

Title: Office of Marketing Communications -- University Stationery Program
Code: I-135-120
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Approved: WPL

Definition

For purposes of this policy, **stationery** is defined as all imprinted paper products utilized by University organizational units for internal or external communications. Principally, this includes letterhead, envelopes, and business cards.

General

Like other publications, stationery items are external representations of an organization. They serve as symbols of what the organization stands for, and can give the public an indication of that organization's standards of quality. Stationery items in particular are often an individual's first introduction to Boston College. Therefore it is important that the stationery be of the highest quality and that a consistency of presentation be maintained.

The goals of the University stationery program are to standardize the use of stationery items throughout the University, to minimize expenditures for such items, and to present an attractive and unified graphic identity for the University. The policies and procedures that follow have been formulated to facilitate implementation of the program.

Policy

Except as noted below, all stationery items utilized for University business purposes by organizational units and representatives of the University are to be standardized as to design, appearance, and quality. Standard University stationery is to be utilized for all internal and external communications. Computer-generated letterheads in the standard design are to be used for appropriate internal communications only.

.Each organizational unit's approved name and address information, or "approved unit designation," is assigned a number on a master list maintained by the University's stationery vendor. Letterhead may include an organizational unit's name, address, telephone, and fax number. Envelopes may include the unit's name and address. Business cards may include the employee's name, title, designated unit address, individual telephone extension, fax number, cell phone number, e-mail address, and Internet address. The layout of business cards is standardized and may not be altered in any way. Personal names of individuals are not to be used on letterhead, and only approved unit designations are allowed on University letterhead and envelopes.

The Purchasing Department is responsible for assessing total University stationery requirements and for all negotiations with vendors relevant to supplying those requirements. All stationery items are to be ordered by the organizational unit from the authorized stationery supplier designated by Purchasing, and all orders must include the unit's approved unit designation number. Organizational units are not authorized to place orders for nonstandard stationery items unless the order has been approved as noted below. Check Requisitions that cover stationery items are not authorized and will not be approved for payment.

Boston College stationery is to be used for official University business only. The use of University stationery for personal matters and for the expression of personal views on matters unrelated to one's

responsibilities as an employee of Boston College is prohibited. (Please see University policy [I-100-010](#), Professional Standards and Business Conduct -- General Policy, for additional information on the expression of personal views within the employer/employee relationship.)

Samples of the standard letterhead, envelope, and business card that have been adopted for use at Boston College may be viewed on the [Stationery System](#) page of the Office of Marketing Communications web site.

Special Request/Addition Procedure

Although standard University stationery is intended for general use by all organizational units and individuals, special situations may arise that warrant exception to the above policy. Situations may also arise whereby the creation of a new organizational unit or program requires an addition to the list of approved unit designations. All requests for exceptions must be approved by the responsible vice president and the Executive Vice President. All new or altered unit designations must be approved by the responsible vice president. Orders for approved exceptions, additions, and alterations are to be forwarded to the University's stationery vendor with a sample of the requested design or change.

Posted: June 1, 2001

Update: October 10, 2003
