



Angelo State University
Operating Policy and Procedure

OP 26.03: Business Cards

DATE: March 14, 2012

PURPOSE: The purpose of this Operating Policy and Procedure (OP) is to develop a consistent policy for use and production of university business cards.

REVIEW: This OP will be reviewed by March 1 of every even-number year by the Office of Communications and Marketing with recommendations for revisions presented to the president by April 1.

POLICY/PROCEDURE

1. Policy

With the approval of the appropriate vice president or designee(s), university funds may be used for the printing of business cards for official use by full-time university employees, who are benefits eligible. University business cards may not be printed for students, except for the president and vice president of the Student Government Association in their roles as official representatives of the university.

2. Format

The business cards utilize the ASU name and logo; system affiliation in the standardized format "Member, Texas Tech University System"; and appropriate departmental information in a standardized format determined by the Office of Communications and Marketing. Business cards should be printed in blue and gold as outlined in the university's Publication Guidelines available through the Communications and Marketing Office. Business cards must be requested through a university Publication Request Form, and must conform to the standard format designated by the university as determined by the Office of Communications and Marketing. All business cards must be printed at the university Print Shop.

In addition to the name of the university and the department or unit, business cards may include the individual's name, title, street address, room number, mailing address, office phone number and extension, office fax number, Web address, e-mail address, university cell phone number and home phone number.

The back of business cards will be printed with additional information. Departments should follow one of two options: The first option and the one that should be followed on most business cards lists the university mission statement in the following format: Angelo State University/Mission Statement/text of mission statement/www.angelo.edu. The second option is designed for faculty and staff who have extensive contact with prospective or current students. Under this option, the back of business cards can include helpful information such as additional university telephone numbers or Web addresses for other offices as a

convenience and service for potential or current students. The back may also be used as appointment reminders for faculty and staff who counsel or otherwise serve students as a major component of their jobs.

3. Use of Business Cards

Business cards carrying the university's name and logo are not to be used by the employee in connection with commercial or personal activities.