

TO: ALL COUNTY PERSONNEL
FROM: VERDENIA C. BAKER
COUNTY ADMINISTRATOR
PREPARED BY: PUBLIC AFFAIRS DEPARTMENT
SUBJECT: STANDARDIZATION OF COUNTY STATIONERY, OFFICIAL
ELECTRONIC LETTERHEAD, ENVELOPES, BUSINESS CARDS,
MEDIA RELEASE FORMS AND MEMO PADS
PPM #: CW-L-009

ISSUE DATE
April 14, 2016

EFFECTIVE DATE
April 14, 2016

PURPOSE:

To provide guidelines for design and printing of County stationery, Official Electronic Letterhead, media release forms, envelopes, business cards, memo pads and related printed materials.

UPDATES:

Future updates to this PPM are the responsibility of the Director of Public Affairs.

POLICY:

All County stationery, Official Electronic Letterhead, media release forms, envelopes or business cards shall adhere to the standardized layout and design format as approved by the County Administrator. Samples of the standard designs and layouts are provided in the attachments.

Departments wishing to deviate from the standardized design by adding additional logos or other artwork or to alter the County logo appearing on County stationery, Official Electronic Letterhead, media release forms, envelopes, business cards, memo pads and related printed materials, must obtain written approval from the County Administrator for any deviation or logo alterations. Departments requesting a deviation from the standardized design will do so by submitting their request to the Graphics Division. The Public Affairs Department will coordinate the request with the County Administrator and maintain records of such approvals and modifications.

In accordance with Ordinance # 96-5 regarding the County's logo, 4-color or 1-color (teal) County logos will be used on County letterhead and envelopes. Business cards are only available with 4-color logos. It is recommended that 4-color letterhead and envelope use be limited to external official communications.

Official Electronic Letterhead shall adhere to the standardized layout and design format as approved by the County Administrator. Departments requesting an Official Electronic Letterhead (a Microsoft Word template) shall do so by submitting their request to the Graphics Division for design. Official Electronic Letterhead should be used for occasional letters and is not meant to be used instead of printed stationery letterhead. Departments printing an Official Electronic Letterhead for external official communications on an office printer shall use 24-pound Cotton Bond letterhead paper. This paper shall be obtained from the Graphics Division.

PROCEDURE:

All requests for stationery, Official Electronic Letterhead, 24-pound Cotton Bond letterhead paper, media release forms, envelopes and memo pads must be forwarded to the Graphics Division for processing in accordance with requisition procedures in Countywide Policies and Procedures No. CW-L-005, "Printing and Publications: Obtaining Services From the Graphics Division" by submitting a Graphics Printing Authorization (County Form #001) to the Graphics Division via inter-office mail or on line at the Graphics Division web site.



VERDENIA C. BAKER
COUNTY ADMINISTRATOR

Supersession History

1. PPM # CW-L-009, dated February 22, 1996
2. PPM # CW-L-009, dated 10/25/2010