

BUSINESS CARDS

GUIDELINES

Business cards must follow these guidelines. This is a strong front-line method of creating a cohesive university identity.

- ❑ **THE WORDMARK:** Centered in the top 3/4" of the card, printed in PMS 561.
- ❑ **CONTACT INFORMATION:** Center-weighted, aligned to the outside edge, and no closer than 1/4" to any edges. It may be printed in PMS 561 or black. Use Stone Sans font.
- ❑ **NON-UNIVERSITY ELEMENTS:** If any formal units of the University have established logos, defining statements, or affiliations that they feel are an integral part of their organization, and deem it necessary to use them, they should not be more prominent than the wordmark. All elements on the business card must be printed in university approved colors (PMS 561, PMS 451, PMS 208, PMS 871 and black).

If you have questions or would like to have your business card design reviewed contact the Office of Marketing and Communications at (313) 577-8155. We strongly encourage the use of Warrior W on stationary and other university publications.

The Wordmark is 1 1/4" wide, centered in the top 3/4" of the card. The top 3/4" of the card must be free of other elements.

Type sizes will vary based on the amount of information, but the font should be Stone Sans; and should be organized and justified to the outer edge as shown here.



No element other than the Wordmark/secondary mark may extend into the top 3/4" of the card.

WAYNE STATE
UNIVERSITY

Christa Mowry

Office of Marketing and Communications
Director of Design

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PREFERRED.

The preferred stock is Classic Crest® Recycled Natural White. The less-expensive preferred option is Cougar® Natural. Both are available in various paper weights and envelope styles.

PREFERRED.

The card may be printed in two-colors. In this instance the thirdmark is in PMS 561 and the other information is in black.

WAYNE STATE UNIVERSITY

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President

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ACCEPTABLE.

The use of Gold (PMS 871) or PMS 451 as accent color is acceptable. NOTE: Use of the university seal is limited to the Board of Governors and the Office of the President.

ACCEPTABLE.

If a building has been adopted for use on stationery (see pg. 31), it may also be used on business cards, as shown above.