

NUMBER: ADV 5.02 (formerly PUBP 2.03)

SECTION: University Advancement

SUBJECT: USC Letterhead and Business Card

DATE: February 1, 1995

Policy for: All Campuses

Procedure for: All Campuses

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Issued by: Publications and Printing

I. Policy

The University has established a standard format for all letterhead, envelopes and business cards to present a unified image for the USC System and to save both time and money in the preparation of these materials. All academic and administrative units of the University will use the standard format unless special permission is granted by the Vice President for University Advancement for variation. If a variation is granted, a special logo or design may be approved but may not include the University seal used in conjunction with another design.

II. Procedure

Send a sample or description of materials needed to University Publications, which will adapt the information to the standard format and print letterhead, envelopes and business cards.