



Angelo State University
Operating Policy and Procedure

OP 26.03: Business Cards

DATE: March 21, 2019

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 in March every five years, or as needed, by the Office of Communications and Marketing with recommended revisions presented to the president by April of the same year.

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 ordered online 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 approved by the Communications and Marketing Office and printed at the university Print Shop.

In addition to the name of the university and the department or unit, business cards may include:

- individual's name
- official university job title
- street address
- room number
- mailing address,
- office phone number and extension

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- office fax number
- university web address
- university e-mail address
- university cell phone number
- home phone number

The back of business cards will be printed with additional information. Departments should follow one of two options:

- a. 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
 - angelo.edu.
- b. The second option is designed for faculty and staff who have extensive contact with prospective or current students. The back may be used as appointment reminders for faculty and staff who counsel or otherwise serve students as a major component of their jobs.

If social media accounts are listed on business cards, they must be the university's social media handles. No personal social media accounts should be listed.

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.