

Stationery Guidelines

5	IATIONERY GUIDELINES	
	Stationery Overview	3
	How to Order University Stationery	3
	Content Guidelines	3
ВІ	USINESS 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
LE	ETTERHEADS	
	Standard Letterhead	7
	Monarch Letterhead	7
EI	NVELOPES	8
	#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
N	OTE PAD AND MAILING LABEL	
	Notepad	10
	Mailing Label	10
E)	XCEPTIONS	
	Accentable Δbbreviations	11

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 <u>vendor's website</u>. 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.

Style A



First and Last Name, Credentials *Title Information or Credentials*

Title Information or Credentials Your title information (if needed) Your title information (if needed)

email@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)

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



First and Last Name, Credentials

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

000-000-0000 (C) www.kennesaw.edu

470-578-XXXX (P)

470-578-XXXX (F)

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



First and Last Name, Credentials

Your title information Your title information (if needed)

Parent/Unit Signature Information

Parent/Unit Signature Information (if needed)

Huilding Name
Building Name (if needed)
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

Style 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)

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)

www.kennesaw.edu



This style allows for:

email@kennesaw.edu

- » 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)



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)

OUR MISSION

Kennesaw State University transforms lives through academic excellence, innovative research, strong community partnerships, and economic opportunity. We empower our students to become thought leaders, lifelong learners, and informed global citizens by cultivating an inclusive environment that encourages free expression and civil discourse.

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 (Resources email addresses are not permitted)	
Parent/Unit Signature Information*	This is the department the employee works in. Overarching departments and colleges are not necessary	
Website Address	Optional on Style A only and limited to 28 charactersRequired 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*	 Blank Mission Statement QR Code (Department websites address available on Style B only) 	

^{*} Denotes a required field

Standard Letterhead

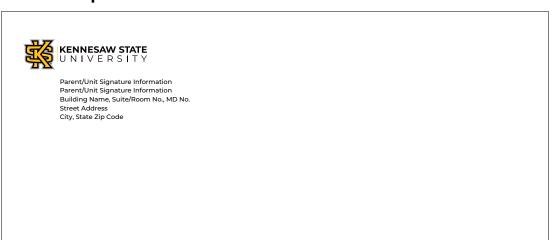
The standard letterhead is used for official university correspondence by all colleges, departments and administrative units. The letterhead must have the university's logo on the top and the unit information at the bottom. The university's website is to be used at all times.

Monarch Letterhead

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

Standard Letterhead (8.5" x 11") KENNESAW STATE UNIVERSITY Monarch Letterhead (7.25" x 10.5") KENNESAW STATE UNIVERSITY PARENT SIGNATURE Unit Signature Building Name · Suite/Room No. · MD No. · Street Address · City, State Zip Code Phone: 999-999-9999 - Fa PARENT SIGNATURE Building Name · Suite/Room No. · MD No. · Street Address · City, State Zip Code hone: 999-999-9999 • Fax

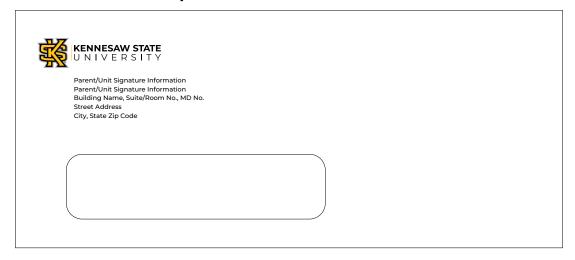
#10 Envelope - Color



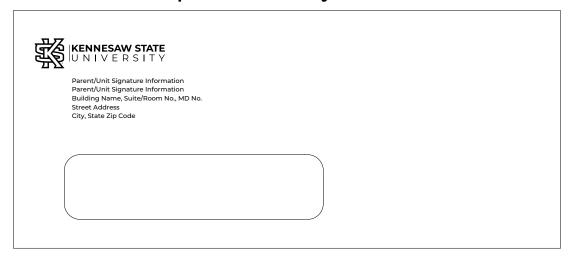
#10 Envelope - Black ink only



#10 Window Envelope - Color



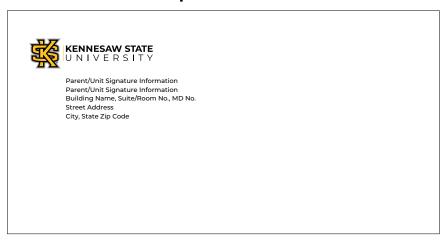
#10 Window Envelope - Black ink only



#9 Business Reply Envelope



Monarch Size Envelope



Notepad (8.5" X 5.5")



Mailing Label $(4.5" \times 3")$



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	
Ctr	Center
Dept	Department
Ave	Avenue
Pkwy	Parkway
Dr	Drive
Cir	Circle
Sr	Senior
VA	Veterans Affairs

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.