

# STATIONERY

PREFERRED

Most people take stationery for granted, but given the volume of letterhead stationery mailed by all Wayne State departments, the potential impact on the University is substantial. If every piece of letterhead stationery conforms to a consistent set of guidelines that support the University image, every piece helps strengthen our brand identity as the premiere urban research university.

Presented here are guidelines for producing University stationery, plus acceptable variations for personalization and special uses. To ensure consistency, contact the Office of Marketing and Publications at 313-577-8155 for assistance prior to beginning any stationery design work.

- ❑ **THE WORDMARK:** On letterhead stationery, the Wordmark appears 3/4" deep and 2" wide, centered, and positioned 1/2" from the top of the page. If using a secondary mark, as described in Book 1, the "Wayne State University" portion of the secondary mark follows the same rules.
- ❑ **THE LOWER DIVIDING RULE:** If using the Wordmark by itself, place a 1/2 point 2" long rule 1/2" from the bottom of the page. If using a secondary mark, duplicate its dividing rule, and center it 1/2" from the bottom of the page.
- ❑ **THE RETURN ADDRESS:** On letterhead stationery, the one-line return address appears 1/8" below the lower dividing rule. Set in Stone Sans, small caps, (8 points or smaller), it is centered on the page, and never comes closer than 3/4" from the edges of the page. Minimally, the return address should include "Detroit, MI 48202". It may also include a street address, phone and fax numbers, e-mail addresses, or the University EEO statement if appropriate. It should not include names, titles, or other personal information.
- ❑ **OTHER GUIDELINES:** Optimally, University stationery is to be printed in PMS 561 on quality buff paper. PMS 561 or black ink on white paper are acceptable alternatives.

The top 1/2" of University stationery is always blank.

THE WORDMARK is centered starting 1/2" from top of page, and is sized 3/4" deep x 2" wide.

FORMAL UNIT TITLE (SECONDARY MARKS ONLY).

INK COLOR: PMS 561 is the accepted color for all University stationery.

WHEN USING A SECONDARY MARK: Duplicate its dividing rule 1/2" from the bottom of the page. Otherwise, center a 1/2 point 2" rule 1/2" from the bottom of the page.

THE ADDRESS, in Stone Sans, 8 point or smaller, floats 1/8" below the rule and stays at least 3/4" from page sides.

WAYNE STATE  
UNIVERSITY

WAYNE STATE  
UNIVERSITY  
BOARD OF GOVERNORS

4165 FACULTY/ADMINISTRATION BLDG. ◊ 16886 LASALLE BLVD. ◊ DETROIT, MI 48202 ◊ 313-577-2034

# STATIONERY

## INDIVIDUAL

Stationery can be personalized for an individual.

- NAME PLACEMENT: Start the name 1/2" below the bottom of the Wordmark or secondary mark, left justified, 3/4" from the left edge of the page.
- TYPE STANDARDS: Use Stone Sans Semibold, small caps, 10 point for names and 8/10 for titles or other secondary information. All type should be printed in PMS 561.
- OTHER GUIDELINES: All guidelines from the previous spread apply. Optimally, University stationery is to be printed in PMS 561 on quality buff paper. PMS 561 or black ink on white paper are acceptable alternatives.

The top 1/2" of University stationery is always blank.

THE WORDMARK is centered starting 1/2" from top of page, and is sized 3/4" deep x 2" wide.

COLLEGE & DEPARTMENT TITLES (IF APPLICABLE).

Leave 1/2" of space below the Wordmark/secondary mark.

Use Stone Sans semibold, 10 point for names, 8/10 for titles. Align to the left, 3/4" from the left edge.



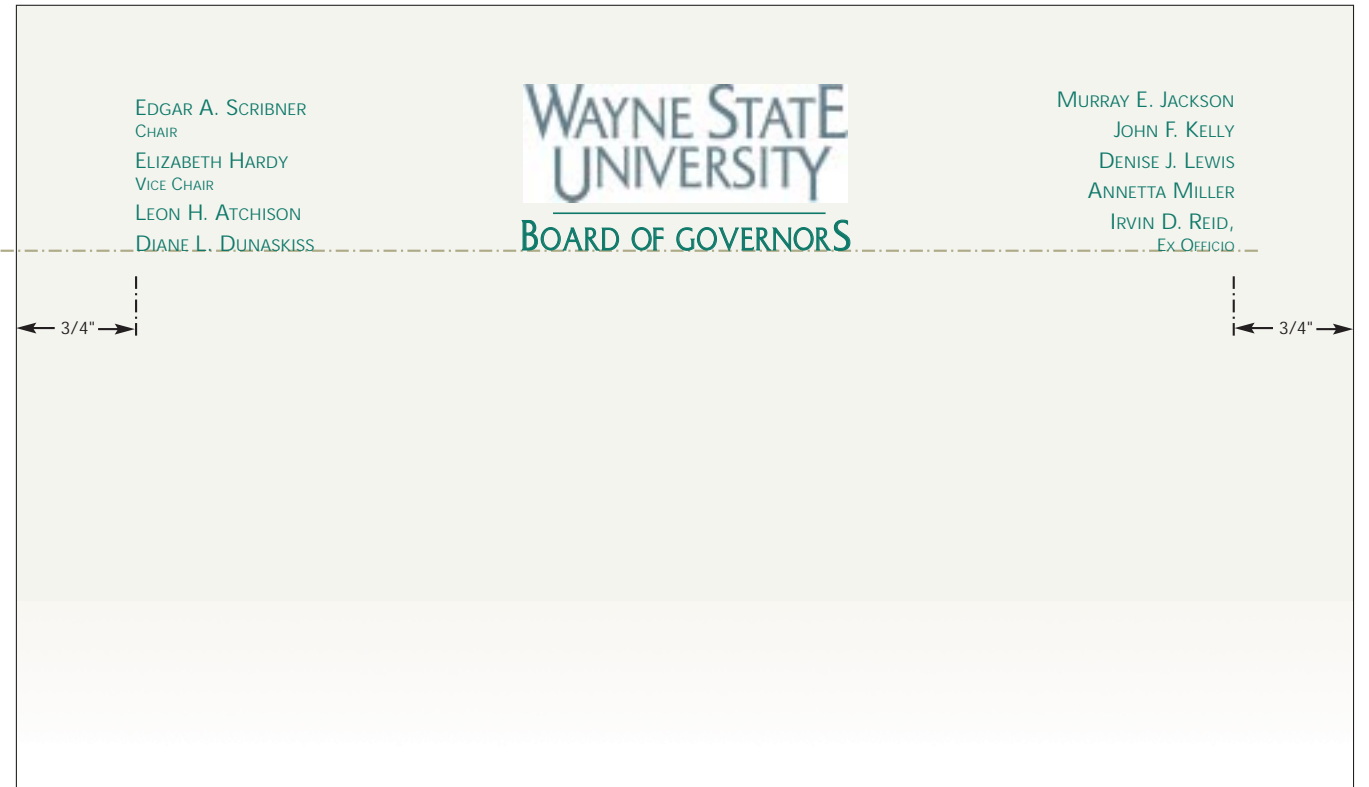
## GROUP

Stationery can be personalized for a group related by the stationery.

- NAME PLACEMENT: Split the names into two columns of roughly equal size, then align the lowest edge of each column to the lowest edge of the Wordmark or secondary mark.
- TYPE STANDARDS: Use Stone Sans Semibold, small caps, 10/14 point for names and 8/10 for titles or other secondary information. All type should be printed in PMS 561.
- OTHER GUIDELINES: All guidelines from the previous spread apply. Optimally, University stationery is to be printed in PMS 561 on quality buff paper. PMS 561 or black ink on white paper are acceptable alternatives.

The top 1/2" of University stationery is always blank.

Use Stone Sans semibold, 10/14 for names, 8/10 for titles. Split into two columns, and align the bottom of each column to the bottom of Wordmark/secondary mark, outward justified, 3/4" from outside edge.

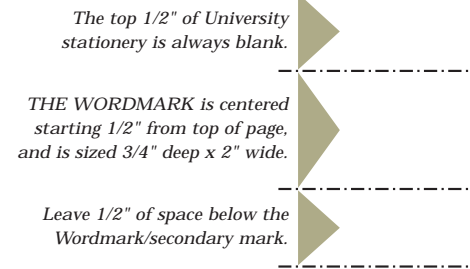


# STATIONERY

## GROUP

In rare cases, groups are too large to comfortably fit within these guidelines, such as in this example of the University Executive Officers.

- ❑ **NAME PLACEMENT:** Start the names 1/2" below the bottom of the Wordmark or secondary mark, left justified, 3/4" from the left edge of the page.
- ❑ **TYPE STANDARDS:** Use Stone Sans Semibold, small caps, 10/14 point for names and 8/10 for titles or other secondary information. All type should be printed in PMS 561.
- ❑ **OTHER GUIDELINES:** All guidelines from the previous spread apply. Optimally, University stationery is to be printed in PMS 561 on quality buff paper. PMS 561 or black ink on white paper are acceptable alternatives.



EDGAR A. SCRIBNER  
CHAIR

ELIZABETH HARDY  
VICE CHAIR

LEON H. ATCHISON  
DIANE L. DUNASKISS

CLIMETENE McCLAIN  
SECRETARY TO THE  
BOARD OF GOVERNORS

WAYNE STATE  
UNIVERSITY  
BOARD OF GOVERNORS

MURRAY E. JACKSON  
JOHN F. KELLY  
DENISE J. LEWIS  
ANNETTA MILLER  
IRVIN D. REID,  
EX OFFICIO

Both group and individuals may appear in one letterhead design if all guidelines are followed.



- EXECUTIVE OFFICERS
- IRVIN D. REID  
PRESIDENT
- ROBERT L. CARTER JR.  
INTERIM VICE PRESIDENT  
FOR STUDENT AFFAIRS
- GEORGE E. DAMBACH  
INTERIM VICE PRESIDENT  
FOR RESEARCH
- JOHN L. DAVIS  
SENIOR VICE PRESIDENT FOR  
FINANCE AND ADMINISTRATION
- MEREDITH E. GIBBS  
CHIEF OF STAFF
- JAMES W. JOHNSON  
VICE PRESIDENT FOR  
COMPUTING AND  
INFORMATION TECHNOLOGY
- LOUIS A. LESSEM  
VICE PRESIDENT AND  
GENERAL COUNSEL
- CLIMETENE McCLAIN  
SECRETARY TO THE  
BOARD OF GOVERNORS
- JULIE H. MILLER  
ASSISTANT TO THE PRESIDENT
- FAYE A. NELSON  
VICE PRESIDENT FOR  
GOVERNMENTAL AND  
COMMUNITY AFFAIRS
- GARY E. ROUNDING  
SENIOR VICE PRESIDENT  
FOR DEVELOPMENT AND  
ALUMNI AFFAIRS
- JEFFREY J. STOLTMAN  
VICE PRESIDENT FOR  
MARKETING AND  
COMMUNICATIONS
- MARILYN L. WILLIAMSON  
INTERIM PROVOST AND  
SENIOR VICE PRESIDENT  
FOR ACADEMIC AFFAIRS

# STATIONERY

## STYLIZED

Some formal units of the University may have a unique illustration that defines them (for example, a landmark building). If so, a screened-back image may be used on your stationery to further personalize it.

- ❑ **PLACING THE IMAGE:** It must be either cut out from its background, or vignetted (faded out) on the top and sides. It should be centered, and run off the bottom of the page.
- ❑ **OTHER GUIDELINES:** Images must be of extremely high quality, and screened back to 25% or less of PMS 561 to ensure readability. A quantity of pages consisting of the image by itself, for use as a second page, is strongly recommended.



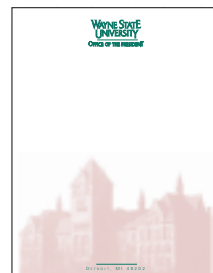
*This image has been vignetted and placed correctly.*



*This image is square-cut, and has too much visual weight outside the lower third of the page.*



*Full-page images violate the Wordmark/secondary mark "safety zone", and are not appropriate.*



*Printing the building or image in any color other than PMS 561 on stationery is incorrect.*

*Most of the visual weight of the image should be balanced on the lower third of the page.*



# STATIONERY

## ACCEPTABLE

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, the following standards must be met.

- ❑ These elements must be located entirely in the bottom 1/2" of the page, as shown at right. Other identity guidelines remain in place. Any address information must fit in this space.
- ❑ If any color other than PMS 561 or black is used in any way, as in the example at right, then white (not buff) paper must be used for the stationery and any envelopes, and the Wordmark and other identity elements must print in black.

All guidelines still apply to this section. This example is for a fictional formal unit.

This area must be free of graphics.

WAYNE STATE  
UNIVERSITY  
COLLEGE OF MUSICAL KNOWLEDGE

DOC LANGSFORD  
DIRECTOR



It is not acceptable to screen back any non-university elements across the page. These elements must stay in the lower 1/2" of the document.



Even if the college or program has established a color scheme or a "defining color", it is not acceptable to use it for stationery.



WAYNE STATE  
UNIVERSITY

123 FACULTY/ADMINISTRATION BUILDING • DETROIT, MI • 48202 • 313-555-1234

In rare cases, under the approval of the Board of Governors, a logo developed for a unit, program or campaign may be used as a letterhead. In those cases, white paper must be used, and the stationery footer must follow this example.

WAYNE STATE  
UNIVERSITY

Any defining element your college or program has developed may appear in the bottom 1/2".

DETROIT, MI 48202



313-555-4928