

# Letterhead, Envelopes, Business Cards, and Labels

Some of the most important uses of the logo are for letterhead, envelopes, and business cards. The following guidelines apply.

## Ink Colors

Stationery, envelopes, and business cards that are to be printed in two ink colors should be printed in the official LSU purple (PMS 268) and black. If these items are to be printed in only one color, either LSU purple (PMS 268) or black may be used. Letterhead printed in black is recommended for mass-produced mailings or laser print-generated mailings.

## Letterhead

### Sizes

The official letterhead paper is 25 percent rag bond, white or natural (ivory), in two sizes: either 8½" x 11" or 5½" x 8½".

### Watermark

The official letterhead paper contains the University seal in watermark form. Letters that are mass produced may be printed on nonwatermarked paper.

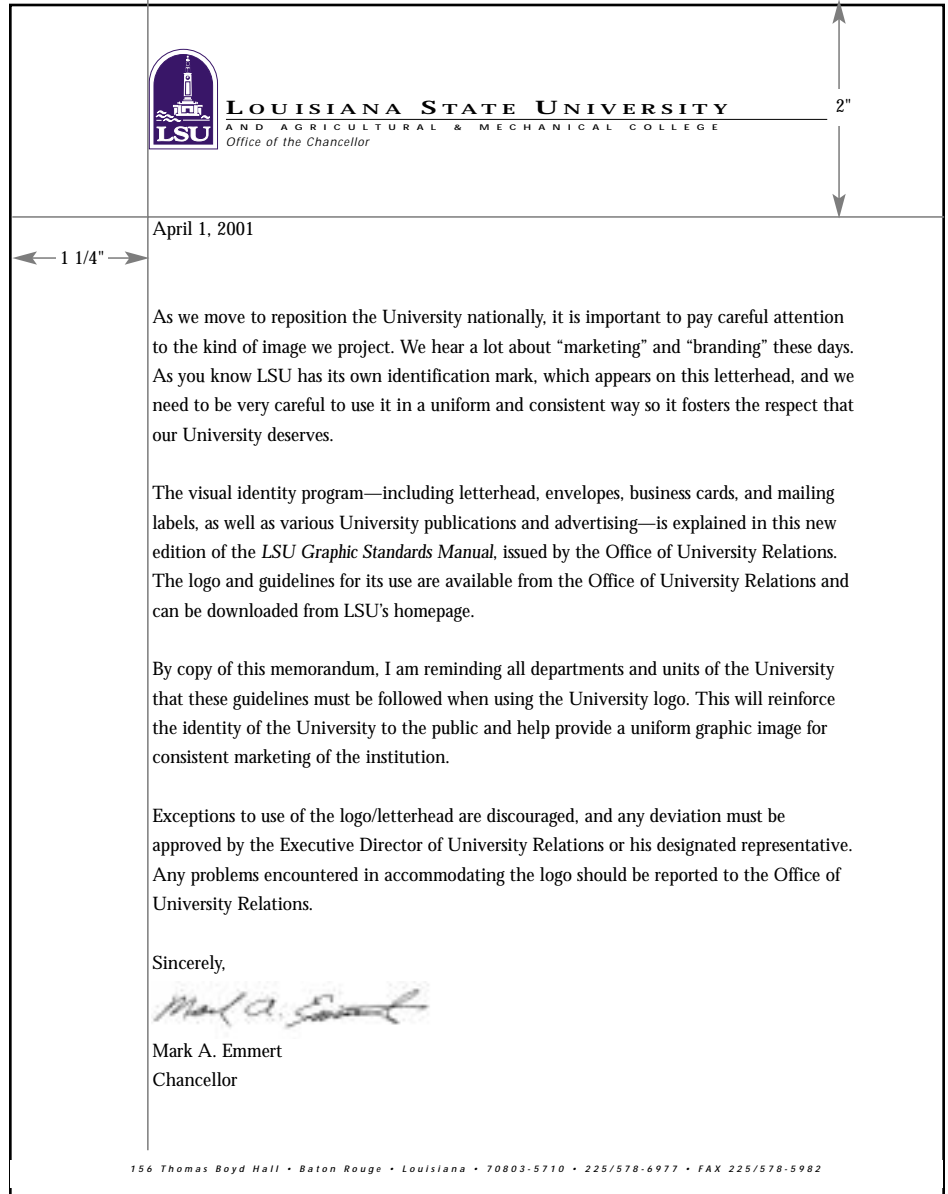
### Format

The position of the logo and address information should always appear as shown in the samples included in this booklet. The use of secondary symbols on letterhead and envelopes is discouraged.

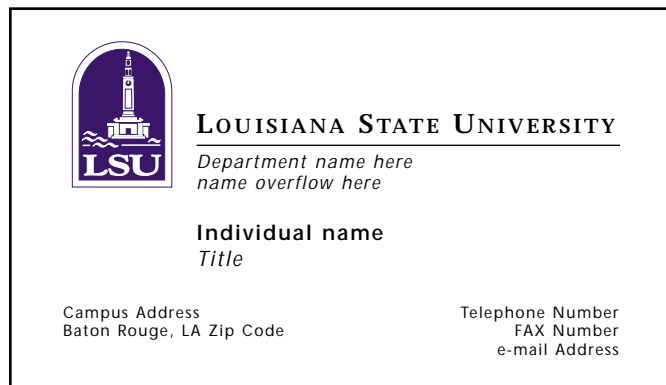
The second line, "and Agricultural & Mechanical College," is to be used on letterhead. Other usage is optional.

### Names

No letterhead or envelopes bearing an individual's name will be printed if printing costs are paid with state funds, in accordance with state statutes. However, Boyd Professors, Alumni Professors, and others holding named professorships may have their names and the name of their professorship included on their letterhead—if paid for with private money (an "E" or "F" Foundation account). Such names may appear on letterhead only. The accompanying envelopes must follow the standard format.



Letterhead Example 57% of Actual Size.



Business Card Actual Size.

### Envelopes

*Sizes*

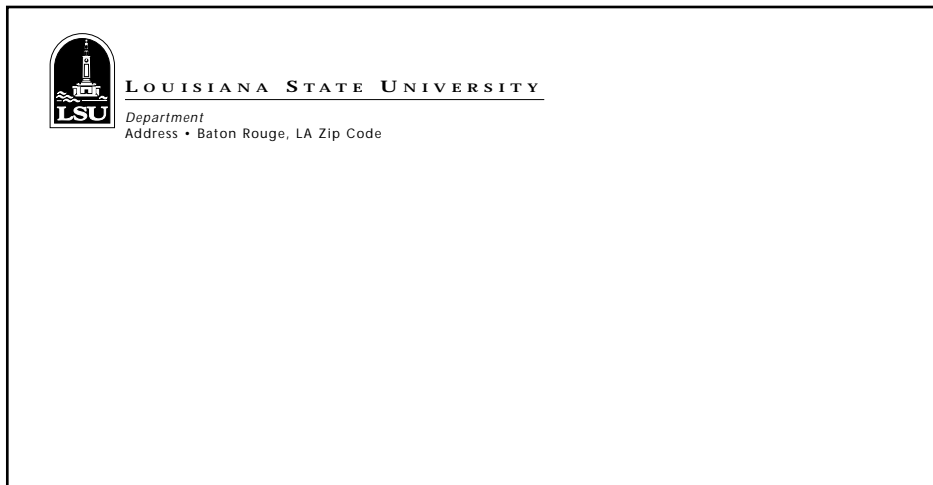
Envelopes to accompany the official letterhead in standard sizes in white and natural (ivory) are available from Graphic Services.

*Format*

The position of the logo and address information should always appear as shown in the samples included in this booklet.

*Names*

No envelopes bearing an individual's name will be printed if printing costs are paid with state funds, in accordance with state statutes.



*Envelope 60% of actual size.*

### Business Cards

Personalized LSU business cards are available from LSU Graphic Services for any LSU employee who has a demonstrated need for them. Authorization may be granted by the head of the employee's budget unit and payment is processed as an Internal Transaction (IT).

University retirees may purchase personalized LSU business cards from LSU Graphic Services so long as the individual is identified on the card as retired, or "emeritus" when emeritus status has been granted by the University.

Business cards must be 3.5" x 2" on white or natural (ivory) stock. The position of the logo and name and address information should always appear as shown in the example in this manual.

*Secondary Symbols*

The use of secondary symbols on business cards is not allowed.



*Mailing Label : one-color and two-color inks.*