**Designation of Official Texas State UPPS No. 01.04.12**

**Stationery Issue No. 10**

 **Effective Date: 07/18/2022**

 **Next Review Date: 04/01/2026 (E4Y)**

**Sr. Reviewer: Assistant Vice President for University Marketing**

**POLICY STATEMENT**

*Texas State University is committed to maintaining official stationery to ensure institutional-wide brand consistency.*

**01. SCOPE**

01.01 Use of official Texas State University stationery is required for all on- and off-campus letters. Consistent use and a standardized look create a strong university brand and image. Texas State stationery is for use by university employees acting in an official capacity on behalf of the institution.

**02. DEFINITIONS**

02.01 Pantone Matching System® (PMS) – a standardized color reproduction system.

02.02 Watermark – A watermark of the university seal is included on official Texas State stationery. The watermark provides authenticity and is a permanent part of the paper.

**03. DESCRIPTION OF OFFICIAL TEXAS STATE STATIONERY**

03.01 Texas State Stationery

Print and Mail Services must coordinate the printing of all official Texas State stationery to assure print quality and adherence to guidelines.

a. Stationery: Paper

1. 8 ½” x 11” full-size letterhead is the official Texas State stationery. It is printed on Neenah Classic Cotton, which is a white, recycled, 25 percent cotton content rag sheet. The letterhead includes a custom-made watermark displaying the university seal.

2) 5 ½” x 8 ½” half-size letterhead is printed on a white bond sheet.

b. Stationery: Digital

1. The electronic letterhead template must be used for official university digital and email communication to external audiences. Traditional letterhead ordered through Print and Mail Services must be used for letters that need to be printed and mailed.

c. Stationery: Envelopes

1. The watermark of the university seal is not included on envelopes.
2. The maximum number of lines for the return address is four.
3. Size: Standard #10

4) Paper: Neenah Classic Cotton white, recycled, 25 percent cotton content rag sheet

NOTE: All other sizes and types of envelopes (window, metal clasp, catalog, etc.) use a white bond sheet.

d. Business Cards

 1) Size: 2” x 3 ½”

 2) Paper: FSC-certified, white, 100-pound coverstock

03.02 Colors

a. All official Texas State stationery (letterhead, standard #10 envelopes, and business cards) must be printed using the following three PANTONE® ink colors:

1) PMS 872 (metallic gold);

2) PMS 504 (maroon); and

3) black.

Print and Mail Services produces the metallic gold and maroon colors using a digital printer that replicates the PANTONE® ink colors PMS 872 (metallic gold) and PMS 504 (maroon).

b. All other envelopes (window, metal clasp, catalog, etc.) may use PANTONE® ink colors.

1. PMS 872 (metallic gold) or black for one-color printing; and

2) PMS 872 (metallic gold) and PMS 504 (maroon) for two-color printing.

03.03 Availability

a. Paper: Print and Mail Services has stock available for official stationery, envelopes, and business cards.

b. Digital: Users may download the [electronic letterhead template](https://brand.txstate.edu/assets/templates.html) from the [Brand Guidelines website](https://brand.txst.edu/).

03.04 Information to be included on Texas State stationery:

 a. Letterhead and Envelopes

1) Presidential Letterhead

(a) university seal;

(b) president’s name and title;

(c) department designation;

(d) department telephone number and fax;

(e) official mailing address for Texas State: 601 University Drive;

(f) city, state, and assigned nine-digit ZIP code;

(g) Texas State web address: [txst.edu](https://www.txst.edu/);

(h) [The Texas State University System (TSUS) member statement graphic](https://brand.txstate.edu/using-the-brand/writing/statements-and-inclusions.html).

2) Presidential Envelopes

(a) university seal;

(b) department designation;

(c) official mailing address for Texas State: 601 University Drive;

(d) city, state, and assigned nine-digit ZIP code;

(e) [The TSUS member statement graphic](https://brand.txstate.edu/using-the-brand/writing/statements-and-inclusions.html).

3) Texas State Letterhead

(a) primary Texas State logo (see [UPPS No. 01.04.11](http://policies.txstate.edu/university-policies/01-04-11.html), Guidelines for Use of Texas State Logos and System Statement Graphic);

(b) department designation;

(c) official mailing address for Texas State: 601 University Drive, with the exception of:

(1) Round Rock, 1555 University Blvd; and

(2) Office of Undergraduate Admissions, 429 N. Guadalupe Street;

(d) city, state, and assigned nine-digit ZIP code;

(e) department telephone and fax number;

(f) Texas State web address: [txst.edu](http://www.txst.edu/);

(g) the founding date statement: “Texas State University was founded in 1899;” and

(h) [The TSUS member statement graphic](https://brand.txstate.edu/using-the-brand/writing/statements-and-inclusions.html).

4) Texas State Envelopes

(a) primary Texas State logo (see [UPPS No. 01.04.11](http://policies.txstate.edu/university-policies/01-04-11.html), Guidelines for Use of Texas State Logos and System Statement Graphic);

(b) department designation;

(c) official mailing address for Texas State: 601 University Drive, with the exception of:

(1) Round Rock, 1555 University Blvd; and

(2) Office of Undergraduate Admissions, 429 N. Guadalupe Street;

(d) city, state, and assigned nine-digit ZIP code;

(e) the founding date statement: “Texas State University was founded in 1899;” and

(f) [The TSUS member statement graphic](https://brand.txstate.edu/using-the-brand/writing/statements-and-inclusions.html).

5) Named Colleges and Centers

(a) all of the information described in Section 03.04 a. 3), apply with the following exception: If a logo is associated with the named college or center, it will appear at the bottom of the letterhead in place of the department designation. Permission may be granted by the assistant vice president for University Marketing to use the logo of a named college or center at the top of the letterhead with the primary Texas State logo at the bottom.

b. Business Cards

1) primary Texas State logo (see [UPPS No. 01.04.11](http://policies.txstate.edu/university-policies/01-04-11.html), Guidelines for Use of Texas State Logos and System Statement Graphic);

2) employee’s name, pronouns, and title (cannot exceed four lines of type); and

3) up to nine lines are available on the right-hand side of the card for relevant employee information such as:

(a) office phone number;

(b) cell phone number;

(c) fax number;

(d) email;

(e) department designation;

(f) department building name and suite number;

(g) official mailing address for Texas State: 601 University Drive, with the exception of:

(1) Round Rock, 1555 University Blvd.; and

(2) Office of Undergraduate Admissions, 429 N. Guadalupe Street;

(h) city, state, and assigned nine-digit ZIP code; and

(i) Texas State or department web address.

**04. PROCEDURES AND REQUIREMENTS FOR USE OF OFFICIAL STATIONERY**

04.01 The pieces described in this policy constitute the only official stationery authorized for the uses designated, and Print and Mail Services will provide no other, except as noted below.

04.02 The following exceptions to the general policy are authorized:

a. stationery prepared for special, self-contained, grant-funded programs not directly related to university programs, purchased with grant funds;

b. stationery items falling into the category of notepads and notecards, buck slips, or any forms;

c. stationery prepared for Athletics;

d. stationery prepared for support groups of Texas State that operate under the guidance of a board of directors;

e. stationery prepared exclusively for special gift solicitations funded from non-Texas State sources; and

f. stationery prepared for consortia in which Texas State participates.

04.03 Occasions may exist that necessitate deviating from the standard format. The assistant vice president for University Marketing must review and approve these exceptions in advance.

**05. PROCEDURE FOR OBTAINING AUTHORITY FOR VARIATION FROM THE STANDARDS**

05.01 To request a deviation from the standard formats a request in writing must be submitted to the assistant vice president for University Marketing, who has authority to approve or disapprove.

**06. REVIEWERS OF THIS UPPS**

06.01 Reviewers of this UPPS include the following:

Position Date

Assistant Vice President for April 1 E4Y

University Marketing

Supervisor, Duplicating Product April 1 E4Y

**07. CERTIFICATION STATEMENT**

This UPPS has been approved by the following individuals in their official capacities and represents Texas State policy and procedure from the date of this document until superseded.

Assistant Vice President for University Marketing; senior reviewer of this UPPS

Associate Vice President for Enrollment Management and Marketing

Provost and Vice President for Academic Affairs

President