

# 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 semibold, small caps.
- ❑ **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 must remain in the lower 1 1/4" of the card. Also, if any color other than PMS 561 or black is used in the non-university elements, then white (not buff) paper must be used for the card, and the Wordmark and other University elements must print in black.

New business card designs, as well as currently used cards, must be reviewed by the Office of Marketing and Publications, 313-577-8155.

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 size will vary based on the amount of information, but must be Stone Sans, small caps; and should follow the center-weighted, outside edge-justified models shown here.



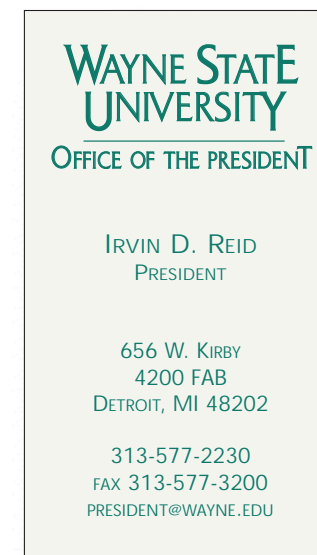
**PREFERRED.**  
The preferred business card is printed on buff stock in PMS 561 for the Wordmark/secondary mark and all type.



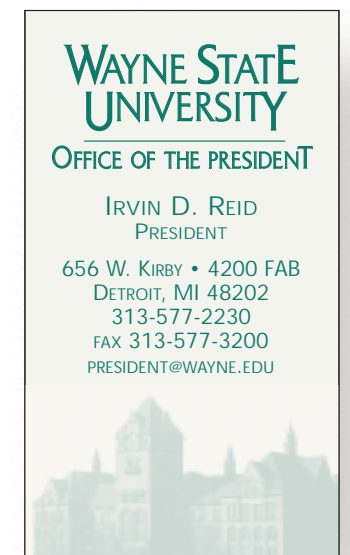
**PREFERRED.**  
The card may also be printed with the Wordmark/secondary mark in PMS 561, and the lower portion printed in black.



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



**ACCEPTABLE.**  
If any elements with colors other than black or PMS 561 are used, all other information must print in black on a white card.



**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.

