



Office of Marketing & Communications

University Library 610
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OPERATIONAL MATERIALS

Operational materials (letterhead, envelopes, business cards, forms, etc.) are the most frequently used applications for the University identity program. They therefore play a key role in both conveying and reinforcing ULM's identity to the public. The designs displayed on these pages have been approved by the administration of the University. They should not be altered in any way. Any materials not shown should be adapted as closely as possible.

To ensure compatibility and institutional consistency with University requirements, operational materials such as business cards and letterhead should be routed through the Office of Marketing and Communications for typesetting prior to being sent to a printer. Any questions regarding the usage of the signatures or layout of operational materials should be directed to the Office of Marketing and Communications.

Letterhead

The logo is positioned at the top, off center on the 8.5 x 11 inch page. The address line is positioned to the right of it and should include the department's name, campus location, city, state and zip code; telephone and fax number. As a footer the hashtag, #TAKEFLIGHT is beneath a maroon line along with the tag line, "A member of the University of Louisiana System," which is a system requirement. The letterhead may be printed in maroon ink on white paper.

Envelopes

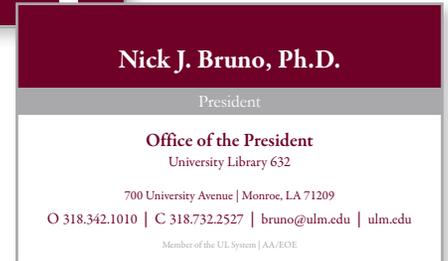
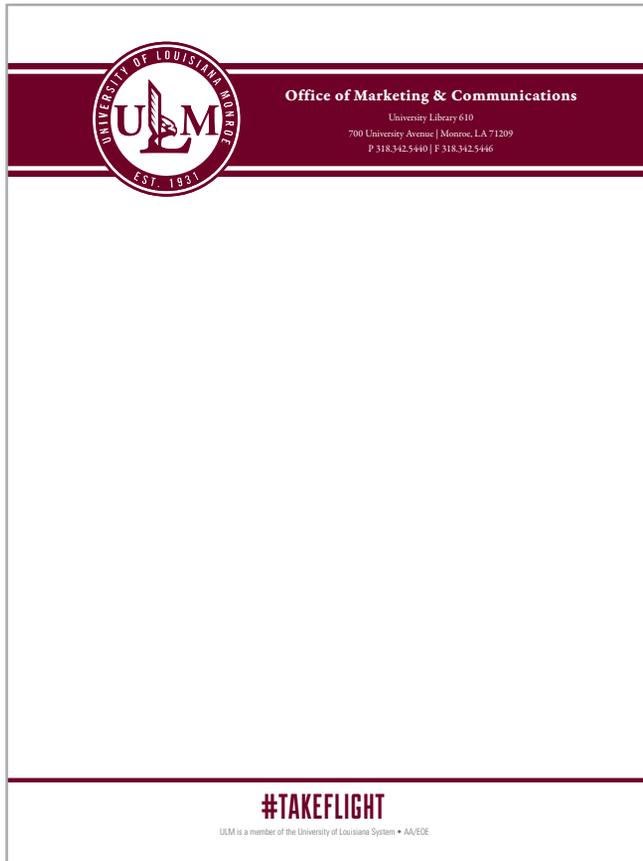
Because postal requirements limit the amount of space that can be used on the left side of a standard envelope, the logo is positioned to the far left of the envelope, with address information to the right of the logo. Envelopes should be printed in the same color ink (maroon or black) and on paper that is used in the corresponding letterhead.

Business cards

Business cards are printed 3.5 X 2 inches in maroon and gray ink on specified stock. All cards are in produced in a horizontal format. Information on the card will include the following: name, title, official address (campus location, city, state, zip code), office telephone number, fax number, e-mail address, and, when appropriate, mobile phone number. Cards will be printed by the university's approved commercial printer.

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Campus memoranda and fax cover sheets

Interoffice memoranda and fax cover sheets are printed in maroon or black ink on white paper and may be generated from individual personal computers. For the convenience of campus offices, prepared forms are available from the Office of Marketing and Communications as a PDF document.

Advertisements

All display advertisements, because they are important to ULM's identity program, should feature the university logo or the secondary word mark to provide maximum visibility and awareness. Advertising must be coordinated through the Office of Marketing and Communications, which will assist in copywriting, design, and placement.

Brochures and Publications

All brochures and publications should feature the ULM logo and/or the word mark. Production of brochures and publications should be coordinated through the Office of Marketing and Communications in order to maintain visual continuity and professional appearance and to assist in obtaining the best printing services.

Electronic Media

The ULM word mark should be used with departmental home pages and when possible on secondary web site pages. All previous university logos should be replaced with the university's current logo. Whenever possible, the logo should appear in color using the official PMS colors.

For more information

The Office of Marketing and Communications serves as the primary source of information on graphic standards and use of University logos and signatures. All questions should be directed to the office at 318.342.5440 or via e-mail at opi@ulm.edu.

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