhead.

Formatting Specifications for Spirit Letterhead

Formatting Specifications for Traditional Letterhead

Formatting for Second Sheets

NAME
Title
Department
Name

Building Name, Room #
5998 Alcalá Park
San Diego, CA 92110-2492

P: (619) 260-0000
C: (619) 206-0000
F: (619) 260-0000

e-mail@sandiego.edu
www.sandiego.edu/department

Spirit Business Card

Business Cards

Official business cards are perhaps the most vital element of the university's business system. Business cards may feature only the master logo or a school custom signature, but not custom signatures that fall outside those options.

Business cards may not be printed in one-color formats. No other color options are available or otherwise sanctioned.

Business cards must be printed on Fox River Run Cover, 88#, or its equivalent. This stock contains 50 percent recycled materials.

Layout, formatting, type specifications and colors of the business cards may not be changed. The design of the business cards may not be rearranged, distorted or altered in any way. No other logos or marks may appear on University of San Diego business cards. All university entities are prohibited from creating their own business cards. To order business cards, go to the University Copy's website at www.sandiego.edu/copy.

From: Diego the Torero
Subject: Any Subject
  Date: March 1, 2007 3:55:41 PM PS
    To: John Doe
    ▶ 📎 1 Attachment, 5.1 KB

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Thanks.

DIEGO THE TORERO
Title
Department Name
Building Name, Room #
5998 Alcalá Park
San Diego, CA 92110-2492
Phone: (619) 260-0000, ext. 1111
Fax: (619) 260-0000
diegothetorero@sandiego.edu
www.sandiego.edu

Email Signatures

Email is perhaps even more widely used for daily correspondence than letters written on stationery. Therefore, the university adopted an official format for the email signatures of all campus employees. This format includes a standard format for listing contact information. The email signature should not include the university's logo or other custom signatures or marks. The university's server cannot support email signatures that include these types of files. For instructions on how to customize the university's email signature template, go to www.sandiego.edu/marketing/stationery.php.

Presentation Title — Diego the Torero — March 1, 2007

Section Title — Section Subtitle

Standard Slide

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

• Ut wisi enim ad minim veniam

• Quis nostrud exerci tation ullamcorper suscipit lobortis nisl

PowerPoint Presentation Template

In an effort to promote recognition, maintain consistency, enhance visual appeal and improve communication, the university has created a PowerPoint template. The template is recommended when communicating to external audiences. It also is encouraged for internal presentations. The template simply ensures a unified color palette and logo placement. It still offers flexibility in layout and in no way dictates content. To download the PowerPoint presentation template, go to www.sandiego.edu/marketing/stationery.php.
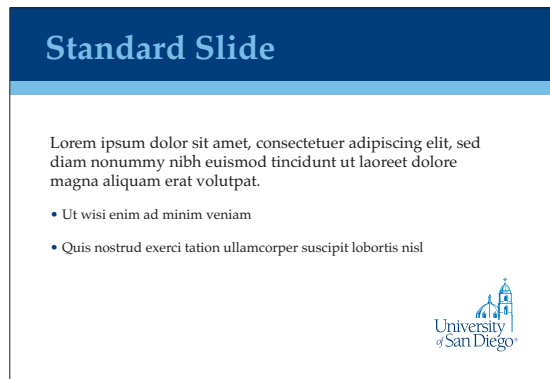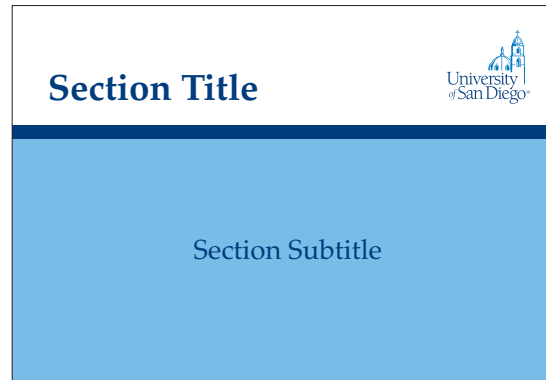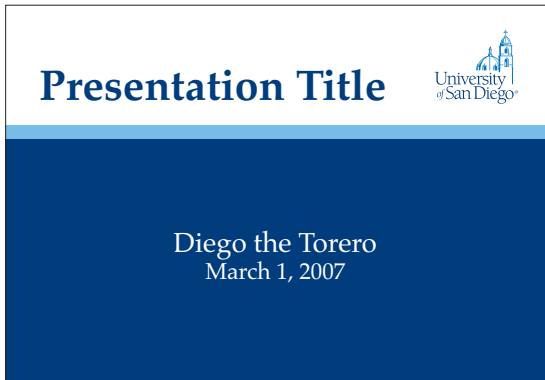
Folded Note Cards

There are times when it's appropriate to communicate with constituents in a more personal, informal way. Therefore, the university offers two color options for note cards. One uses the master logo on an Alcalá White background and the other uses the master logo in reverse on a Founders Blue background. Note cards may be ordered with or without personalization. To order note cards and corresponding envelopes, go to the University Copy's website at www.sandiego.edu/copy.

Plain Note Cards

Personalized Note Cards

DEPARTMENT NAME
Building Name, Room #
5998 Alcala Park
San Diego, CA 92110-2492

University
of San Diego®

University
of San Diego®

University
of San Diego®

NAME
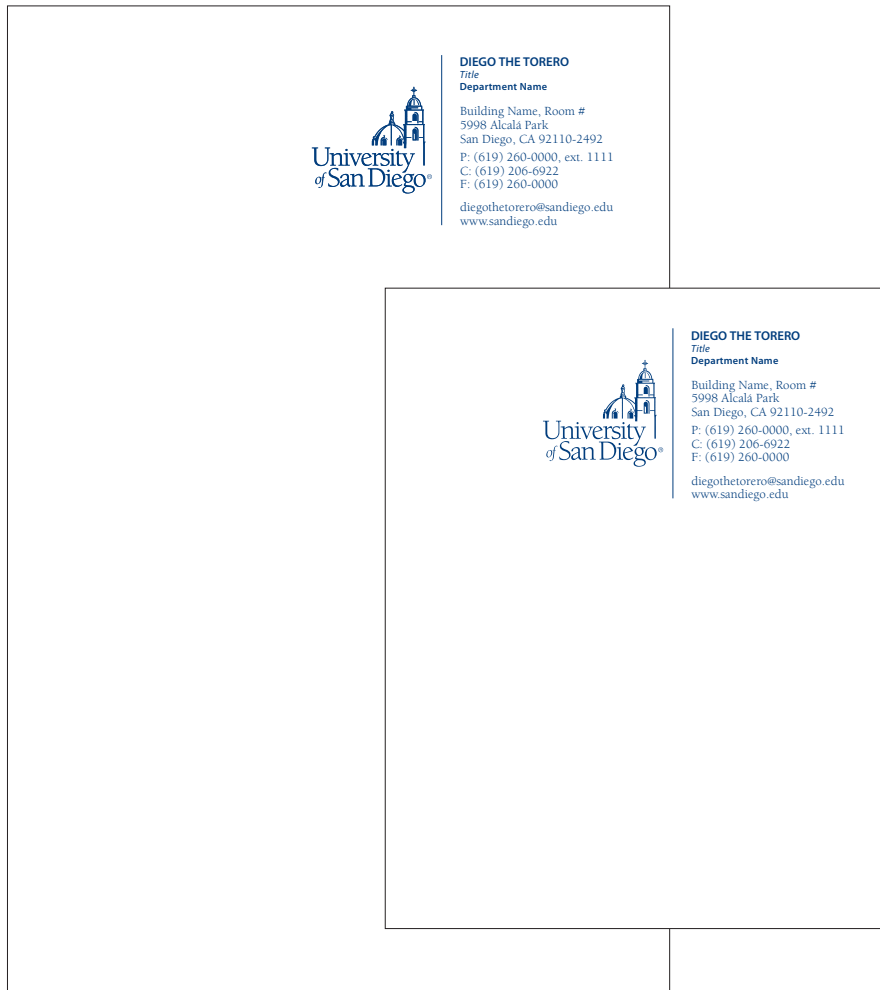*Title*

Flat Panel Cards

Flat panel cards are available in Alcalá White and may be ordered with or without personalization. To order panel cards and corresponding envelopes, go to the University Copy's website at www.sandiego.edu/copy.

DIEGO THE TORERO
Title
Department Name

Building Name, Room #
5998 Alcalá Park
San Diego, CA 92110-2492

P: (619) 260-0000, ext. 1111
C: (619) 206-6922
F: (619) 260-0000

diegothetorero@sandiego.edu
www.sandiego.edu

DIEGO THE TORERO
Title
Department Name

Building Name, Room #
5998 Alcalá Park
San Diego, CA 92110-2492

P: (619) 260-0000, ext. 1111
C: (619) 206-6922
F: (619) 260-0000

diegothetorero@sandiego.edu
www.sandiego.edu
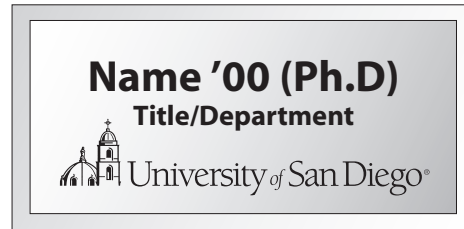
Note Pads

The university's business system also includes two sizes of note pads, a half-sheet size and a Founders Blue or black. Note pads should be reserved primarily for internal communications. For personal communications to off-campus constituents, either official letterhead or official university note cards should be used. To order personalized note pads, go to the University Copy's website at **www.sandiego.edu/copy**.

Formal Employee Name Badge

Name '00 (Ph.D)
Title/Department

University *of* San Diego®

Informal Employee Name Badge

Employee Name
Department Name

University *of* San Diego®

Informal Employee Name Badge

Employee Name
Department Name

University *of* San Diego®

Formal Employee Name Badges

Employees should wear official name badges at functions where members of the community or constituents from off campus will be present. Employee name badges should include the first a nd last name of the employee, as well as the title and name of the official unit that employee represents. Employees who are alumni also should include their class year next to their names. Employees who have earned terminal degrees in their fields also may list those degrees next to their names.

Formal employee name badges are engraved on silver. No other color options are available or otherwise sanctioned. Layout, formatting, type specifications and colors may not be changed. To order personalized formal employee name badges, go to the University Copy's website at www.sandiego.edu/copy.

Informal Employee Name Tags

Employees and student workers who wear name tags as part of an official employee uniform may order more affordable plastic employee name tags. These name tags may either be blue with white lettering or white with blue lettering that matches, as closely as possible, Founders Blue, PMS 281. It is not necessary to include class years, terminal degrees or other information on these more informal name tags. To order informal employee name badges, go to the University Copy's website at www.sandiego.edu/copy.

Step One: Order sheets of
pre-printed name tag shells

Step Two: Fill in the template

Type Name Here
Type Company Name Here

Visitor Name
Company Name

Step Three: Final printed name tags

Special Event Name Tag (Avery Label 5395 Template)

Special Event Name Tags

The University of San Diego regularly hosts events on the campus, to which members of the public are invited. A template has been created for special event name tags and should be used for all guests who are attending an official university event. These name tags should include the first and last name of the guest. The name tags also may include the guest's class year, if he or she is a USD alumnus or alumna, and the company or organization with which that guest is affiliated.

The name tags are perforated and can either be slipped into plastic name tag sleeves or peeled away from the backing and used as adhesive stickers. There are three easy steps to using special event name tags.

- **Step One:** Employees must order pre-printed shells of the special event name tags through the University Copy's website at www.sandiego.edu/copy. These should be ordered well in advance of the event at which they will be used. Departments that host events regularly can order these pre-printed shells in bulk and store them with their other paper products.

- **Step Two:** Employees must download the special event name tag template at www.sandiego.edu/marketing/stationery.php and, using the template, type in the names of all guests who will be receiving name tags.

- **Step Three:** Employees must insert the pre-printed shells they received from University Copy's into their desktop printers and print their list of names on the shells.
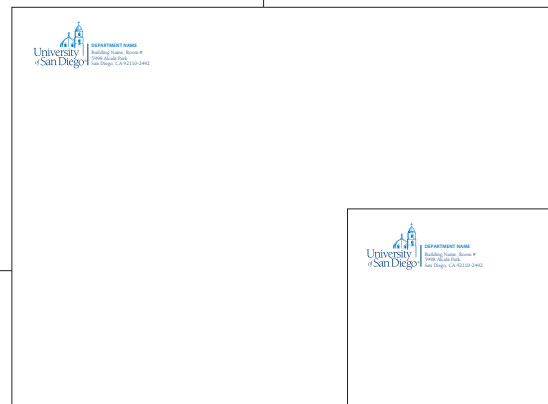
University Envelopes

The university also designed several sizes and styles of envelopes to accommodate many different mailing or packaging needs. To order various envelopes, go to the University Copy's website at www.sandiego.edu/copy.
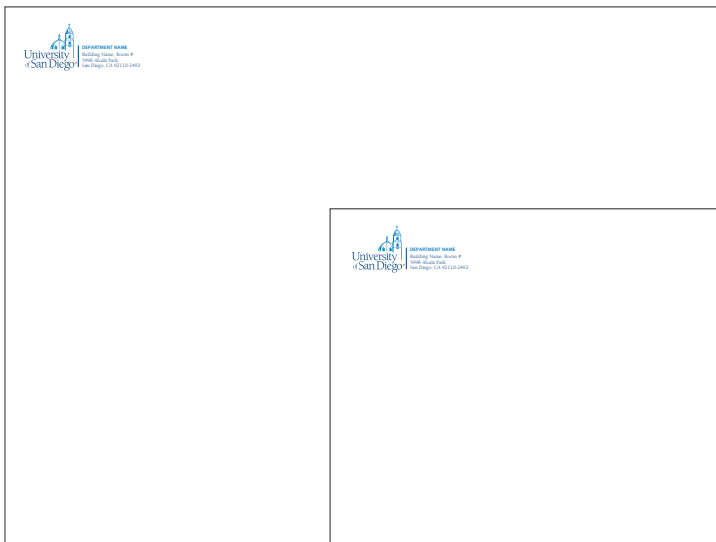
Envelope 2 color 12" x 15"

Envelope 2 color 10" x 13"

Envelope 2 color 9" x 12"

Envelope 2 color 6.5" x 9.5"

Step One: Order sheets of
pre-printed address label shells

Step Two: Fill in the template

Step Three: Final printed mailing labels

Mailing Label
(Avery Label 5168 Template)

Mailing Labels

Although the university offers several sizes and styles of envelopes that can be ordered and customized through University Copy, there may be times when materials must be mailed using boxes or other types of packaging. When sending materials in boxes or other types of packaging, use the university's mailing labels.

There are three easy steps to using mailing labels.

- *Step One:* Employees must order pre-printed shells of the mailing labels through the University Copy's website at www.sandiego.edu/copy. These should be ordered well in advance. Departments that mail packages regularly can order these pre-printed shells in bulk and store them with their other paper products.

- *Step Two:* Employees must download the mailing label template at www.sandiego.edu/marketing/stationery.php and, using the template, type in name and address of the persons or organizations receiving the packages.

- *Step Three:* Employees must insert the pre-printed shells they received from University Copy into their desktop printers and print their mailing labels on the shells.

Action Memos

The university offers an action memo that may be personalized with a person's name and title. To order personalized action memos, go to the University Copy's website at www.sandiego.edu/copy.

Action Memo

NAME
Title

To:
_____

Date:
_____

1. ❏ For your information

2. ❏ Please handle

3. ❏ Please advise/comment

4. ❏ See/call me _____

5. ❏ For your approval

6. ❏ For your signature

7. ❏ Note/file _____

8. ❏ Please return

9. ❏ This has my approval

10. ❏ Per your request
_____

Comments:

University *of* San Diego®
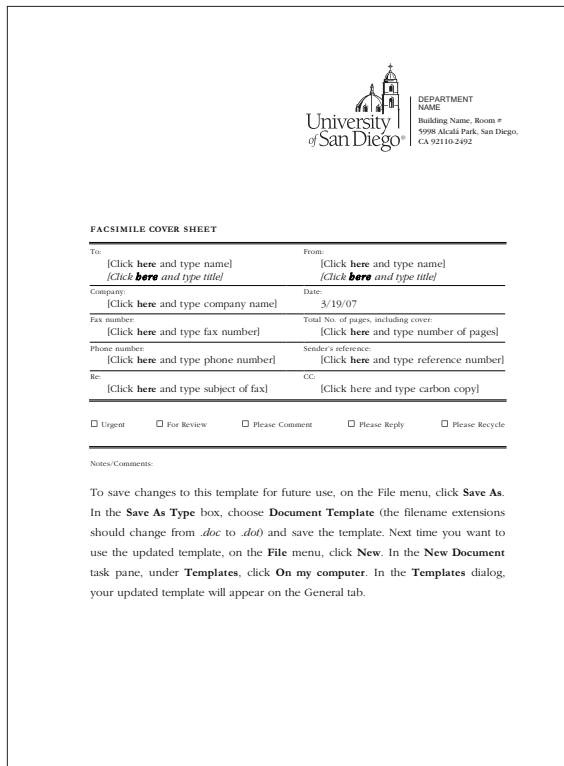
Facsimile Cover Sheet

To promote consistency and recognition, the university created templates for facsimile cover sheets.

Specific guidelines and instructions for how to customize the facsimile cover sheet template are are embedded in the template. Employees are encouraged to use the Save As function and rename their facsimile cover sheet template file with a different name so that they may retain the original master template and instructions on their hard drives for future use.

To download the facsimile cover sheet template, go to www.sandiego.edu/marketing/stationery.php.

DEPARTMENT NAME
Building Name, Room #
5998 Alcalá Park, San Diego, CA 92110-2492

University of San Diego®

FACSIMILE COVER SHEET

To:
[Click **here** and type name]
*[Click **here** and type title]*

From:
[Click **here** and type name]
*[Click **here** and type title]*

Company:
[Click **here** and type company name]

Date:
3/19/07

Fax number:
[Click **here** and type fax number]

Total No. of pages, including cover:
[Click **here** and type number of pages]

Phone number:
[Click **here** and type phone number]

Sender's reference:
[Click **here** and type reference number]

Re:
[Click **here** and type subject of fax]

CC:
[Click here and type carbon copy]

☐ Urgent   ☐ For Review   ☐ Please Comment   ☐ Please Reply   ☐ Please Recycle

Notes/Comments:

To save changes to this template for future use, on the File menu, click **Save As**. In the **Save As Type** box, choose **Document Template** (the filename extensions should change from *.doc* to *.dot*) and save the template. Next time you want to use the updated template, on the **File** menu, click **New**. In the **New Document** task pane, under **Templates**, click **On my computer**. In the **Templates** dialog, your updated template will appear on the General tab.
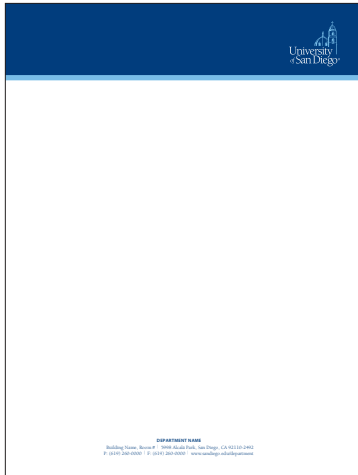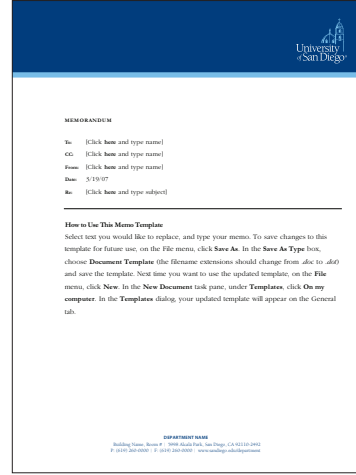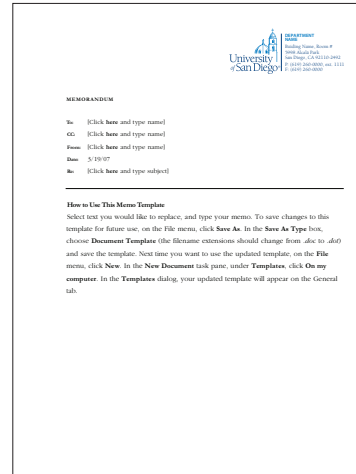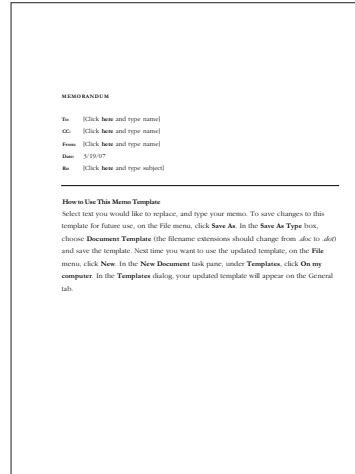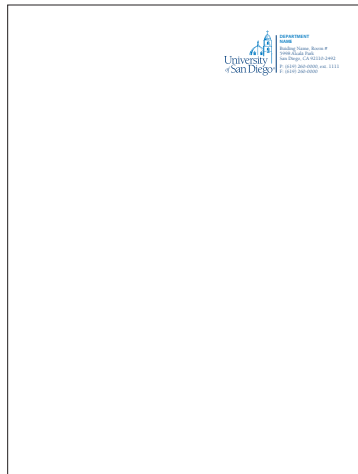
Step One: Order stationery
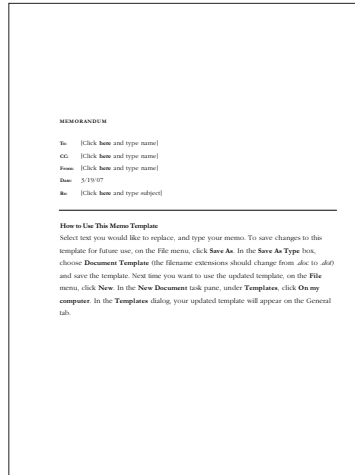
Step Two: Fill in the memo template

Step Three: Final printed memo

Printed Memos

To promote consistency and recognition, the university created a template to use when writing a memo. Shown here is the approved template, which must be printed on official university letterhead.

There are three easy steps to printing memos on official university letterhead.

- *Step One:* Employees must order official stationery through the University Copy's website at www.sandiego.edu/copy. This should be ordered well in advance.

- *Step Two:* Employees must download the memo template at www.sandiego.edu/marketing/stationery.php and, using the template, type in the content. Specific guidelines and instructions for how to customize the memo template are are embedded in the template. Employees are encouraged to use the Save As function and rename their memo template file with a different name so that they may retain the original master template and instructions on their hard drives for future use.

- *Step Three:* Employees must insert the stationery into their desktop printers and print their newly saved and updated memo content onto the stationery.

Electronic Memos

An electronic memo template is also available. To download the electronic memo template, go to www.sandiego.edu/marketing/stationery.php.

An electronic memo is to be used in Microsoft Word and should be used as an attachment to an email. Electronic memos do not replace memos that are printed on official stationery. Electronic memos are meant to be used only electronically. The electronic memo template contains low-resolution images and does not reproduce well when printed. Employees who need or prefer to print the memo, should instead follow instructions listed in the printed memo section.

Specific guidelines and instructions for how to customize electronic memos are embedded in the template. Employees are encouraged to use the Save As function and rename their electronic memo template file with a different name so that they may retain the original master template and instructions on their hard drives for future use.
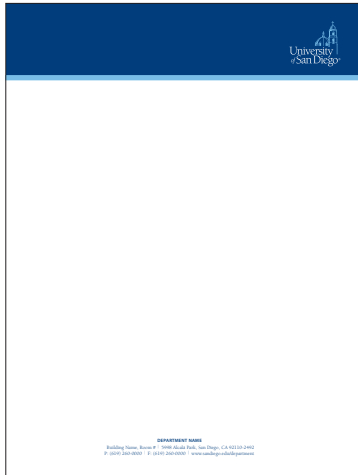
MEMORANDUM

To: [Click here and type name]
CC: [Click here and type name]
From: [Click here and type name]
Date: 3/19/07
Re: [Click here and type subject]

How to Use This Memo Template
Select text you would like to replace, and type your memo. To save changes to this template for future use, on the File menu, click **Save As**. In the **Save As Type** box, choose **Document Template** (the filename extensions should change from .doc to .dot) and save the template. Next time you want to use the updated template, on the **File** menu, click **New**. In the **New Document** task pane, under **Templates**, click **On my computer**. In the **Templates** dialog, your updated template will appear on the General tab.

DEPARTMENT NAME
Building Name, Room # | 5998 Alcala Park, San Diego, CA 92110-2492
P: (619) 260-0000 | F: (619) 260-0000 | www.sandiego.edu/department

DEPARTMENT NAME
Building Name, Room #
5998 Alcala Park
San Diego, CA 92110-2492
P: (619) 260-0000, ext. 1111
F: (619) 260-0000

MEMORANDUM

To: [Click here and type name]
CC: [Click here and type name]
From: [Click here and type name]
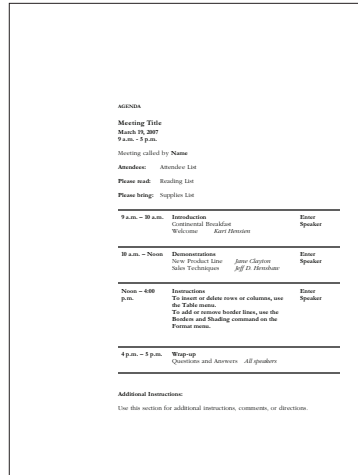Date: 3/19/07
Re: [Click here and type subject]

How to Use This Memo Template
Select text you would like to replace, and type your memo. To save changes to this template for future use, on the File menu, click **Save As**. In the **Save As Type** box, choose **Document Template** (the filename extensions should change from .doc to .dot) and save the template. Next time you want to use the updated template, on the **File** menu, click **New**. In the **New Document** task pane, under **Templates**, click **On my computer**. In the **Templates** dialog, your updated template will appear on the General tab.

DEPARTMENT NAME
Building Name, Room #
5998 Alcala Park
San Diego, CA 92110-2492
P: (619) 260-0000, ext. 1111
F: (619) 260-0000

MEMORANDUM

To: [Click here and type name]
CC: [Click here and type name]
From: [Click here and type name]
Date: 3/19/07
Re: [Click here and type subject]

How to Use This Memo Template
Select text you would like to replace, and type your memo. To save changes to this template for future use, on the File menu, click **Save As**. In the **Save As Type** box, choose **Document Template** (the filename extensions should change from .doc to .dot) and save the template. Next time you want to use the updated template, on the **File** menu, click **New**. In the **New Document** task pane, under **Templates**, click **On my computer**. In the **Templates** dialog, your updated template will appear on the General tab.
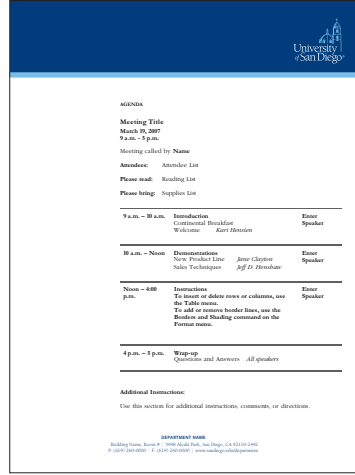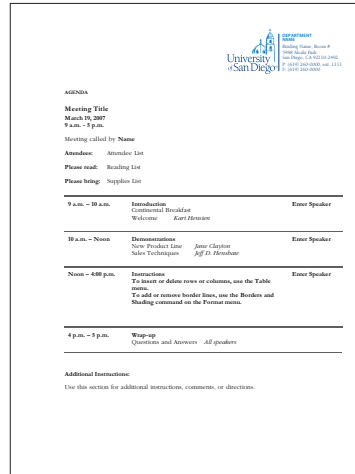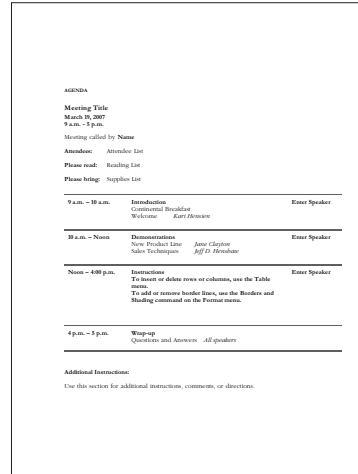
Step One: Order stationery

Step Two: Fill in the agenda template

Step Three: Final printed agenda

Printed Agendas

To promote consistency and recognition, the university created a template to use when writing an agenda. Shown here is the approved template, which must be printed on official university letterhead.

There are three easy steps to printing agendas on official university letterhead.

- *Step One:* Employees must order official stationery through the University Copy's website at www.sandiego.edu/copy.
  This should be ordered well in advance.

- *Step Two:* Employees must download the agenda template at www.sandiego.edu/marketing/stationery.php and, using the template, type in the content. Specific guidelines and instructions for how to customize the agenda template are are embedded in the template. Employees are encouraged to use the save as function and rename their agenda template file with a different name so that they may retain the original master template and instructions on their hard drives for future use.

- *Step Three:* Employees must insert the stationery into their desktop printers and print their newly saved and updated agenda content onto the stationery.

Electronic Agendas

An electronic agenda template is also available. To download the electronic agenda template, go to www.sandiego.edu/marketing/stationery.php.

An electronic agenda is to be used in Microsoft Word and should be used as an attachment to an email. Electronic agendas do not replace agendas that are printed on official stationery. Electronic agendas are meant to be used only electronically. The electronic agenda template contains low-resolution images and does not reproduce well when printed. Employees who need or prefer to print the agenda, should instead follow instructions listed in the printed agenda section.

Specific guidelines and instructions for how to customize electronic agendas are embedded in the template. Employees are encouraged to use the Save As function and rename their electronic agenda template file with a different name so that they may retain the original master template and instructions on their hard drives for future use.
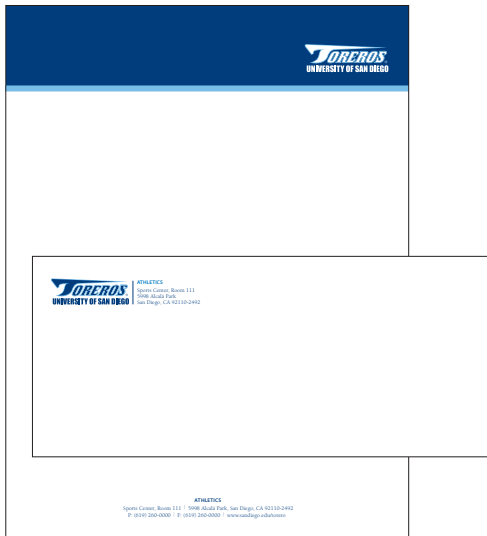
Athletics Business System

Components that are similar and complementary to the university's business system were also designed for athletics. All components in the athletics business system are to be used exclusively by collegiate and club sports programs. If you are unsure if you are authorized to use the athletics business system, contact the Department of Marketing and Strategic Partnerships. To maintain the integrity of the athletics business system, these materials must be ordered only through University Copy's preferred business system vendors.

Athletics Business System Standards

The guidelines, specifications and processes outlined for the university's business system also apply to all components of the athletics business system.

Shown here are just some of the components of the athletics business system:

- Spirit athletics business card option
- Spirit athletics stationery package
- Traditional athletics stationery package

Spirit Athletics Line
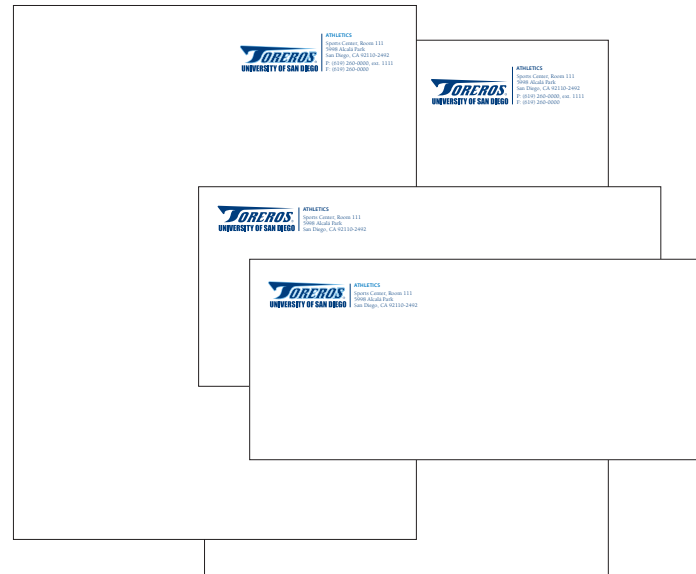
Traditional Athletics Line (available in two colors or one color)

Spirit Athletics Business Card

How to Order Various Components of the University Business System

To maintain the visual integrity of all business system components, they must only be ordered through the university's preferred business system vendors. Orders may be placed online, through the University Copy's website at www.sandiego.edu/copy. From there, click on the link that says Online Order and follow the instructions given.

When placing an order for stationery or business cards, academic units must include the name of the college or school with which they are affiliated, along with the name of their own center, department, program or office within that college or school.

When referring to any program, department or office, use the official, formal name of a unit, rather than its more informal name. For example, use the name Department of Chemistry, rather than the chemistry department. Or, use the Office of Assessment rather than the assessment office.

Standards for Filling Out Order Forms

When filling out the order form for business cards or stationery, please adhere to these standards:

- Do not use ampersands. Instead, spell out the word *and*.

- Avoid using abbreviations in names.

- While shortening a person's name is acceptable, the use of nicknames should be avoided.

- Abbreviations such as Jr. and Sr. should be used only with full names and should not be preceded with a comma.

- Avoid using abbreviations in job titles.

- Do not list courtesy titles such as Dr. before a name. Instead, list degrees after a person's name. (Right: Mary E. Lyons, PhD; wrong: Dr. Mary E. Lyons.)

- The business card designs allow employees to list either the university's website, www.sandiego.edu, or other official university websites.

- Contact numbers — including telephone numbers, fax numbers and cell phone numbers — should be formatted using parentheses around the area code, rather than using hyphens, slashes or periods. (Right: (619) 260-4600; wrong: 619-260-4600, 619/260-4600 or 619.260.4600.)

- When listing telephone numbers with extensions, abbreviate the word extension as ext., preceded by a comma. (Right: (619) 260-4600, ext. 1111; wrong: (619) 260-4600 x1111.)

Whom to Contact

It is imperative that all components of the university's business system and the athletics business system be used correctly.

- For questions regarding the order or delivery process of those business system components that are handled by University Copy, contact University Copy directly.

- For additional assistance on how to use the templates or other guidelines outlined in this chapter contact the Department of Marketing and Strategic Partnerships.