

College of San Mateo Stationery Usage & FAQs

Business Cards, Letterhead, and Envelopes

CSM Community Relations & Marketing

March 2016

College of San Mateo

College of San Mateo Stationery

CSM's Community Relations & Marketing Office, working under the direction of the President's Office, oversees the official branding of the institution. An important component of CSM's image is the appropriate and consistent use of branded stationery.

Official stationery conveys professionalism, seriousness, and promotes CSM's brand. Our stationery consists of letterhead, envelopes, and business cards. They display the official trademarks and branding of the College and are used to communicate with persons or entities "outside" the College.

Hard copy stationery can be purchased from Campus Copy & Post, the print shop located on the first floor of College Center, Building 10.

Letterhead

Official letterhead displays the CSM signature, seal, and contact information. It is printed on high-quality paper stock that reinforces the quality of the institution.

College entities should use the official letterhead to communicate with governmental entities and members of the public, and for circumstances in which the content of the letter represents an official position of the College.

Official letterhead may only be used for official college business and should not be used to express personal opinions unless they are identified as such.

Envelopes

CSM branded envelopes should be used for college mailings. Envelopes display the CSM signature and a return address that can be customized. College letterhead should be mailed in matching CSM envelopes for consistency.

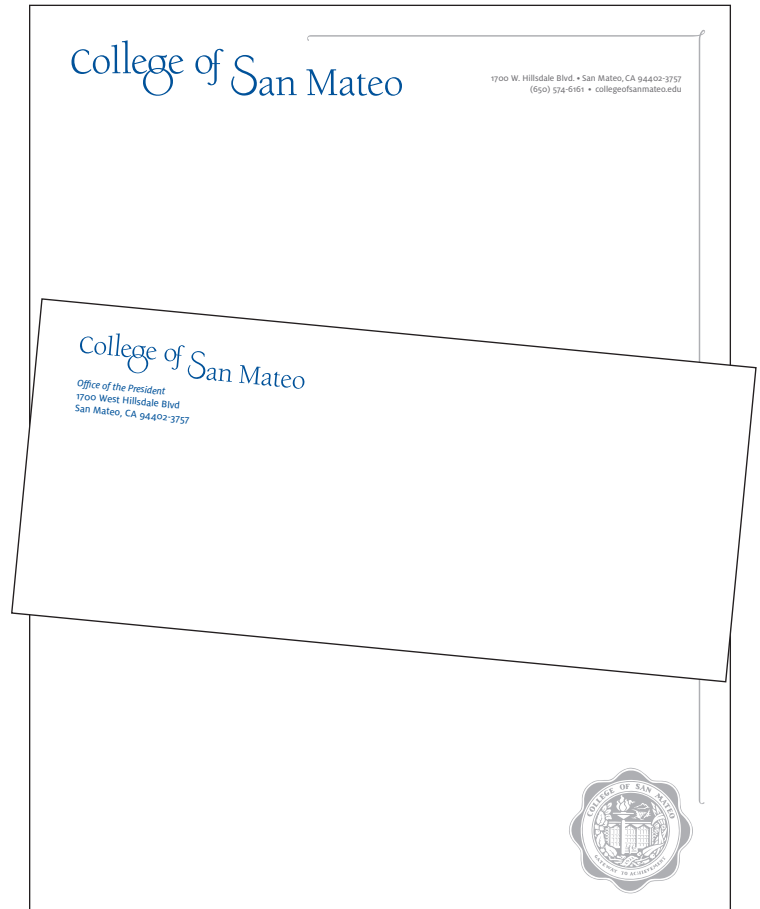
Business Cards

Business cards display the CSM signature as the main design element. Personalized business cards are available to permanent employees only. They are not available to student assistants or contractors.

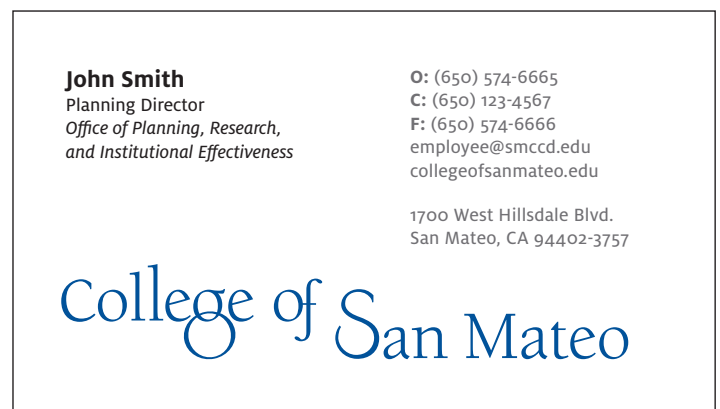
E-Letterhead

In cases where a communication needs to be sent by electronic methods of delivery (email, ftp, etc.), e-letterhead can be used. This is a Word document that contains the branding elements of the letterhead along with a text box for entering body text. **This file should NEVER be printed and mailed.**

Customized e-letterhead can be requested by contacting the Community Relations & Marketing Office (x6107 or 6538).



CSM letterhead and envelope



CSM business card

CSM Stationery FAQs

1. Can I print the e-letterhead Word file on my office printer for mailing hard copies?

No. The paper quality and colors will not match the approved professional quality produced by Campus Copy & Post. **The e-letterhead should be used for sending letters as email attachments or other electronic means ONLY.**

In addition, prints from office printers generally cost more (toner/ink and paper) than ordering through our print shop. Hard copy letterhead should always be purchased directly from Campus Copy & Post.

2. Can stationery contact information be customized for my department?

Yes, custom contact information can be included on letterhead, envelopes, and/or business cards.

- **Print:** contact information will be collected when order is placed through Campus Copy & Post.
- **E-letterhead:** submit a request to CSM Community Relations & Marketing for 1-2 day turnaround.

3. My department's print budget is small. What low-cost options do I have?

Efforts have been made to ensure approved stationery is affordable and accessible to all departments. While the use of color letterhead and envelopes is recommended and preferred, financial savings can be realized by:

- using e-letterhead to send messages electronically.
- ordering hard copy letterhead and envelopes in black and white.

4. I don't mail letters very often. Can I purchase letterhead or envelopes in smaller quantities?

Yes, individually-priced, standard, color letterhead and envelopes are available at Campus Copy & Post.

5. I have additional questions. Who can I contact?

- For questions about CSM branding, marketing, or stationery use, please contact CSM Community Relations & Marketing at 574-6538 or 574-6107.
- For questions about stationery ordering and pricing, please contact Campus Copy & Post at 574-6320.

How to Order & Pricing

Ordering stationery is easy through Campus Copy & Post. Orders can be placed in-person, over the phone, or online. The online ordering system offers several stationery options. Simply select the product you'd like to order and enter the required information. The formatting is automatic based on the visual identity standards.

Ream Pricing*:

- Color letterhead (custom or standard): \$115.00/500 ea.
- Color envelopes (custom or standard): \$70.00/500 ea.
- Color business cards (custom): \$35.00/500 ea.
- Color business cards (custom): \$28.00/250 ea.
- B/W letterhead (custom or standard): \$60.00/500 ea.
- B/W envelopes (custom or standard): \$40.00/500 ea.

Per-sheet Pricing*:

- Color letterhead (standard): \$0.40/each
- Color envelopes (standard): \$0.36/each

**Prices current as of 3/16 and are subject to change. Please contact Campus Copy & Post for most current pricing.*

Contact Information:

Campus Copy & Post
College Center Building 10, Room 190
collegeofsanmateo.edu/copy
(650) 574-6320
csmcopycenter@smccd.edu