A graphic identity unifies an organization.

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 primary UA logo seen in the red bar above.

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

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

How to order your stationery.

Online at : **Arizona Buyways - *click here!***

FAX: an IBF and sample to the fax number below. We do not need the original copy of the IBF if you fax the order.

IBF Form - *click here!*

Printing and Graphic Services
PO Box 210300
USA Building, 5th Floor

Fax: 621-6478

Attn: Karen Campasano
Phone: 621-9514
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.

Arizona Health Sciences Center units and colleges visit: http://www.logos.ahsc.arizona.edu

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THE UNIVERSITY OF ARIZONA
External Relations

Program
Department
College
School

Street address (if any)
P.O. Box (with punctuation)
City, State zip+4
Tel: (520) 621-0000
Fax: (520) 621-0000
www.web address.edu

The Standard Letterhead

- A program, department, college or school can have their name under the logo (custom mark) on the Standard letterhead. (see sample above left)

Please email Leslie Johnston if you want a customized mark, lesliej@email.arizona.edu

- Arizona Board of Regents' designated Centers and Institutes, may also 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.

- ABOR-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 Leslie Johnston at lesliej@email.arizona.edu if you need this addition.

- Sponsored programs can have grant information put on the letterhead as shown. Please contact Leslie Johnston at lesliej@email.arizona.edu if you need this addition.

Arizona's First University – Since 1885.

Grant information
for sponsored programs
will go here.

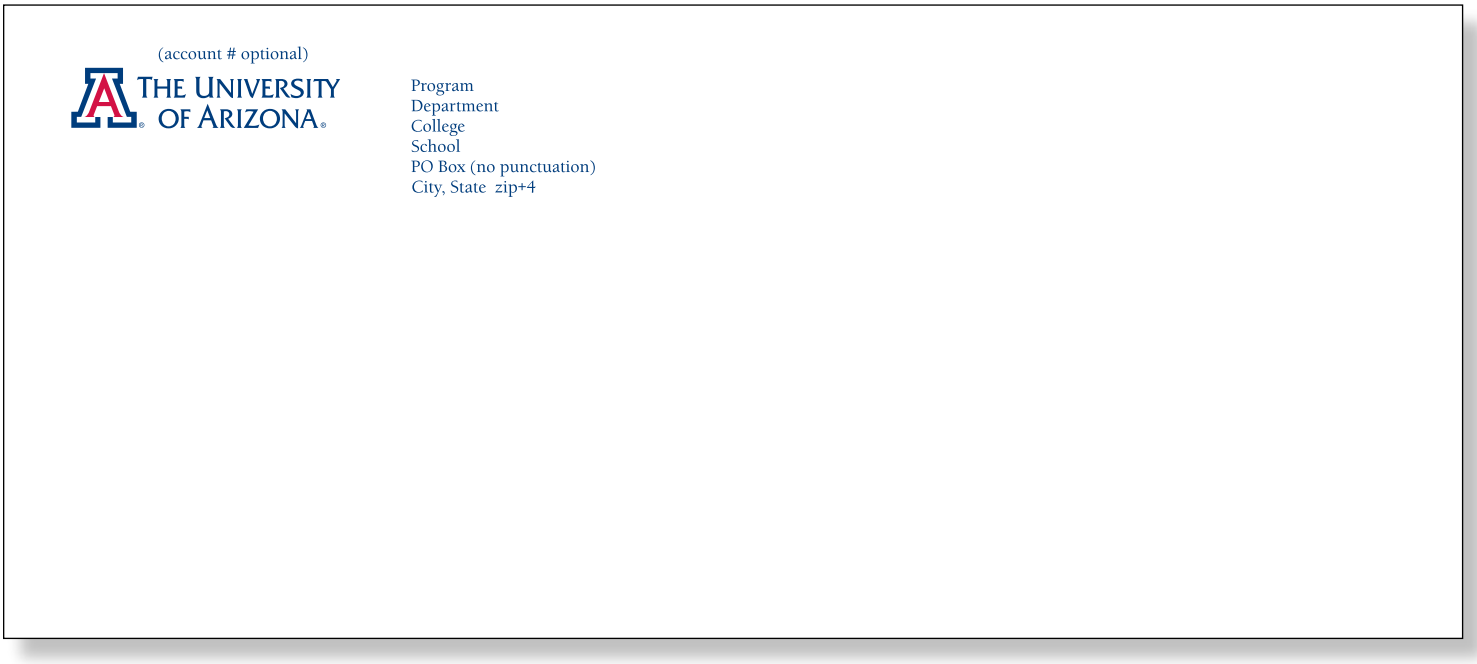
Arizona Health Sciences Center units and colleges visit: http://www.logos.ahsc.arizona.edu

not shown actual size

Business cards normally print one side only. You can print on the back, in PMS 281 (UA blue), for a nominal charge.

The Standard Business Card

- The tagline 'Arizona's First University' can be replaced by ABOR designated Centers and Institutes. Maximum two lines of copy.
- Logos or icons other than the UA logo are not allowed on the front of business cards. You can, for a nominal charge, print them on the back, in UA Blue.
- Business cards are limited to 2 titles per person. If an individual has more than 2 titles, they must print more cards.
- Cards are limited to 7 lines of formatted text in the left column and 9 lines of formatted text in the right column (see card example).
- Colleges and Campus Centers have the option of having 2 lines for their affiliation names if they run beyond the character limit for one line.



The Standard Envelope

- A program, department, college or school can have their 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.

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