

Business Stationary

A unified stationery system establishes a common style and helps us communicate effectively and consistently.

For UCCS business stationary, use the official UCCS logo signature. Unit-specific signature extensions cannot be used in place of the UCCS logo signature on business stationary.

Letterhead and Envelopes

The letterhead and envelopes feature a logo signature and clean presentation of contact information. Use of a consistent layout supports our unified image and builds brand recognition.

Preprinted business stationary is available from the UCCS Copy Center. Visit www.uccs.edu/copycenter for more information.

Business Cards

Business cards feature a clean layout with logo signature at top left, cardowner’s name, title and affiliation at bottom left, and contact information at bottom right.

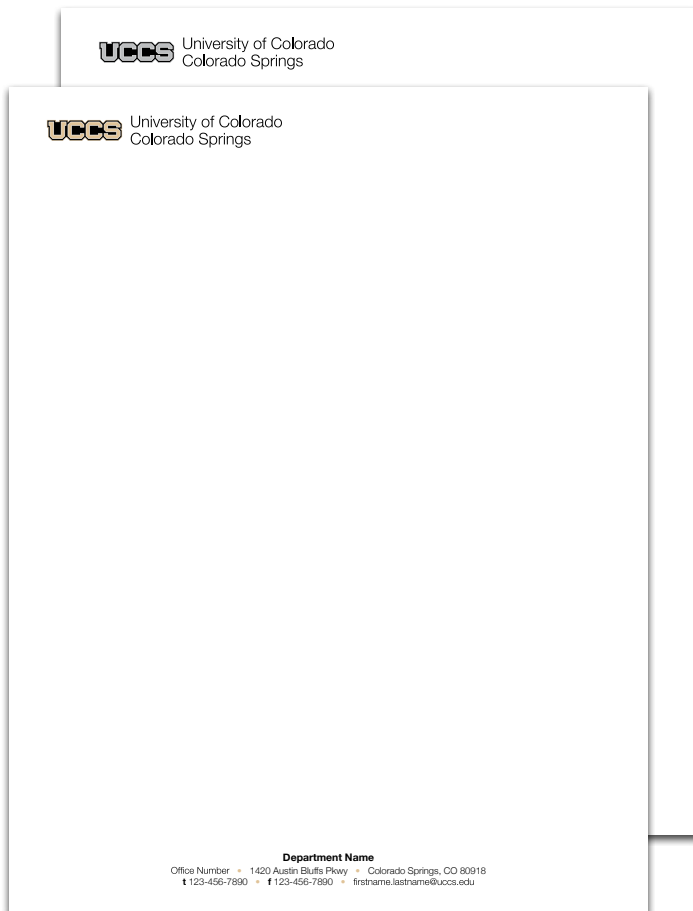
Business cards are available from the UCCS Copy Center. Visit www.uccs.edu/copycenter for more information.

Business stationary should contain only essential information as articulated in system and campus identity standards manuals. Business cards and stationery should not have extraneous information such as taglines, additional contact information, or departmental or individual mission statements (either on front or back of business cards).

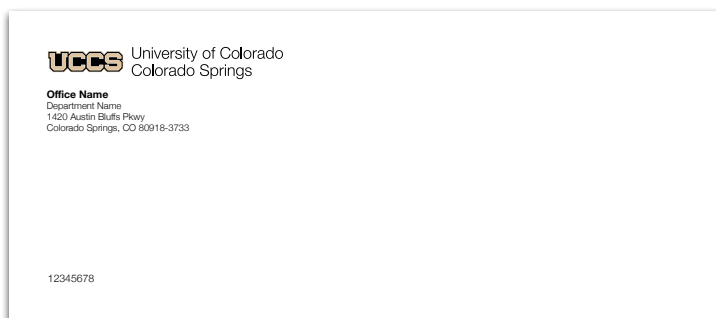
The only acceptable use for the back of business cards is essential information such as physician clinic or medical/ emergency contact numbers. QR codes may be added to the back of business cards only if they contain university contact information and/or point to official university websites with the domain name of uccs.edu, colorado.edu, ucdenver.edu, cu.edu or cufund.org.

Design standards and stationary templates are available from the University Brand Manager.

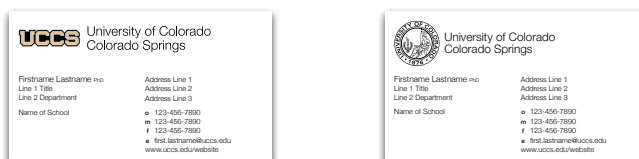
Letterhead



Envelopes



Business cards



UCCS Letterhead and Envelope Design Reference



A unified stationery system establishes a common style and helps us communicate effectively and consistently. Letterhead and envelopes feature the UCCS logo and clean presentation of contact information. Two letterhead layouts are available: top-right or bottom-center.

Design Notes

- **Margins:** 0.375 in
- **Typography:** 10/12pt Helvetica Neue Bold and 9/10.8pt Helvetica Neue Light
- **Colors:** 100% Process Black and CU Gold PMS 4525C (c0 m10 y48 k22)
- **Alignment:** Envelopes are left-aligned, letterhead is center-aligned when contact information is at the bottom, and left-aligned when contact information is at the top.
- **Columns:** Letterhead with contact information on the top-right can have either one or two-column layouts. A single column should never be wider than 2.75" and should be positioned against the top-right margins. Margins between columns must be at least 0.275"

1 UCCS Logo

The UCCS logo appears in the top left of the letterhead and envelopes. A greyscale version is also available when necessary.

2 Contact Information

Department name is 10/12pt Helvetica Neue Bold.
Contact information is 9/10.8pt Helvetica Neue Light.
On color letterhead, the bullet separators are CU Gold.
Please use official titles and department-level identification.

3 Speedtype

Full speedtype number is required by Mail and Shipping Services.

UCCS Letterhead and Envelope Usage

1 Do not modify the UCCS logo

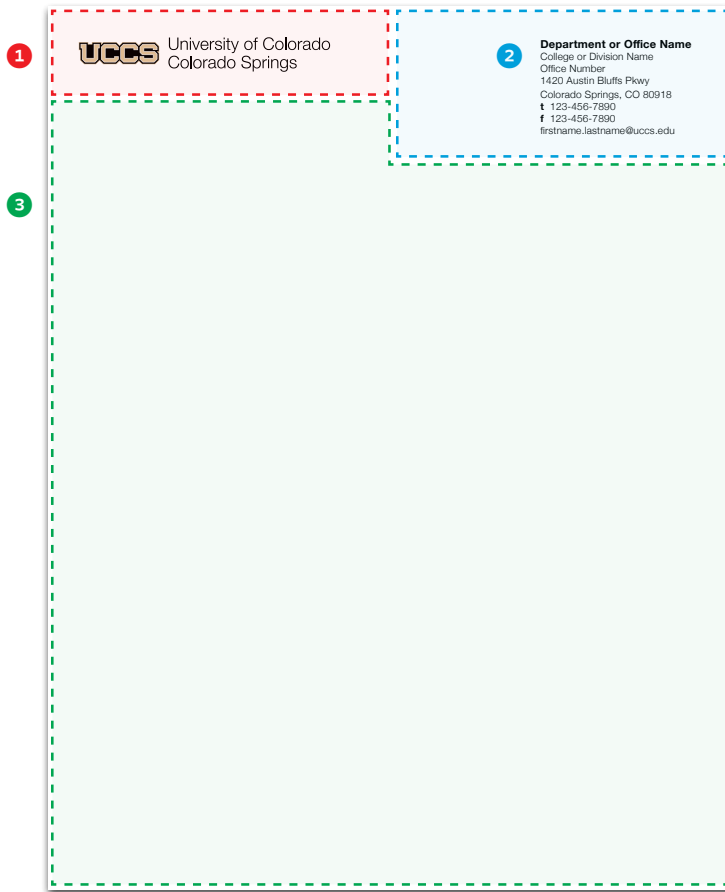
The UCCS logo appears in the top left of the letterhead and envelopes. Do not modify the UCCS logo or add other elements in this area.

2 Customize contact information

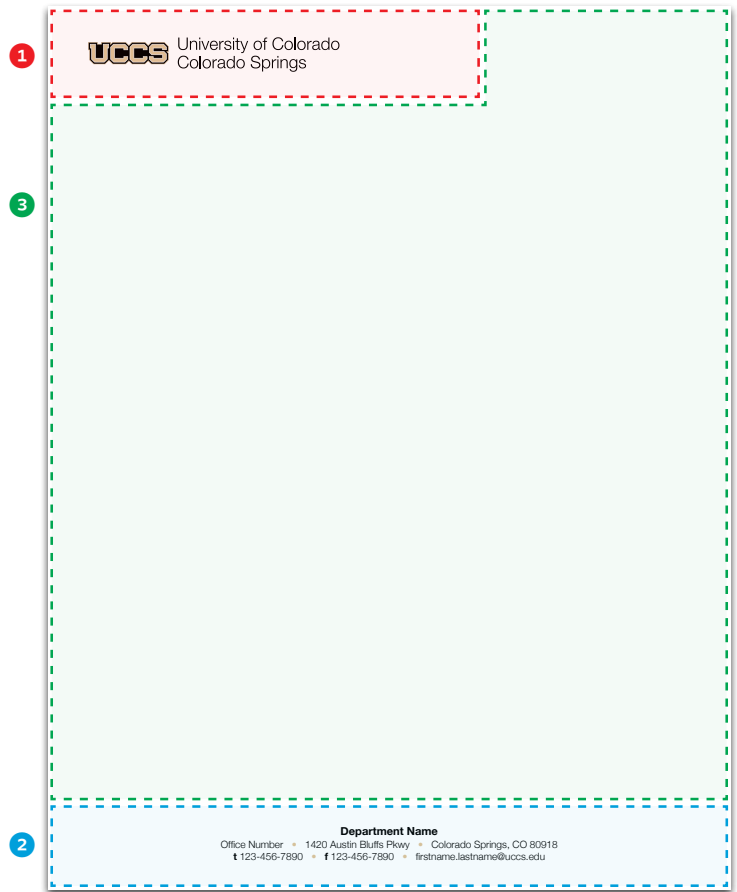
Customize the contact information, including just the information best suited to your purposes, but do not otherwise modify the typography or include other content or graphics.

3 Content Area

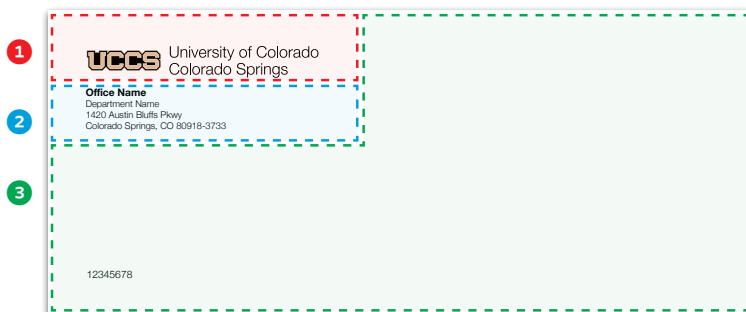
Content should support the UCCS brand, but broad freedom is given to best communicate your message to your intended audience.



Top-Left Letterhead

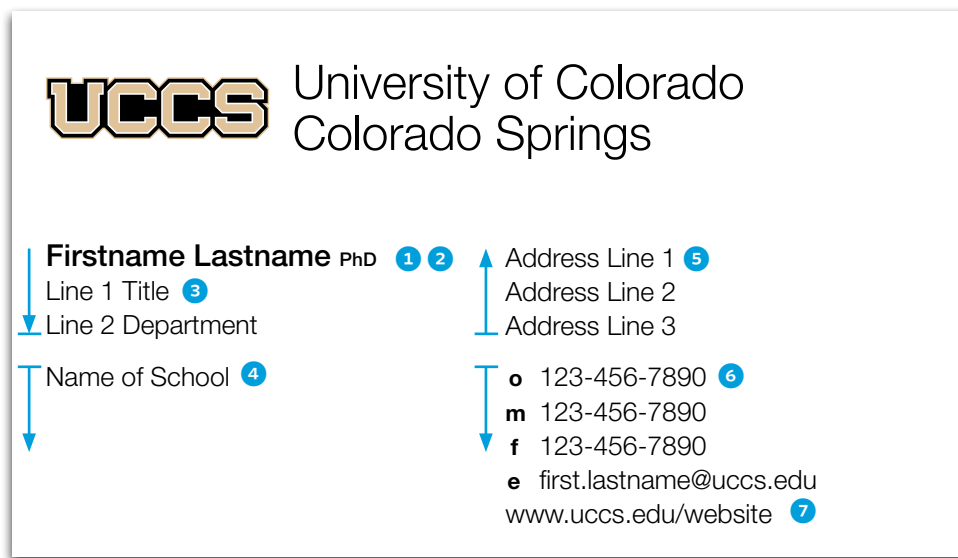


Bottom-Centered Letterhead



Standard Envelope

UCCS Business Card Design Reference



Business cards feature a clean layout with the logo at top left, cardowner's name, title and affiliation below the logo, and contact information on the right. An alternate "seal" version of the business card is also available.



1 Name

The cardowner's name appears slightly larger in 8/9pt Helvetica Neue Medium.

2 Degree(s)

Degree references are optional, and are presented in a smaller type size, 5/9pt Helvetica Neue Medium.

3 Title and Department

Reserved for official titles and department-level identification.

4 School/College/Unit

Separated by a small space above, this area is for the school/college/administrative unit identifier, and/or multiple titles or departments. Space before paragraph: 0.0625 in

5 Address

There are two options for listing your address: mailing address, or office location. This column builds up from the linebreak.

6 Phone/Fax/Email

All phone, fax, and email contact information types will be identified by boldface letters (e.g., **o**=office phone, **m**=mobile **f**=fax, **e**=email.) Dashes will be used in place of parentheses or spaces in phone numbers. Email is restricted to official university email addresses only. All letters will be lowercase.

7 Website Address

For school/college/admin/department website addresses. (Not for personal profile pages.)

Design Notes

- **Margins:** 0.125 in.
- **Typography:** 7/9pt Helvetica Neue Light 100% Black.
- **Typography exceptions:** Name and degree references are Helvetica Neue Medium, name is 8/9pt, degree references are 5/9pt.
- **Colors:** PMS Process Black (100% Black) and spot color PMS 4525C.
- **Spacing:** 2 columns, maximum 8 lines per column. 0.125 in gutter. 0.0625 in space before paragraph for Name of School and phone numbers.
- **Default build direction:** The red arrows show the default build direction. When possible, the linebreak should align between columns.