I. PURPOSE & INTENT

To ensure a unified identity, coherence and optimum image enhancement, the University of South Florida System (“USF System”) has implemented an official letterhead and envelope design policy. Details of the design are delineated in the USF Visual Identity & Graphic Standards Manual. The Office of University Communications & Marketing administers and monitors the production and usage of letterheads and envelopes.

II. STATEMENT OF POLICY

A. Official letterheads and envelopes shall be used by all USF System institutions, campuses, offices, departments, divisions, colleges, and other units of the USF System, with the exception of regional or statewide centers and institutes. Exceptions must be pre-approved in writing by the Director of University Communications & Marketing or designee(s).

B. Faculty-sponsored centers and institutes should use the USF System’s official letterhead and envelopes.

C. Elements of the Student Government Association may use the official USF System letterhead and envelope if established policy is observed. Other student, faculty or staff organizations must have written approval from the Director of University Communications & Marketing to use the official USF design.
D. USF System stationery (letterhead, envelopes and business cards) is printed by the designated campus print vendor using templates designed by the USF System. Any deviation from the approved style must be authorized by the Office of University Communications & Marketing. Official USF System stationery for all USF institutions, campuses, offices, departments, divisions, colleges and other units may be ordered online by visiting University Communications & Marketing’s website: www.usf.edu/ucm.

*Current Responsible Office: Communications and Marketing

*Refer to the appropriate Responsible Office website for a current name of the Vice President or other Responsible Officer.