



Stationery Guidelines

TABLE OF CONTENTS

STATIONERY GUIDELINES

Stationery Overview	3
How to Order University Stationery.....	3
Content Guidelines.....	3

BUSINESS CARDS

Style A	4
Style B front	4
Style B with QR code on the back.....	4
Style C	5
Style D.....	5
Style E (vCard)	5
Mission Statement.....	6
Business Cards Guidelines.....	6

LETTERHEADS

Standard Letterhead	7
Monarch Letterhead.....	7

ENVELOPES

#10 Envelope - Color	8
#10 Envelope - Black ink only.....	8
#10 Window Envelope - Color	8
#10 Window Envelope - Black ink only.....	9
#9 Business Reply Envelope.....	9
Monarch Size Envelope.....	9

NOTE PAD AND MAILING LABEL

Notepad	10
Mailing Label.....	10

EXCEPTIONS

Acceptable Abbreviations	11
--------------------------------	----

STATIONERY GUIDELINES

Stationery Overview

Official Kennesaw State University stationery is purchased through a state contract, managed by the Office of Procurement and Contracting. The contract has been negotiated to provide lower costs and standardize information that's aligned with the university's visual identity. The printing of stationery through other sources, whether internal or external to the university, is prohibited as it violates the parameters of the state-awarded contract.

All colleges, departments, programs and administrative units are required to use the official business stationery. Orders for stationery must be submitted through the approved [vendor's website](#). Use of the university's indicia for business reply envelopes and other business uses must be reviewed and approved by the University's Campus Postal Services.

The official university's stationery features the master logo only. The official university business package includes:

- Business cards
- Letterheads
 - Letter size
 - Monarch size
- Envelopes
 - No. 10 Business
 - No. 10 Business Window
 - Monarch
 - No. 9 Business Reply
- Mailing labels
- Notepads

All stationery items outlined in this guide are reviewed and approved through the More Business portal, and do not require review from brandapproval@kennesaw.edu. Please note that per the University stationery standards, when referring to titles, buildings, departments or programs, symbols (i.e. /, &, @, *, #), acronyms and/or initials are not allowed. Job titles must be consistent with the employee's title as they are listed with Human Resources. Phone numbers must appear as they are listed in the KSU Campus directory.

University business cards are for conducting University business only; therefore, only official University contact information, including QR codes, may appear on business cards. Printing an item that is not a part of the contract is considered a custom order. All custom orders must be submitted for approval to Office of Strategic Communications and Marketing at stationery@kennesaw.edu prior to printing.

How to Order University Stationery


Determine who in your department oversees ordering stationery. All departments have assigned administrative staff responsible for ordering stationery through the online system. Consult your unit's finance and administration team to find out who is already authorized to place orders. If you are authorized to place orders, visit <https://www.myorderdesk.com/kennesawstate> and place your order. If this is your first time placing an order, you must create a user account.

Content Guidelines

University business cards are for conducting university business only; therefore, only official university contact information, including QR codes, may appear on business cards. Additional logos, including social media icons, are not allowed. In accordance with our current brand standards, only individual employee email addresses are permitted. Resource accounts or emails associated with specific areas of responsibility cannot be accommodated.

BUSINESS CARDS

Style A

 KENNESAW STATE UNIVERSITY	<i>Parent/Unit Signature Information</i> <i>URL Address (optional)</i>
	First and Last Name, Credentials <i>Title Information or Credentials</i> <i>Your title information (if needed)</i> <i>Your title information (if needed)</i>
email@kennesaw.edu	www.kennesaw.edu

This style allows for:

- » Three lines for a title
- » Three lines for Parent or Unit Signature or two lines for Parent or Unit Signature and one line for department website (*address must be 28 characters or less*)
- » Seven lines of text in the address and contact information section
- » Optional Mission Statement on the back

Style B front

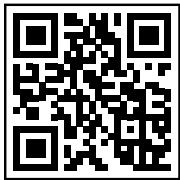
 KENNESAW STATE UNIVERSITY	First and Last Name, Credentials <i>Your title information</i> <i>Your title information (if needed)</i>
	<i>Parent/Unit Signature Information</i> <i>Parent/Unit Signature Information (if needed)</i>
470-578-XXXX (P) 470-578-XXXX (F) 000-000-0000 (C)	Building Name Building Name <i>(if needed)</i> Room/Suite 9999, MD 9999 Street Address City, State Zip Code
www.kennesaw.edu	email@kennesaw.edu

This style allows for:

- » Two lines for a title
- » Two lines for Parent or Unit Signature
- » Two lines for building names
- » Three lines for location and address information
- » Optional Mission Statement on the back

Style B with QR code on the back

 KENNESAW STATE UNIVERSITY	First and Last Name, Credentials <i>Your title information</i> <i>Your title information (if needed)</i>
	<i>Parent/Unit Signature Information</i> <i>Parent/Unit Signature Information (if needed)</i>
470-578-XXXX (P) 470-578-XXXX (F) 000-000-0000 (C)	Building Name Building Name <i>(if needed)</i> Room/Suite 9999, MD 9999 Street Address City, State Zip Code
www.kennesaw.edu	email@kennesaw.edu



Scan for information

This style allows for:

- » Two lines for a title
- » Two lines for Parent or Unit Signature
- » Two lines for building names
- » Three lines for location and address information
- » QR Code for website on the back

Text shown in *blue* is optional

BUSINESS CARDS

Style C




KENNESAW STATE
UNIVERSITY

470-578-XXXX (P)
000-000-0000 (C)



www.kennesaw.edu

First and Last Name
Your title information
Your title information (if needed)

Parent/Unit Signature Information
Parent/Unit Signature Information (if needed)

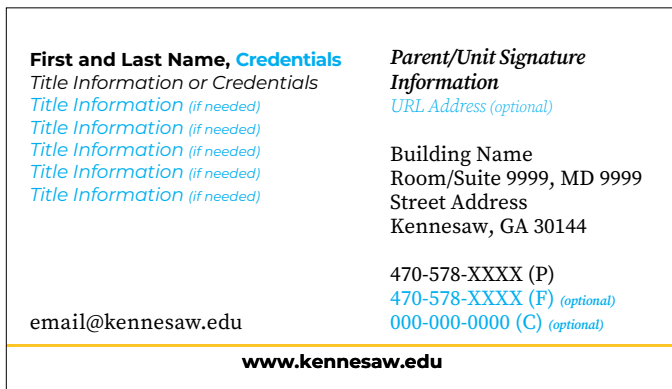
Building Name
Building Name (if needed)
Room/Suite 9999, MD 9999
Street Address
City, State Zip Code

email@kennesaw.edu

This style allows for:

- » Three lines for a title
- » Two lines for Parent or Unit Signature
- » Two lines for building names
- » Three lines for location and address information
- » QR Code for website on the front

Style D



First and Last Name, Credentials
Title Information or Credentials
Title Information (if needed)
Title Information (if needed)
Title Information (if needed)
Title Information (if needed)
Title Information (if needed)

email@kennesaw.edu

www.kennesaw.edu

Parent/Unit Signature Information
URL Address (optional)

Building Name
Room/Suite 9999, MD 9999
Street Address
Kennesaw, GA 30144

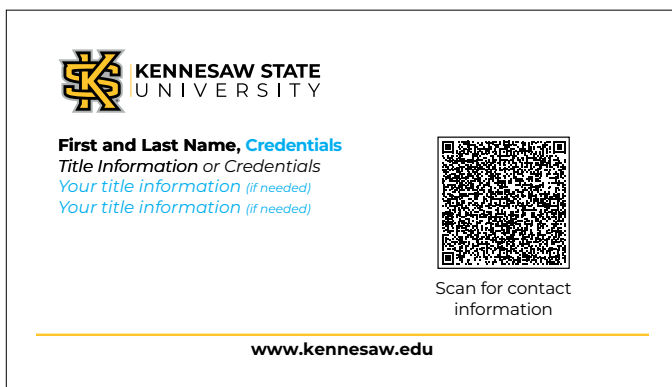
470-578-XXXX (P)
470-578-XXXX (F) *(optional)*
000-000-0000 (C) *(optional)*




This style allows for:


- » Multiple lines for long titles
- » Three lines for Parent or Unit Signature or two lines for Parent or Unit Signature and one line for department website (*address must be 20 characters or less*)
- » Seven lines of text in the address and contact information section
- » University logo on the back

Style E (vCard)




KENNESAW STATE
UNIVERSITY

First and Last Name, Credentials
Title Information or Credentials
Your title information (if needed)
Your title information (if needed)



Scan for contact information

www.kennesaw.edu

This style allows for:

- » Three lines for a title
- » QR Code on the front with the following information:
 - Name
 - Title
 - Email Address
 - Parent or Unit Signature
 - Website Address
 - Address including Room/Suite number and Mail Drop number
 - Phone number
 - Cell number (optional)

BUSINESS CARDS



Mission Statement

The mission statement on the back is optional. It is available on the back of Style A, B and C only.

Business Cards Guidelines

Content	Description
Name*	First and Last name
Title*	Official title as listed with Human Resources
Email*	Employee email address <i>(Resources email addresses are not permitted)</i>
Parent/Unit Signature Information*	This is the department the employee works in. Overarching departments and colleges are not necessary
Website Address	<ul style="list-style-type: none"> Optional on Style A only and limited to 28 characters Required on Style C for QR Code
Building	Building where the employee's office is located
Room/Suite	Room or Suite number
Mail Drop Number*	Department's mail drop number
Street Address*	Physical office location
City*, State*	Location City and State
Zip *	Zip code - Kennesaw (30144) or Marietta (30060)
Phone*	Phone number assigned to employee or department phone number
Fax	Optional
Extra Phone	Optional phone number
Extra Phone Type	Optional: C – Cell, D – Direct, TDD - Telecommunications Device for the Deaf
Mission Statement	Optional – Available on the back of Styles A, B and C only
Back of Card Options*	<ul style="list-style-type: none"> Blank Mission Statement QR Code <i>(Department websites address available on Style B only)</i>

* Denotes a required field

LETTERHEADS

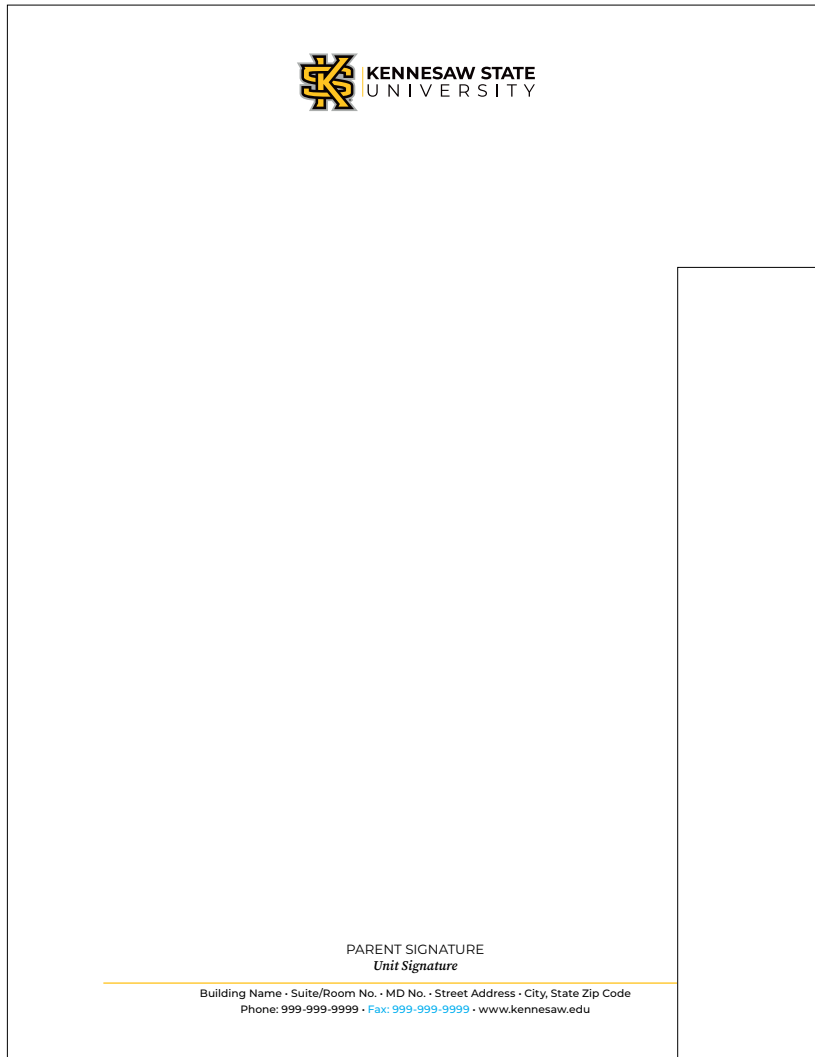
Standard Letterhead


The standard letterhead is used for official university correspondence by all colleges, departments and administrative units. The letterhead must have the university's logo on the top and the unit information at the bottom. The university's website is to be used at all times.

Monarch Letterhead

The monarch letterhead is used primarily for informal, interoffice correspondence.

Standard Letterhead (8.5" x 11")

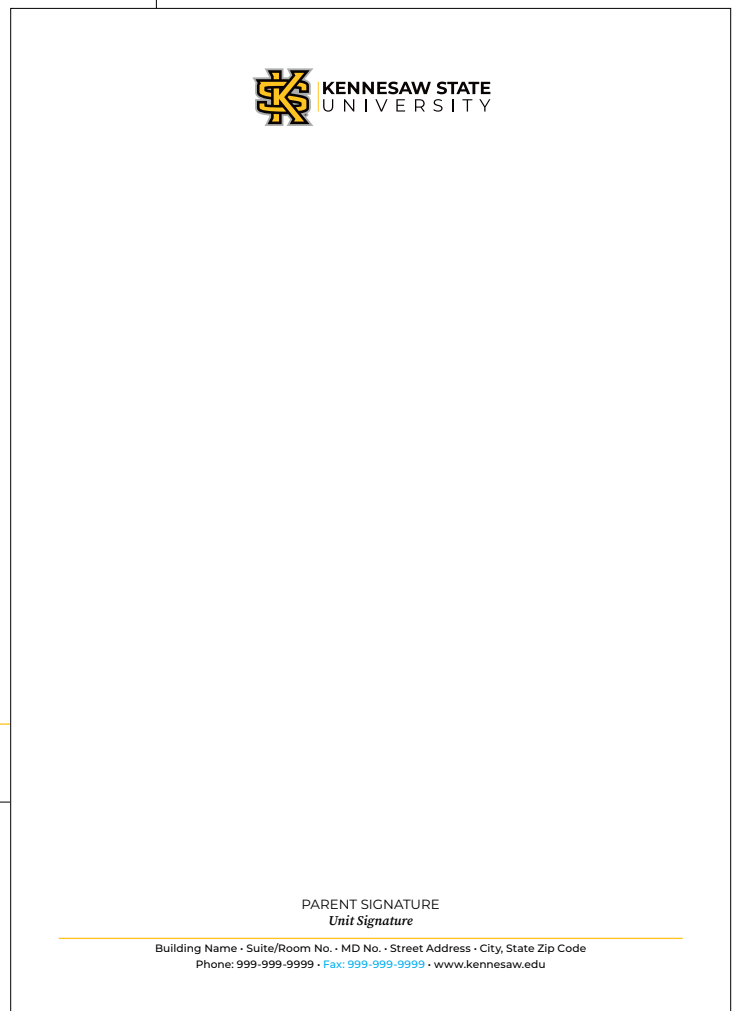



Kennesaw State University logo:  KENNESAW STATE UNIVERSITY

PARENT SIGNATURE
Unit Signature

Building Name · Suite/Room No. · MD No. · Street Address · City, State Zip Code
Phone: 999-999-9999 · Fax: 999-999-9999 · www.kennesaw.edu

Monarch Letterhead (7.25" x 10.5")




Kennesaw State University logo:  KENNESAW STATE UNIVERSITY

PARENT SIGNATURE
Unit Signature

Building Name · Suite/Room No. · MD No. · Street Address · City, State Zip Code
Phone: 999-999-9999 · Fax: 999-999-9999 · www.kennesaw.edu

ENVELOPES


#10 Envelope - Color



**KENNESAW STATE
UNIVERSITY**

Parent/Unit Signature Information
Parent/Unit Signature Information
Building Name, Suite/Room No., MD No.
Street Address
City, State Zip Code


#10 Envelope - Black ink only



**KENNESAW STATE
UNIVERSITY**


Parent/Unit Signature Information
Parent/Unit Signature Information
Building Name, Suite/Room No., MD No.
Street Address
City, State Zip Code

#10 Window Envelope - Color




**KENNESAW STATE
UNIVERSITY**

Parent/Unit Signature Information
Parent/Unit Signature Information
Building Name, Suite/Room No., MD No.
Street Address
City, State Zip Code




ENVELOPES


#10 Window Envelope - Black ink only

 **KENNESAW STATE UNIVERSITY**

Parent/Unit Signature Information
Parent/Unit Signature Information
Building Name, Suite/Room No., MD No.
Street Address
City, State Zip Code

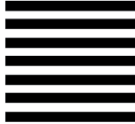


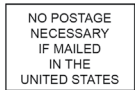
#9 Business Reply Envelope




BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 168 KENNESAW GA
POSTAGE WILL BE PAID BY ADDRESSEE


KENNESAW STATE UNIVERSITY
PARENT/UNIT SIGNATURE INFORMATION, MD NO.
1000 CHASTAIN ROAD
KENNESAW, GA 30144-9732




NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Monarch Size Envelope

 **KENNESAW STATE UNIVERSITY**

Parent/Unit Signature Information
Parent/Unit Signature Information
Building Name, Suite/Room No., MD No.
Street Address
City, State Zip Code

EXCEPTIONS

Acceptable Abbreviations

Because of limited space on business cards, some names may be too long and need to be shortened or abbreviated. All abbreviations must be approved by the Office of Communications and Marketing.

The following abbreviations are approved for use on business cards:

Bldg.	Building
Ctr.	Center
Dept.	Department
Ave.	Avenue
Pkwy.	Parkway
Dr.	Drive
Cir.	Circle
Sr.	Senior
VA	Veterans Affairs
MBA	Master of Business Administration
Ph.D	Doctor of Philosophy

Office of Strategic Communications and Marketing
Phone: 470-578-6203 | Email: stationery@kennesaw.edu

Department Email: stratcomm@kennesaw.edu

Kennesaw State University, a unit of the University System of Georgia, is an equal opportunity institution, which does not discriminate on the basis of race, color, sex, sexual orientation, age, religion, national origin or disability.