



**UNIVERSITY OF  
CALGARY**

# Visual Identity Standards

## **6.0 Stationery**

Information and inquiries:  
**University Relations**  
[brand@ucalgary.ca](mailto:brand@ucalgary.ca)

# Visual Identity Standards

## 6.0 Stationery

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## 6.01 Introduction

### Standards for university stationery (print and electronic)

To convey a consistent and professional image of the university, all faculties, departments and offices are to use official university letterhead, envelopes, business cards, and other related materials as shown in this section.

University of Calgary stationery (e.g. letterhead, business cards, envelopes) must be produced by the designated printers of record for the university — West Canadian on campus — which have overall responsibility for the consistent application of the standards established for official university stationery. Items can be ordered online at [ucalgary.ca/printshop](https://ucalgary.ca/printshop).

For questions about layout, colours, and/or use of the university logo, to obtain high-resolution electronic files, or to discuss additional stationery requirements, please contact the Marketing department within the University Relations division at [brand@ucalgary.ca](mailto:brand@ucalgary.ca).

## 6.02 Letterhead and envelopes

### Standard university stationery

Standard University of Calgary letterhead features the university logo and a customizable block for faculty and department identification details. In the interest of conveying a commitment to one university family, the standard letterhead will no longer feature graphic lock-ups of faculty or departmental logos but rather only the singular university logo in graphic form.

The standard size letterhead is 8.5" x 11" and is available for order through West Canadian [ucalgary.ca/printshop](https://ucalgary.ca/printshop).

Envelopes are available in the following sizes and configurations:

#10, #10 with window, #9, #9 with window, 12x9, 14.5x11.5, 6.5x5.

# Letterhead

8.5" x 11"

## Format:


To provide a more standardized look for University of Calgary correspondence, please begin letters at least 2.65" from the top of the page, and leave a 1.5" margin on the left, a 0.648" margin on the right, and a 0.648" margin at the bottom of the page. Letters should be printed in 11 point [Calibri] font and should follow the format shown to the right.

## Digital stationery:

Preparing a letter and sending it in its digital format (in Word or PDF) is often more convenient and timely than sending a printed letter. Customizable digital stationery is available in full-colour and black-and-white versions at [ucalgary.ca/brand](http://ucalgary.ca/brand)

0.3" 1.5" 0.65"

0.5" 1.12" 2.65" 0.65"

  
**UNIVERSITY OF  
CALGARY**

**FACULTY OF NAME**  
Departments  
2500 University Drive NW  
Calgary, AB T2N 1N4  
CANADA  
ucalgary.ca

Date

Addressee's Name  
Company Name  
Address  
City, Postal Code

Salutation:

Pellentesque consetetur lorem in turpis dapibus rutrum. Donec eros augue, mattis vitae mauris quis, luctus vehicula eros. Fusce rhoncus suscipit mi, quis euismod purus lacinia sit amet. Morbi eget scelerisque orci. Nam consequat rhoncus scelerisque. Integer id vulputate urna, vel vestibulum mauris. Vivamus volutpat dictum fermentum. Cras lobortis tempor erat elementum tincidunt. Nulla pellentesque congue lacus vitae placerat. Vivamus sit amet dolor eu risus vulputate aliquet. Etiam quis porta nisl. Ut vestibulum, nisl eget rutrum vulputate, eros dui scelerisque dolor, et aliquet odio lorem ac erat. Suspendisse rhoncus ultrices euismod.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Integer viverra at felis a facilisis. Fusce posuere sem risus. Integer id rutrum sapien. Aliquam erat volutpat. Nam in pharetra ante. Proin sed magna ut eros facilisis congue vel a quam.

Aliquam luctus em eget rutrum cursus. Duis porttitor velit lectus. Proin luctus urna sed dui laoreet rhoncus. Vestibulum et sapien sapien. Sed viverra convallis lacus et ornare. Suspendisse potenti. Integer erat eros, placerat quis odio congue, tristique ullamcorper neque.

Complimentary close,

Name of Sender  
Title

Optional: tel, email, etc.

## Letterhead second page

8.5" x 11"

### Format:

To provide a more standardized look for University of Calgary correspondence, please begin letters at least 2.65" from the top of the page, and leave a 1.5" margin on the left, a 0.648" margin on the right, and a 0.648" margin at the bottom of the page. Letters should be printed in 11 point [Calibri] font and should follow the format shown to the right.

### Digital stationery:

Preparing a letter and sending it in its digital format (in Word or PDF) is often more convenient and timely than sending a printed letter. Customizable digital stationery is available in full-colour and black-and-white versions at [ucalgary.ca/brand](http://ucalgary.ca/brand)

The diagram illustrates the layout and dimensions of the letterhead template. It features a red vertical bar on the left side, a dashed blue line for the main text area, and a dashed blue line for the footer area. Dimensions are indicated by lines and text: 0.3" for the top margin, 1.33" for the top margin, 1.33" for the right margin, 2" for the left margin, 0.5" for the bottom margin, and 1.63" for the bottom margin. The text area contains several paragraphs of placeholder text (Lorem ipsum) and a footer section with fields for Name of Sender, Title, and Optional: tel, email, etc. The footer also includes the University of Calgary logo and contact information.

0.3"

1.33"

1.33"

2"

0.5"

1.63"

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer aliquam nisi quam, in tristique felis volutpat pretium. Pellentesque accumsan tincidunt nunc eget lacinia. Integer fermentum quam non mi volutpat hendrerit. Fusce nec libero ultricies, vulputate eros ut, hendrerit lorem. Sed adipiscing purus nisi, ut ultrices tellus molestie ac. Duis pulvinar justo sem, et bibendum lectus luctus non. Cras ante lectus, fringilla non gravida a, condimentum vel neque. Praesent ullamcorper ipsum leo, quis dignissim lectus laoreet id. Sed tempus consequat erat vitae consectetur. Donec eleifend venenatis fringilla. Phasellus pulvinar bibendum erat, eget venenatis elit porttitor non. Proin quis mi mi. Morbi sed mollis dolor. Quisque commodo, eros quis commodo vulputate, neque ipsum porttitor sem, in hendrerit nisi ipsum hendrerit enim. Curabitur ut nisi pulvinar libero congue dictum non ut est. Ut non risus vel dolor venenatis volutpat quis et metus.

Nullam sit amet vulputate ante. Etiam vulputate risus eu commodo iaculis. Quisque vel ipsum rhoncus odio imperdiet ultricies in at felis. Sed felis augue, laoreet at tortor et, porttitor semper diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eu nisl vel augue congue vehicula. Pellentesque volutpat lacus in feugiat iaculis. Aliquam risus lacus, pretium quis metus quis, commodo iaculis turpis.

Pellentesque consectetur lorem in turpis dapibus rutrum. Donec eros augue, mattis vitae mauris quis, luctus vehicula eros. Fusce rhoncus suscipit mi, quis euismod purus lacinia sit amet. Morbi eget scelerisque orci. Nam consequat rhoncus scelerisque. Integer id vulputate urna, vel vestibulum mauris. Vivamus volutpat dictum fermentum. Cras lobortis tempor erat elementum tincidunt. Nulla pellentesque congue lacus vitae placerat. Vivamus sit amet dolor eu risus vulputate aliquet. Etiam quis porta nisl. Ut vestibulum, nisl eget rutrum vulputate, eros dui scelerisque dolor, et aliquet odio lorem ac erat. Suspendisse rhoncus ultrices euismod.

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Aliquam luctus em eget rutrum cursus. Duis porttitor velit lectus. Proin luctus urna sed dui laoreet rhoncus. Vestibulum et sapien sapien. Sed viverra convallis lacus et ornare. Suspendisse potenti. Integer erat eros, placerat quis odio congue, tristique ullamcorper neque.

Complimentary close,

Name of Sender  
Title

Optional: tel, email, etc.

Name of office | 2500 University Drive NW | Calgary, AB, T2N 1N4 | CANADA | [ucalgary.ca/extension](http://ucalgary.ca/extension)

## Letterhead address block

8.5" x 11"

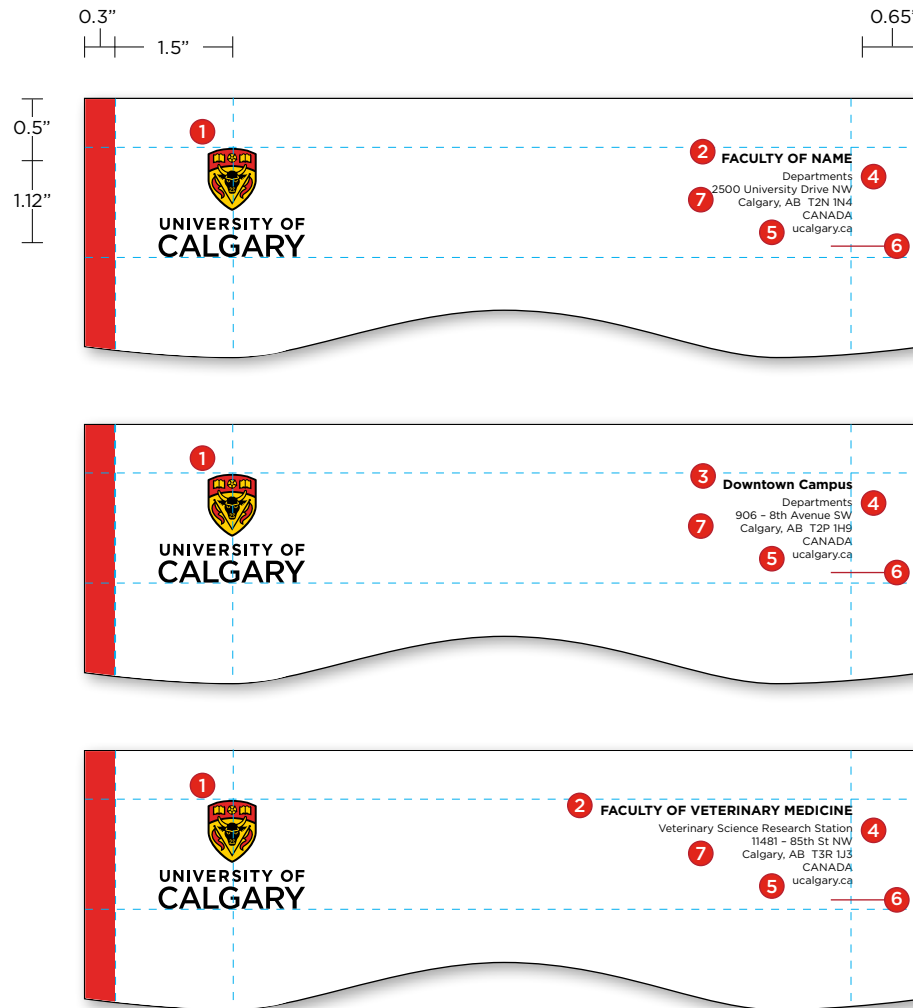
Faculty sample  
Non-faculty sample  
Different address sample

### Format:

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### Digital stationery:

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*\*When lines of copy extend beyond the size of this block, the top alignment shall be retained.*

- 1 **Mandatory:** University standard logo must be on letterhead in this placement and size.
- 2 **Mandatory:** Faculty name here. All uppercase. No exceptions.
- 3 **Optional:** Non-faculty name here. Upper and lower case. No exceptions.
- 4 **Optional:** Department name here. Upper and lower case.
- 5 **Mandatory:** University website here. Options of other university websites are allowed.
- 6 **optional:** general office tel/fax here
- 7 **Mandatory:** University address here. Options of the different university addresses are allowed. For example (but not limited to):
  - 3280 Hospital Drive NW Calgary, AB T2N 4Z6, CANADA
  - 3330 Hospital Drive NW Calgary, AB T2N 4N1, CANADA
  - 906 - 8th Avenue SW Calgary, AB T2P 1H9, CANADA
  - Clinical Skills Building, 11877, 85th Street NW, Calgary, AB T3R 1J3, CANADA
  - Veterinary Science Research Station 11481, 85th Street NW, Calgary, AB T3R 1J3, CANADA

## Centres and institutes letterhead

There are many research centres and institutes on campus that have invested in their own distinct visual identity systems. Until such time as these are individually reviewed and assessed, the following structure may be used to reflect the relationship between the university and a centre/institute that operates within the institution's structure. All centres and institutes of this nature must reflect their university connection in their stationery items.

### Format:

To provide a more standardized look for University of Calgary correspondence, please begin letters at least 2.65" from the top of the page, and leave a 1.5" margin on the left, a 0.648" margin on the right, and a 0.648" margin at the bottom of the page. Letters should be printed in 11 point [Calibri] font and should follow the format shown to the right.

The diagram illustrates the layout and margins for a University of Calgary letterhead. A red vertical bar on the left represents the University of Calgary logo, which is 0.3" wide and 1.5" high. The main letterhead area is 1.12" high and 2.65" wide. The top margin is 0.65". The right margin is 0.65". The bottom margin is 0.65". The letterhead area contains the following elements:

- Center/Institute name**: 2500 University Drive NW, Calgary, AB T2N 1N4, CANADA, centre/institute website
- UNIVERSITY OF CALGARY** logo
- Date**
- Addressee's Name**, **Company Name**, **Address**, **City, Postal Code**
- Salutation:**
- Body text**: Pellentesque consectetur lorem in turpis dapibus rutrum. Donec eros augue, mattis vitae mauris quis, luctus vehicula eros. Fusce rhoncus suscipit mi, quis euismod purus lacinia sit amet. Morbi eget scelerisque orci. Nam consequat rhoncus scelerisque. Integer id vulputate urna, vel vestibulum mauris. Vivamus volutpat dictum fermentum. Cras lobortis tempor erat elementum tincidunt. Nulla pellentesque congue lacus vitae placerat. Vivamus sit amet dolor eu risus vulputate aliquet. Etiam quis porta nisl. Ut vestibulum, nisl eget rutrum vulputate, eros dui scelerisque dolor, et aliquet odio lorem ac erat. Suspendisse rhoncus ultrices euismod.
- Complimentary close,**
- Name of Sender**, **Title**
- Optional: tel, email, etc.**
- Centre/Institute Logo**: 70% size of the University of Calgary logo

# Dinos Athletics letterhead


8.5" x 11"

The University of Calgary Dinos are a source of pride and spirit on campus. Their letterhead incorporates the Dinos identity.

## Format:

To provide a more standardized look for University of Calgary correspondence, please begin letters at least 2.26" from the top of the page, and leave a 1.04" margin on the left, a 0.5" margin on the right, and a 0.78" margin at the bottom of the page. Letters should be printed in 11 point [Calibri] font and should follow the format shown to the right.

1" 0.62" 0.5" 0.988" 2.25" 0.5"



Date

Addressee's Name  
Company Name  
Address  
City, Postal Code

Salutation:

Pellentesque consectetur lorem in turpis dapibus rutrum. Donec eros augue, mattis vitae mauris quis, luctus vehicula eros. Fusce rhoncus suscipit mi, quis euismod purus lacinia sit amet. Morbi eget scelerisque orci. Nam consequat rhoncus scelerisque. Integer id vulputate urna, vel vestibulum rhauris. Vivamus volutpat dictum fermentum. Cras lobortis tempor erat elementum tincidunt. Nulla pellentesque congue lacus vitae placerat. Vivamus sit amet dolor eu risus vulputate aliquet. Etiam quis porta nisl. Ut vestibulum, nisl eget rutrum vulputate, eros dui scelerisque dolor, et aliquet odio lorem ac erat. Suspendisse rhoncus ultrices euismod.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Integer viverra at felis a facilisis. Fusce posuere sem risus. Integer id rutrum sapien. Aliquam erat volutpat. Nam in pharetra ante. Proin sed magna ut eros facilisis congue vel a quam.

Aliquam luctus em eget rutrum cursus. Duis porttitor velit lectus. Proin luctus urna sed dui laoreet rhoncus. Vestibulum et sapien sapien. Sed viverra convallis lacus et ornare. Suspendisse potenti. Integer erat eros, placerat quis odio congue, tristique ullamcorper neque.

Complimentary close,

Name of Sender  
Title

Optional: tel; email, etc.

**Dinos Athletics**  
University of Calgary  
2500 University Drive NW  
Calgary, AB T2N 1N4  
CANADA

T 403.220.8143  
E info@gdinos.com  
Twitter @UCDinos

**godinos.com**

**Dinos Athletics**  
**letterhead**  
**second page**

8.5" x 11"

The University of Calgary Dinos are a source of pride and spirit on campus. Their letterhead incorporates the Dinos identity.

**Format:**

To provide a more standardized look for University of Calgary correspondence, please begin letters at least 2.26" from the top of the page, and leave a 1.04" margin on the left, a 0.5" margin on the right, and a 0.78" margin at the bottom of the page. Letters should be printed in 11 point [Calibri] font and should follow the format shown to the right.

[illegible]

## Envelopes (faculty or named school)

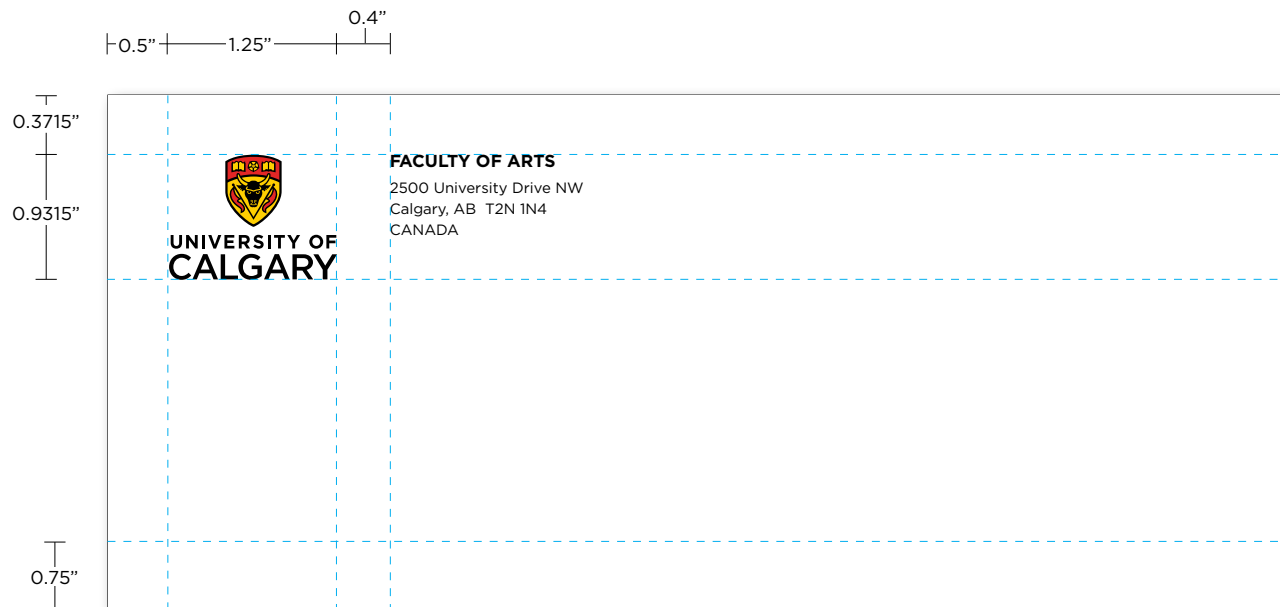
All styles are available in colour or black and white.

### #10 Business envelope

9.5" x 4.125"

#### Please note:

Do not place any text or graphics 0.75" from the bottom of the envelope (Reserved space for Canada Post machine coding).

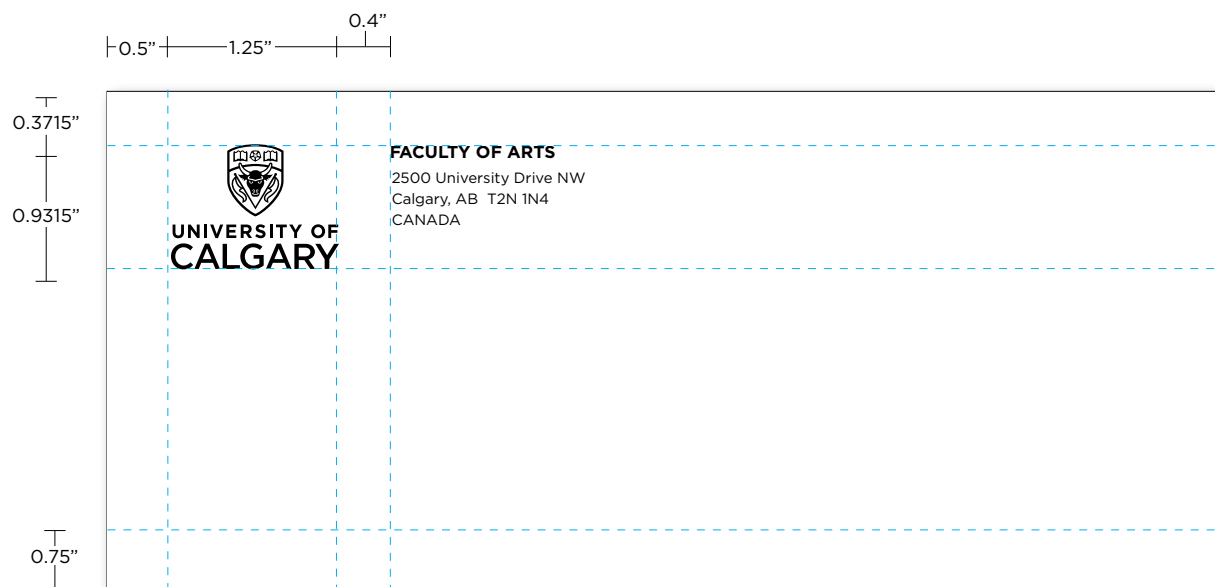


### #9 Business envelope

9" x 4"

#### Please note:

Do not place any text or graphics 0.75" from the bottom of the envelope (Reserved space for Canada Post machine coding).



## Envelopes (department or unit)

All styles are available in  
colour or black and white.

### #10 Business envelope

9.5" x 4.125"

#### Please note:

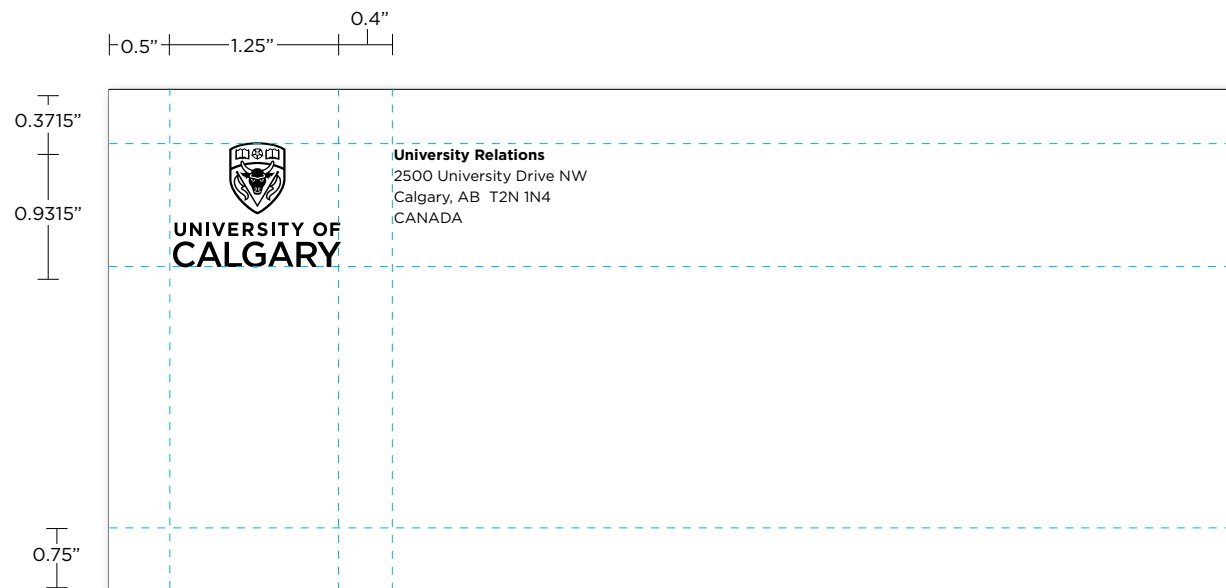
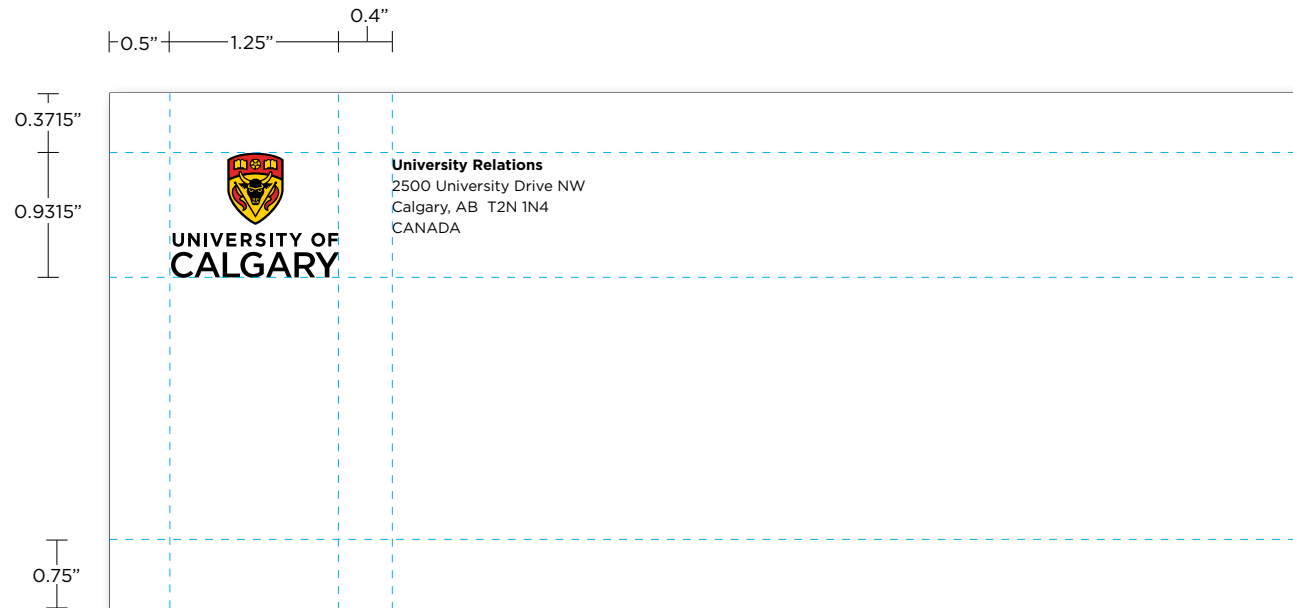
Do not place any text or graphics  
0.75" from the bottom of the envelope  
(Reserved space for Canada Post  
machine coding).

### #9 Business envelope

9" x 4"

#### Please note:

Do not place any text or graphics  
0.75" from the bottom of the envelope  
(Reserved space for Canada Post  
machine coding).

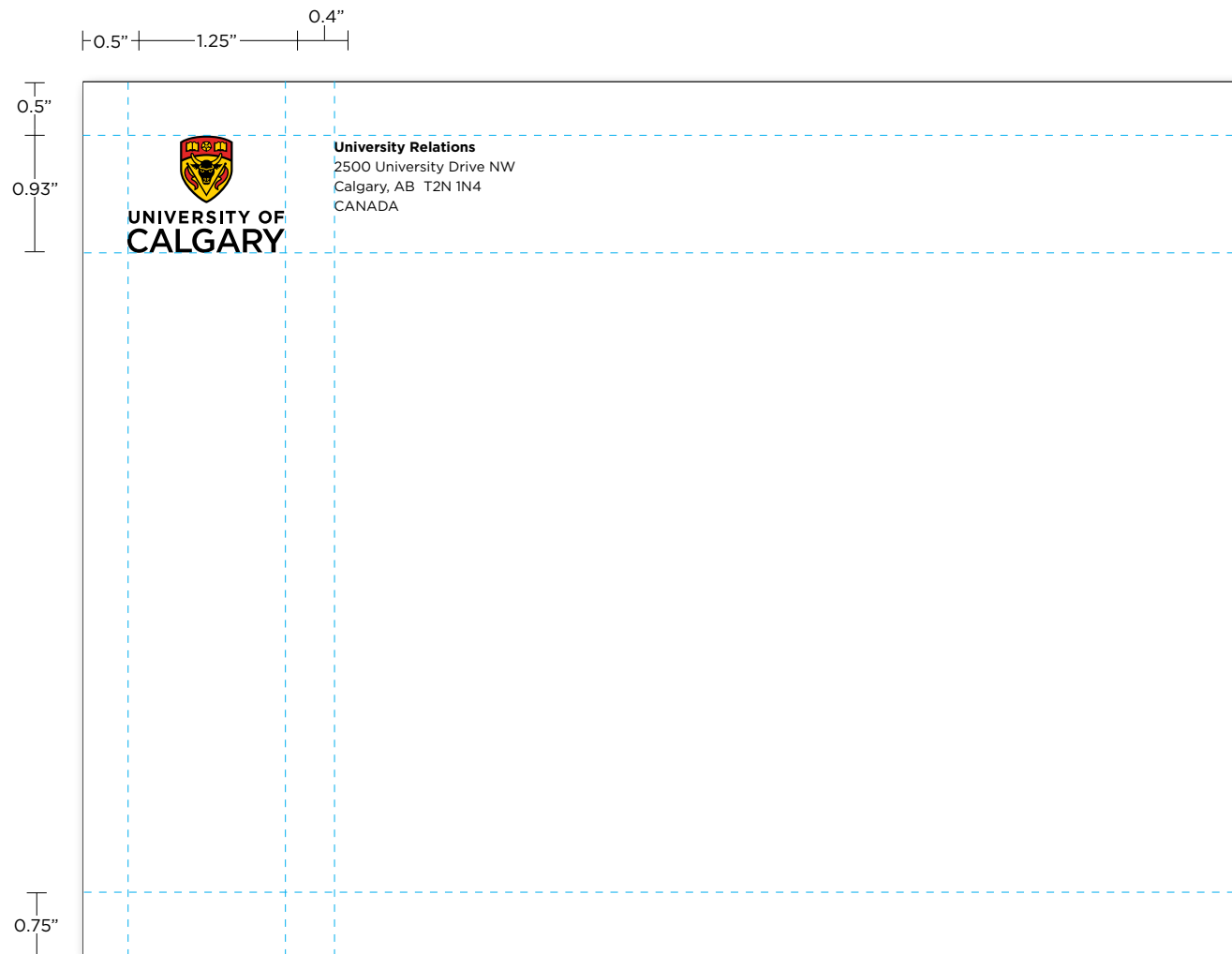


## Letter envelope

9" x 12" (#7)

### Please note:

Do not place any text or graphics  
0.75" from the bottom of the envelope  
(Reserved space for Canada Post  
machine coding).



## Letter Kraft envelope

9" x 12" (#7)

### Please note:

Do not place any text or graphics  
0.75" from the bottom of the envelope  
(Reserved space for Canada Post  
machine coding).

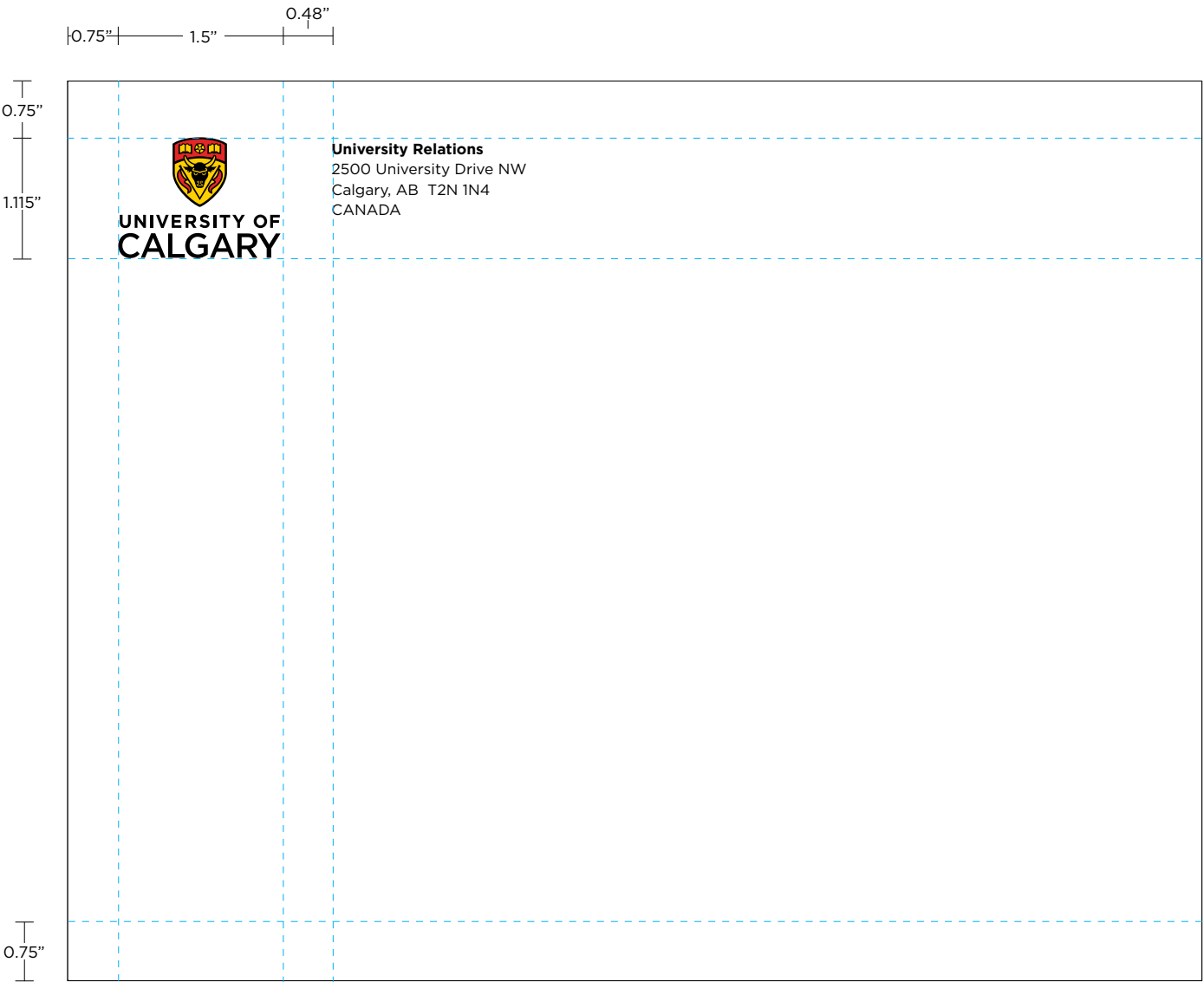


# Legal envelope

14.5" x 11.5" (#9 Catalogue)

**Please note:**

Do not place any text or graphics  
0.75" from the bottom of the envelope  
(Reserved space for Canada Post  
machine coding).

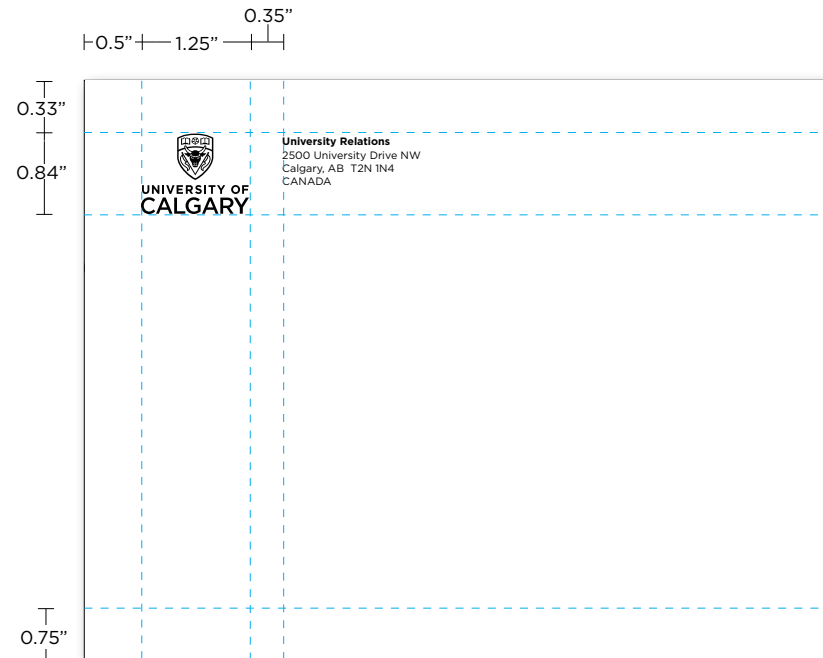
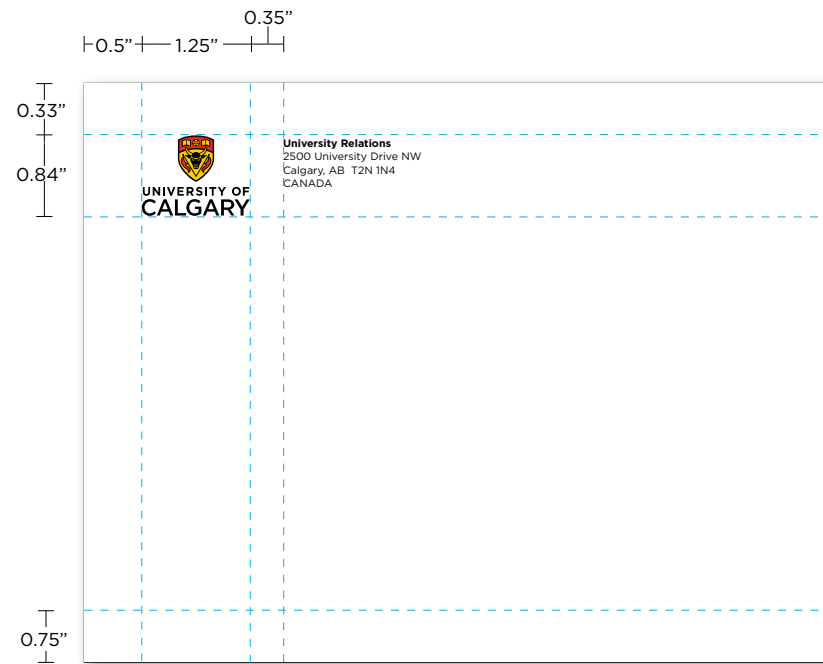


## Card envelope

6.5" x 4.75" (A6 Invitation)

### Please note:

Do not place any text or graphics  
0.75" from the bottom of the envelope  
(Reserved space for Canada Post  
machine coding).

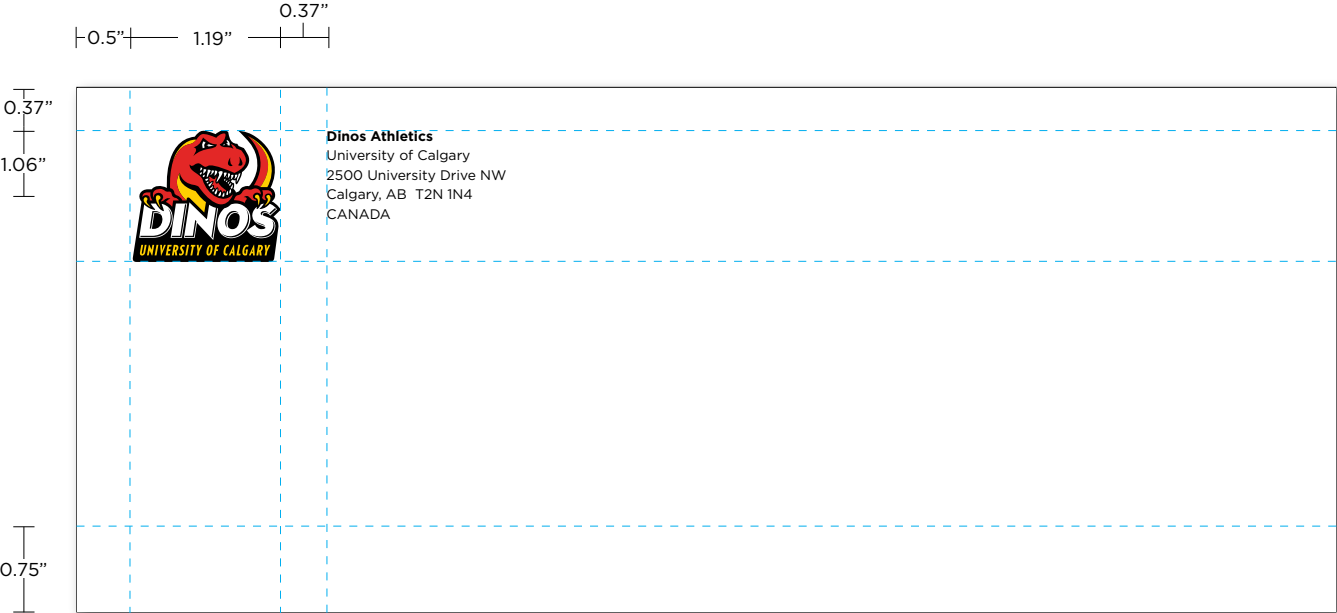


Dinos Athletics  
envelope

4.125"x9.5" (#10)  
4"x9" (#9)

Please note:

Do not place any text or graphics  
0.75" from the bottom of the envelope  
(Reserved space for Canada Post  
machine coding).



## 6.03 Business cards

A business card should clearly reflect the relationship between the employer and the employee. When a person carries a business card from an organization, they are perceived to be an official representative of that organization and their actions reflect on the entire organization.

### **A number of other principles apply to creating business cards:**

- The goal of a business card is to illustrate an individual's official connection to the organization.
- It should always carry the name of a single individual; never more than one name and never the absence of a name entirely.
- It should present very clearly how to contact or find the person — in their work context — in both the physical and digital space.
- A university business card is not considered to be a promotional tool; it should not contain slogans, taglines, philosophical statements, promotional pitches, or 'cute' graphic elements.
- A business card typically measures 2" x 3". No graphics other than the university logo should be featured on a single-sided university business card. This includes initiative logos, program/project icons, photographs, or social media icons.
- A university business card should only contain contact information relative to an individual's university-related business. It should not include personal/home addresses or contact points, nor should it include appointments or titles related to organizations, associations, publications, or employers other than the University of Calgary.
- The University of Calgary has opted — for many reasons — to not apply QR codes to business cards.

The University of Calgary has introduced a very simple business card system that leverages the concept of 'one university family' as outlined in the *Eyes High* strategic direction. There is a basic card for use by the majority of employees and variations for key constituent groups who often carry cards but are not and should not be considered to be official employees of the university: students (undergraduate and graduate), postdoctoral scholars, and affiliates (sessional instructors, etc.).

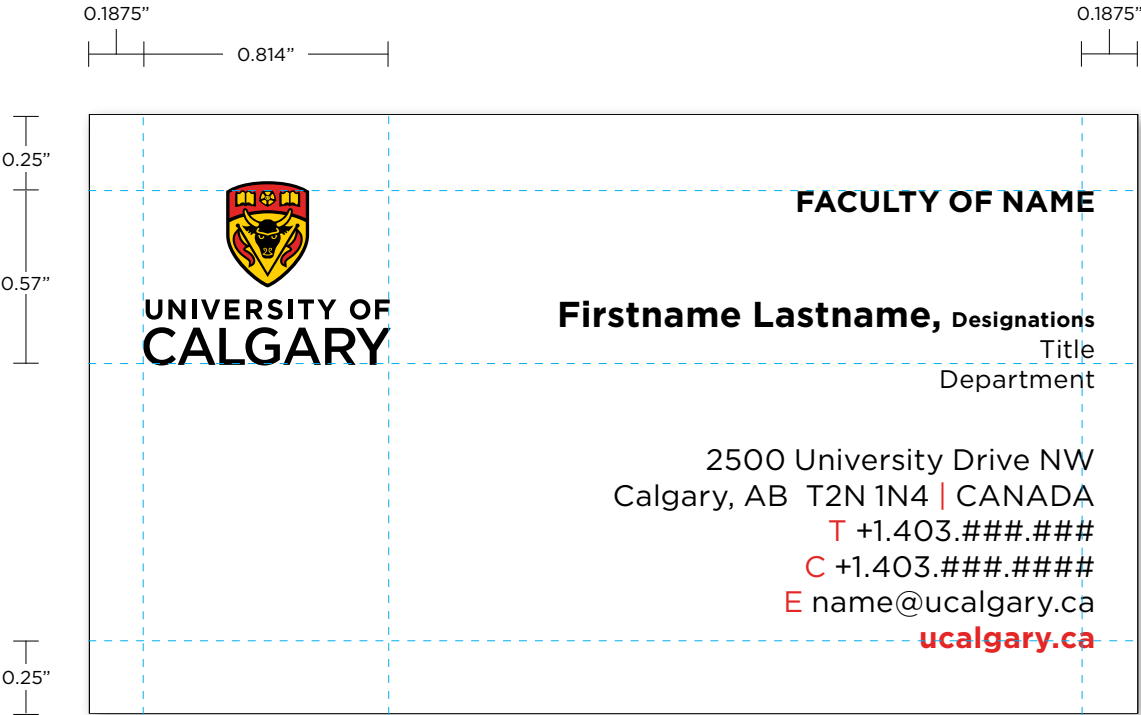
Individuals who are employed by (or affiliated with) both the university and another corporation should have separate and distinct business cards representing each employer. These cards should be handed out appropriately so as to avoid any ambiguity with respect to which entity is being represented. Printing a business card for the University of Calgary on the front of a card and a business card for another non-university-affiliated organization on the reverse is not permitted.

Standard faculty  
business card

3.5" x 2"

Format:

Faculty name and website URL are set in 7pt Gotham Bold. Employee name is set in 8.5pt Gotham Bold. Designations are set in 5pt Gotham Bold. Title(s) and department(s) are set in 6pt Gotham Book. Address, phone numbers and email are set in 7pt Gotham Book. All text is set with -10 tracking.



## Acceptable variations

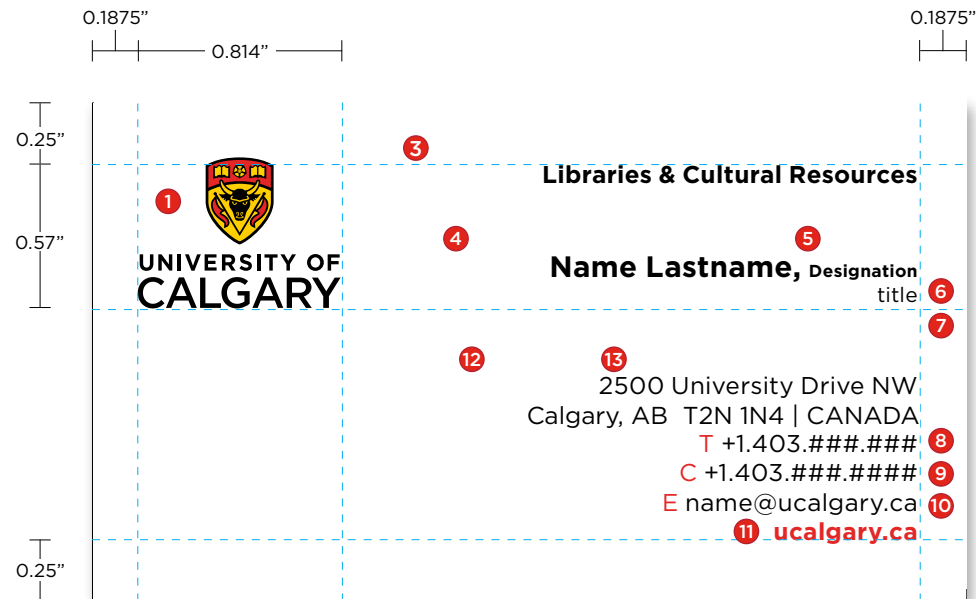
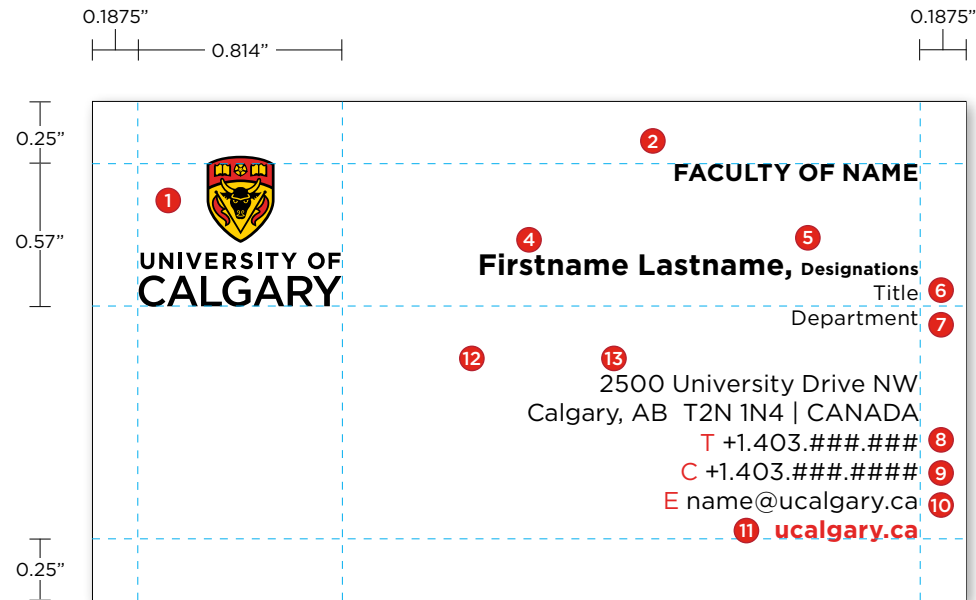
## Standard faculty business card

3.5" x 2"

*\*AHS email addresses are permitted for the members of the clinical professoriate in the Cumming School of Medicine*

## Standard non-faculty unit business card

3.5" x 2"



- 1 Mandatory:** University standard logo must be on cards in this placement and size. No sub-brands permitted.
- 2 Mandatory:** Faculty name here. All uppercase. No exceptions.
- 3 Optional:** Non-faculty name here. Upper and lower case. No exceptions.
- 4 Mandatory:** First name and last name here. Upper and lowercase. No exceptions.
- 5 Optional:** Designations here. Upper and lowercase.
- 6 Optional:** Title here. Upper and lowercase.
- 7 Optional:** Department name here. Upper and lowercase.
- 8 Mandatory:** University office phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 9 Optional:** Cell phone number here. Dots (.) between numbers. No brackets around area code. Additionally you can add your business fax #, or business social media handles (e.g. Twitter, Skype, blog location) as needed — but not personal ones. No QR codes permitted. +1 is optional.
- 10 Mandatory:** University email address here. No personal emails allowed.\*
- 11 Mandatory:** University website here. Options of other university websites are allowed.
- 12 Optional:** Room/building number here. Building code in all caps (ie: MLB 325).
- 13 Mandatory:** University address here. Options of different university addresses are allowed. For example, but not limited to:
  - 3280 Hospital Drive NW Calgary, AB T2N 4Z6, CANADA
  - 3330 Hospital Drive NW Calgary, AB T2N 4N1, CANADA
  - 906 – 8th Avenue SW Calgary, AB T2P 1H9, CANADA
  - Clinical Skills Building, 11877, 85th Street NW, Calgary, AB T3R 1J3, CANADA
  - Veterinary Science Research Station 11481, 85th Street NW, Calgary, AB T3R 1J3, CANADA

## Cross-appointments across multiple faculties

3.5" x 2"

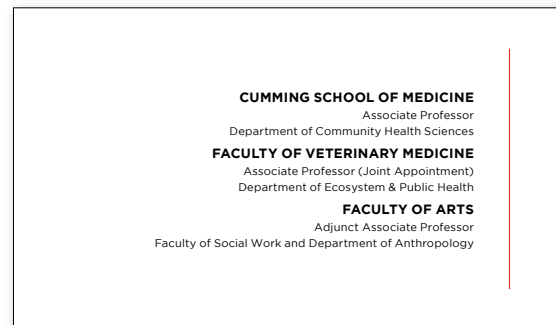
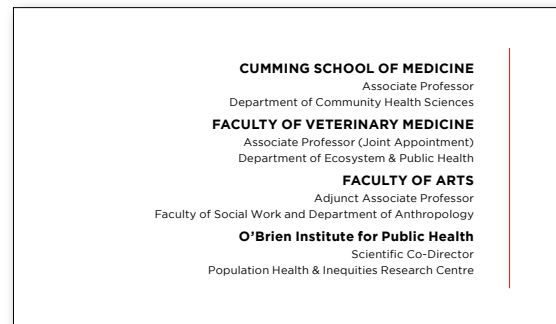
Many members of the university professoriate are cross-appointed to more than one faculty. In cases where there are two appointments and the person's contact information and title are different in each, a standard double-sided card can be used.

An alternative for those with more than two appointments and/or where there is only a single set of contact information (e.g. in a 'home' faculty or a primary role), the back of the card may be used to list the multiple appointments. Note that this treatment is only for university-related appointments, not for other activities such as association or publication/journal affiliations.

### Format back of business card:

All appointments are right-aligned and centered vertically in reference to the red line to the right.

Faculty names are set in 6/10 pt Gotham Bold, all caps. Institute names are set in 6/10 pt Gotham Bold, mixed case. Title and department are set in 5/7.5 pt Gotham Book.



## Dinos business card

3.5" x 2"

The University of Calgary Dinos are a source of pride and spirit on campus. Business cards produced for employees associated with Dinos Athletics incorporate the Dinos identity.

The diagram shows a business card template with dimensions and numbered callouts for mandatory and optional fields.

**Dimensions:**

- Top: 0.1875" (width), 0.814" (width)
- Left: 0.25" (height), 0.57" (height), 0.25" (height)
- Right: 0.1875" (width), 0.25" (width)
- Bottom: 0.605" (height), 0.19" (height), 0.295" (height)

**Fields and Callouts:**

- 1 Mandatory:** University standard logo must be on cards in this placement and size.
- 2 Mandatory:** Faculty name here. All uppercase. No exceptions.
- 3 Mandatory:** First name and last name here. Upper and lowercase. No exceptions.
- 4 Optional:** Designations here. Upper and lowercase.
- 5 Optional:** Title here. Upper and lowercase.
- 6 Optional:** Department name here. Upper and lowercase.
- 7 Optional:** University office phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 8 Optional:** Cell phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 9 Mandatory:** University email address here. No personal emails allowed.
- 10 Mandatory:** Website here.
- 11 Optional:** Room/building number here.
- 12 Mandatory:** University address here.

**Card Content:**

UNIVERSITY OF CALGARY

FACULTY OF KINESIOLOGY

Firstname Lastname, Designations Title

Dinos Athletics

Room #, 2500 University Drive NW  
Calgary, AB T2N 1N4 | CANADA

T +1.###.###.####

C +1.###.###.####

E name@ucalgary.ca

godinos.com

DINOS UNIVERSITY OF CALGARY

Building championship culture. GODINOS.COM

## Dinos volunteer business card

3.5" x 2"

The University of Calgary Dinos are a source of pride and spirit on campus. Business cards produced for volunteer coaching staff incorporate the Dinos identity, and a bar indicating the individual's volunteer relationship.

**Front of Card:**

- 1** University of Calgary logo
- 2** FACULTY OF KINESIOLOGY
- 3** Firstname
- 4** Lastname
- 5** Designations
- 6** Title
- 7** Room #, 2500 University Drive NW
- 8** Calgary, AB T2N 1N4 | CANADA
- 9** T +1.###.###.####
- 10** C +1.###.###.####
- 11** E name@website.com
- 12** 10. godinos.com
- 13** VOLUNTEER

**Back of Card:**

- 13** Building championship culture. GODINOS.COM

**Dimensions:**

- Top: 0.1875" (left), 0.814" (center), 0.1875" (right)
- Left: 0.25" (top), 0.57" (middle), 0.1" (bottom), 0.18" (bottom)
- Right: 0.25" (bottom)
- Bottom: 0.605" (top), 0.19" (middle), 0.295" (bottom)

- 1 Mandatory:** University standard logo must be on cards in this placement and size.
- 2 Mandatory:** Faculty name here. All uppercase. No exceptions.
- 3 Mandatory:** First name and last name here. Upper and lowercase. No exceptions.
- 4 Optional:** Designations here. Upper and lowercase.
- 5 Optional:** Title here. Upper and lowercase.
- 6 Optional:** Department name here. Upper and lowercase.
- 7 Optional:** University office phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 8 Optional:** Cell phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 9 Mandatory:** University email address here. Options of personal emails permitted for volunteers.
- 10 Mandatory:** Website here.
- 11 Optional:** Room/building number here.
- 12 Mandatory:** University address here.
- 13 No changes permitted here**

## Postdoctoral scholar business card

3.5" x 2"

Diagram illustrating the layout and dimensions of a Postdoctoral scholar business card. The card is 3.5" wide and 2" high. Dimensions are marked in inches: 0.1875", 0.814", 0.25", 0.57", 0.1", 0.18".

Layout elements and callouts:

- 1: University of Calgary logo
- 2: FACULTY OF NAME
- 3: Firstname
- 4: Lastname
- 5: Designations
- 6: Title
- 7: Department
- 8: Room #, 2500 University Drive NW
- 9: Calgary, AB T2N 1N4 | CANADA
- 10: T +1.###.###.####
- 11: C +1.###.###.####
- 12: E name@ucalgary.ca
- 13: POSTDOCTORAL SCHOLAR

- 1 **Mandatory:** University standard logo must be on cards in this placement and size.
- 2 **Mandatory:** Faculty name here. All uppercase. No exceptions.
- 3 **Mandatory:** First name and Last name here. Upper and lowercase. No exceptions.
- 4 **Optional:** Designations here. Upper and lowercase.
- 5 **Optional:** Title here. Upper and lowercase.
- 6 **Optional:** Department name here. Upper and lowercase.
- 7 **Optional:** Phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 8 **Optional:** Cell phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 9 **Mandatory:** University email address here. No personal emails allowed. *Options of personal emails permitted for Affiliates.*
- 10 **Mandatory:** Website here.
- 11 **Optional:** Room/building number here.
- 12 **Mandatory:** University address here.
- 13 **No changes permitted here.**

## Affiliate business card

3.5" x 2"

For use by sessional faculty, adjuncts, executive fellows etc. who are not full-time employees and often not issued university email accounts.

Diagram illustrating the layout and dimensions of an Affiliate business card. The card is 3.5" wide and 2" high. Dimensions are marked in inches: 0.1875", 0.814", 0.25", 0.57", 0.1", 0.18".

Layout elements and callouts:


- 1: University of Calgary logo
- 2: FACULTY OF NAME
- 3: Firstname
- 4: Lastname
- 5: Designations
- 6: Title
- 7: Department
- 8: Room #, 2500 University Drive NW
- 9: Calgary, AB T2N 1N4 | CANADA
- 10: T +1.###.###.####
- 11: C +1.###.###.####
- 12: E name@website.com
- 13: AFFILIATE

## PhD candidate business card

3.5" x 2"

0.1875" 0.814" 0.1875"

0.25" 0.57" 0.1" 0.18"

1  UNIVERSITY OF CALGARY

2 FACULTY OF NAME

3 Firstname Lastname, 4 Designations 5 Title 6 Department

11 Room #, 2500 University Drive NW 12 Calgary, AB T2N 1N4 | CANADA

7 T +1.###.###.### 8 C +1.###.###.### 9 E name@ucalgary.ca 10 ucalgary.ca

13 PhD CANDIDATE


- 1 **Mandatory:** University standard logo must be on cards in this placement and size.
- 2 **Mandatory:** Faculty name here. All uppercase. No exceptions.
- 3 **Mandatory:** First name and last name here. Upper and lowercase. No exceptions.
- 4 **Optional:** Designations here. Upper and lowercase.
- 5 **Optional:** Title here. Upper and lowercase.
- 6 **Optional:** Department name here. Upper and lowercase.
- 7 **Optional:** Phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 8 **Optional:** Cell phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 9 **Mandatory:** University email address here. No personal emails allowed. Students may choose to redirect their ucalgary.ca emails to another address behind the scenes.
- 10 **Mandatory:** University website here. Options of other university websites are allowed.
- 11 **Optional:** Room/building number here.
- 12 **Mandatory:** Only university main campus address here.
- 13 **No changes permitted here.**

## PhD student business card

3.5" x 2"

0.1875" 0.814" 0.1875"

0.25" 0.57" 0.1" 0.18"

1  UNIVERSITY OF CALGARY

2 FACULTY OF NAME

3 Firstname Lastname, 4 Designations 5 Title 6 Department

11 Room #, 2500 University Drive NW 12 Calgary, AB T2N 1N4 | CANADA

7 T +1.###.###.### 8 C +1.###.###.### 9 E name@ucalgary.ca 10 ucalgary.ca

13 PhD STUDENT

## Master's candidate business card

3.5" x 2"

Diagram of a Master's candidate business card template. Dimensions are indicated on the left (0.25", 0.57", 0.1", 0.18") and top (0.1875", 0.814", 0.1875"). The card features the University of Calgary logo (1) and the text "UNIVERSITY OF CALGARY". The faculty name (2) is placed above the contact information. The contact information includes the first name and last name (3), designations and title (4), and department (5). The address (11) and phone numbers (7, 8) are listed. The email address (9) and website (10) are also included. The card is labeled "MASTER'S CANDIDATE" (13) at the bottom.

- 1 **Mandatory:** University standard logo must be on cards in this placement and size.
- 2 **Mandatory:** Faculty name here. All uppercase. No exceptions.
- 3 **Mandatory:** First name and last name here. Upper and lowercase. No exceptions.
- 4 **Optional:** Designations here. Upper and lowercase.
- 5 **Optional:** Title here. Upper and lowercase.
- 6 **Optional:** Department name here. Upper and lowercase.
- 7 **Optional:** Phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 8 **Optional:** Cell phone number here. Dots (.) between numbers. No brackets around area code. +1 is optional.
- 9 **Mandatory:** University email address here. No personal emails allowed. Students may choose to redirect their ucalgary.ca emails to another address behind the scenes.
- 10 **Mandatory:** University website here. Options of other university websites are allowed.
- 11 **Optional:** Room/building number here.
- 12 **Mandatory:** Only university main campus address here.
- 13 **No changes permitted here.**

## Student business card

3.5" x 2"

Students must show active I.D. card when ordering.

Diagram of a Student business card template. Dimensions are indicated on the left (0.25", 0.57", 0.1", 0.18") and top (0.1875", 0.814", 0.1875"). The card features the University of Calgary logo (1) and the text "UNIVERSITY OF CALGARY". The faculty name (2) is placed above the contact information. The contact information includes the first name and last name (3), designations and title (4), and department (5). The address (11) and phone numbers (7, 8) are listed. The email address (9) and website (10) are also included. The card is labeled "STUDENT" (13) at the bottom.

## Appointment card

3.5" x 2"

### Non-Faculty Unit Here

Tel: 403.###.####



\_\_\_\_\_ with \_\_\_\_\_  
has an appointment  
on \_\_\_\_\_ at \_\_\_\_\_ a.m.  
p.m.

Street address to be placed here

Email is often the primary method of business communication today. Your email signature is the information that is automatically (or at your prompt) inserted at the bottom of every email you send. Consider it an electronic business card that includes the information required for your correspondent to contact or find you on campus.

How you set up your email signature will depend on the email program that you use. Following email signature best practices during the set-up process can help ensure that all university email meets professional standards, represents the quality of your work and the university's teaching and research, and provides relevant information to support the university's business processes.

### Standards for creating your university email signature are as follows:

- **Font/typeface:** Some fonts are easier to read than others. Simple system fonts like Calibri, Arial, and Verdana are easier to read on screens than more complex script and cursive fonts. Using an obscure font may also result in automatic replacement of your typeface choice by the receiving email system.
- **Font colour:** Black type is the most legible and recommended text colour for your signature. Darker grey shades are also acceptable.
- **Background colour:** Please avoid use of background colour on your emails. Not only does it cause legibility limitations and high levels of ink usage when emails are printed, but it also forces your recipient to deal with the same colour palette when they respond to you.
- **Images/logo graphics:** Please use a text-based email signature wherever possible. Why? Different email clients process images in different ways. Although it is tempting to make your email signature visually rich, including an image/logo, or making your entire signature an image carries the risk that a recipient either does not receive the image or that they receive the image as a file attachment (which may or may not be quarantined on arrival). Images may also hinder email delivery performance and increase overall email storage quotas when compounded. The same thinking applies to unique bullet styles; these may get automatically replaced during transmission and receipt.
- **Concluding statement:** Please consider including the following statement about the university's strategic direction.  
*The University of Calgary is a global intellectual hub located in Canada's most enterprising city. In our spirited, high-quality learning environment, students thrive in programs made rich by research, hands-on experiences and entrepreneurial thinking. Our strategy drives us to be recognized as one of Canada's top five research universities, engaging the communities we both serve and lead. This strategy is called Eyes High, inspired by the university's Gaelic motto, which translates as 'I will lift up my eyes.' For more information, visit [ucalgary.ca/eyeshigh](http://ucalgary.ca/eyeshigh).*
- **Other information:** Any other information you might include in your signature can lengthen your signature (and your email), making it more difficult to process and/or print, and may distract from the professionalism and clarity of your email. For example, an email signature is not the place to share personal philosophies, politics or belief systems. It is also not a place for personal email addresses or websites. You may choose to include a Skype address, Twitter handle, or blog address if they reflect your work or scholarly communications preferences.

**A template for creating your university email signature follows. Depending on your role, not all fields may be applicable.**

# Email Signature

Name	<i>First, last, and professional or academic title, as appropriate</i>
University position title	
University faculty, school or department	
University of Calgary	
Mailing address	<i>Include office location</i>
Phone number	<i>Fax, cell, toll-free numbers optional</i>
Web address	<i>School or departmental web address acceptable as alternative</i>

## Signature sample:

Joe Average, PhD  
Professor  
Werklund School of Education  
University of Calgary  
EDT 1301, 2500 University Drive NW, Calgary, AB T2N 1N4, CANADA  
T: +1.403.555.1212 | C: +1.403.555.1212 | TF: 1.800.555.1212  
ucalgary.ca

*The University of Calgary is a global intellectual hub located in Canada's most enterprising city. In our spirited, high-quality learning environment, students thrive in programs made rich by research, hands-on experiences and entrepreneurial thinking. Our strategy drives us to be recognized as one of Canada's top five research universities, engaging the communities we both serve and lead. This strategy is called Eyes High, inspired by the university's Gaelic motto, which translates as 'I will lift up my eyes.' For more information, visit [ucalgary.ca/eyeshigh](http://ucalgary.ca/eyeshigh).*

In addition to a standard email signature, consider formatting a 'reply' signature as well, for when you are responding to an email thread but do not want to incorporate your complete signature.

## Reply signature sample:

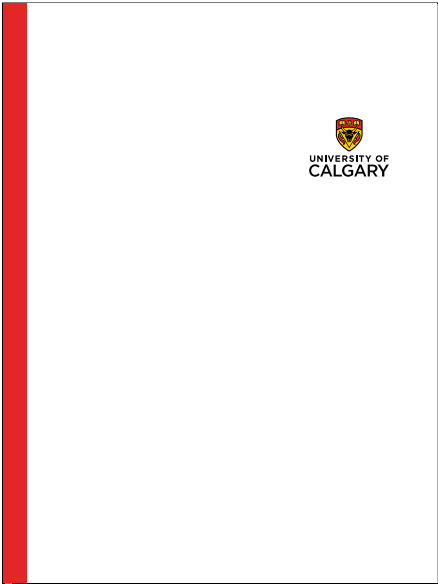
Joe Average, PhD  
Professor, Werklund School of Education  
University of Calgary  
T: +1.403.555.1212

# 6.05 Institutional folder

9" x 12"

Folders can be ordered online at [ucalgary.ca/printshop](http://ucalgary.ca/printshop).

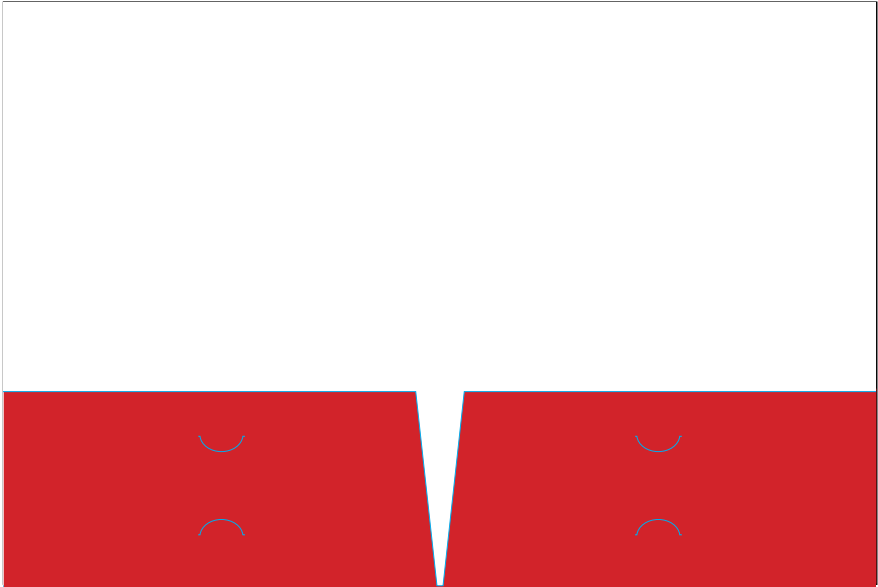
Front



Back



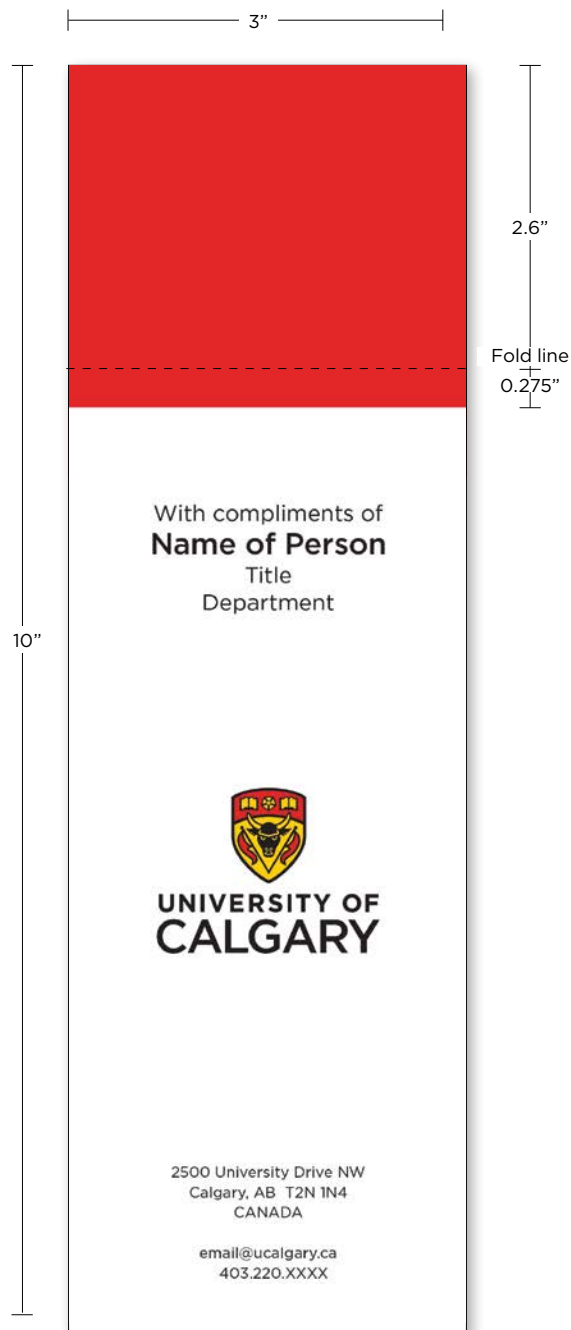
Inside



## 6.06 Compliments card

3" x 10"

A compliments card is a tab used when sending publications or items to others. It folds over at the top to insert into a publication.



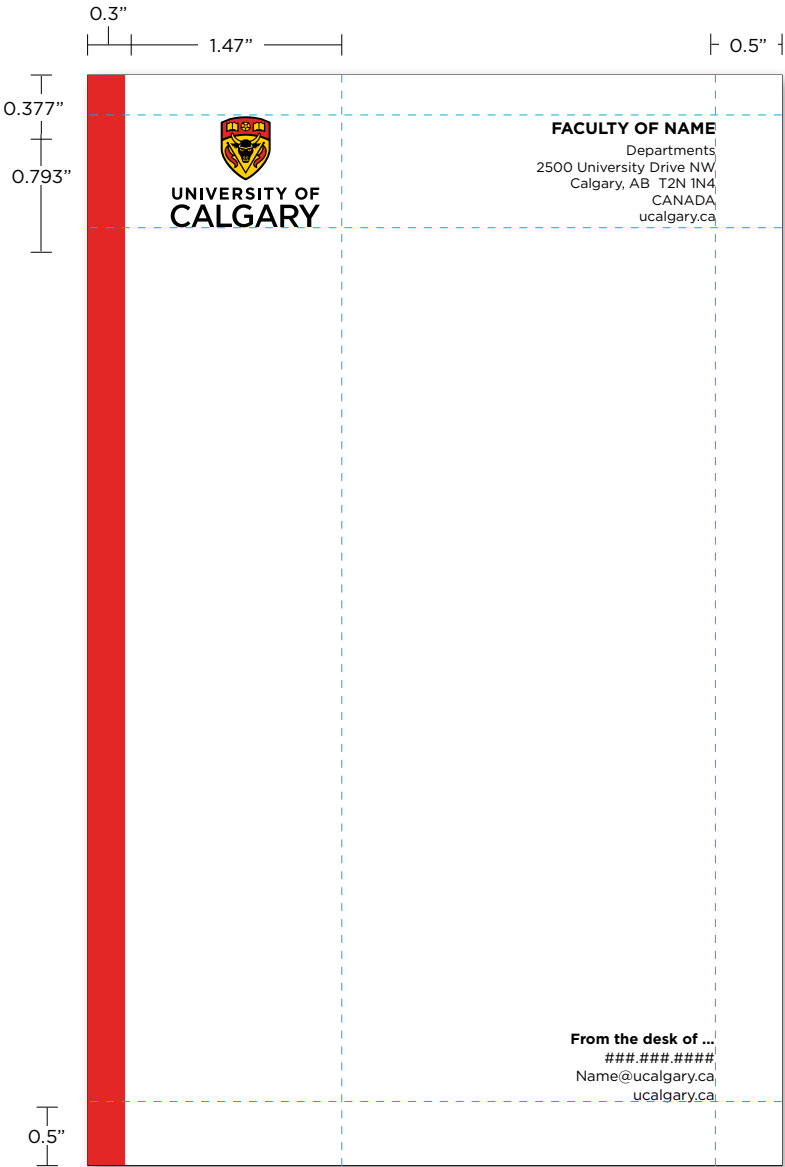
Folded  
mock-up



# 6.07 Notepad

5.25" x 8.25"

Notepads can be created and ordered through [ucalgary.ca/printshop](http://ucalgary.ca/printshop).







8.5" x 11"

Customizable digital documents for university memos and fax cover sheets are available in full-colour and black-and-white versions at [ucalgary.ca/brand](http://ucalgary.ca/brand)



FACULTY NAME (uppercase)

Department Name  
2500 University Drive NW  
Calgary, AB T2N 1N4  
CANADA  
ucalgary.ca

# MEMORANDUM

**Date:** December 20, 2013

**To:** Insert recipient's name here  
Insert recipient's title here  
Insert recipient's contact points here

**From:** Insert sender's name here  
Insert sender's title here  
Insert sender's contact points here

**Subject:** Insert subject matter of memo here

Opening salutation goes here:

Body text: 11 pt Calibri font, 1.15 line spacing, 6pt spacing between paragraphs. Double-click on the header to edit the return address block.

Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes  
here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text  
goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here.  
Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here.

Closing salutation goes here,

[signature]

Name of Sender

Title





8.5" x 11"

A customizable digital document is available for those preparing meeting agendas, minutes, briefing notes or basic documents. It is available in full-colour and black-and-white versions at [ucalgary.ca/brand](http://ucalgary.ca/brand)



## Title

[illegible]

Body text: 11 pt Calibri font, 1.15 line spacing, 6pt spacing between paragraphs. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here.

## Sub-title

Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes  
here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text  
goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here.  
Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here.

- Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here. Text goes here.
- Text goes here. Text goes here. Text goes here. Text goes here.
  - Text goes here. Text goes here.
- Text goes here. Text goes here. Text goes here.
  - Text goes here. Text goes here.

Table title	Table title	Table title	Table title

## 6.10 Simple document/ report cover


### Colour

8.5" x 11"

This simple cover page can be used at the front of a document, report or grant application. It is available in full-colour and black-and-white versions at [ucalgary.ca/brand](http://ucalgary.ca/brand)

8.5"

11"



**UNIVERSITY OF CALGARY** | FACULTY, Department or Unit Name

---

**REPORT TITLE**

Prepared for:

**Name Here**

Date

## Black and white


8.5" x 11"

This simple cover page can be used at the front of a document, report or grant application. It is available in full-colour and black-and-white versions at [ucalgary.ca/brand](http://ucalgary.ca/brand)

38

8.5"

11"



**UNIVERSITY OF CALGARY** | FACULTY, Department or Unit Name

---

**REPORT TITLE**

Prepared for:

**Name Here**

Date

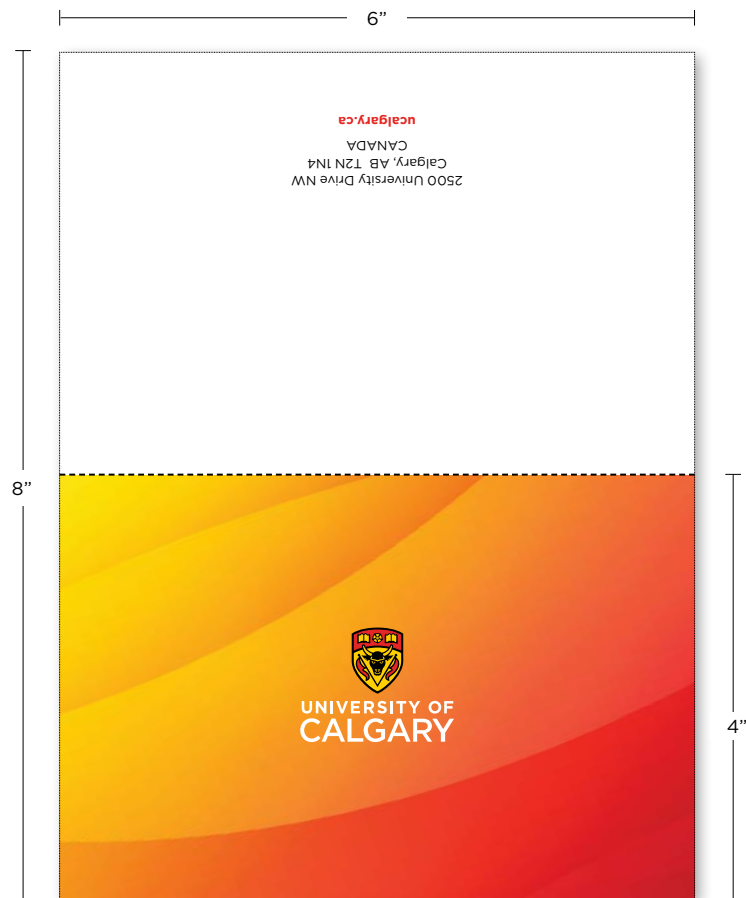
## 6.11 Greeting cards

Cards can be printed as-is or customized with a faculty lockup / wordmark / contact information / special message.

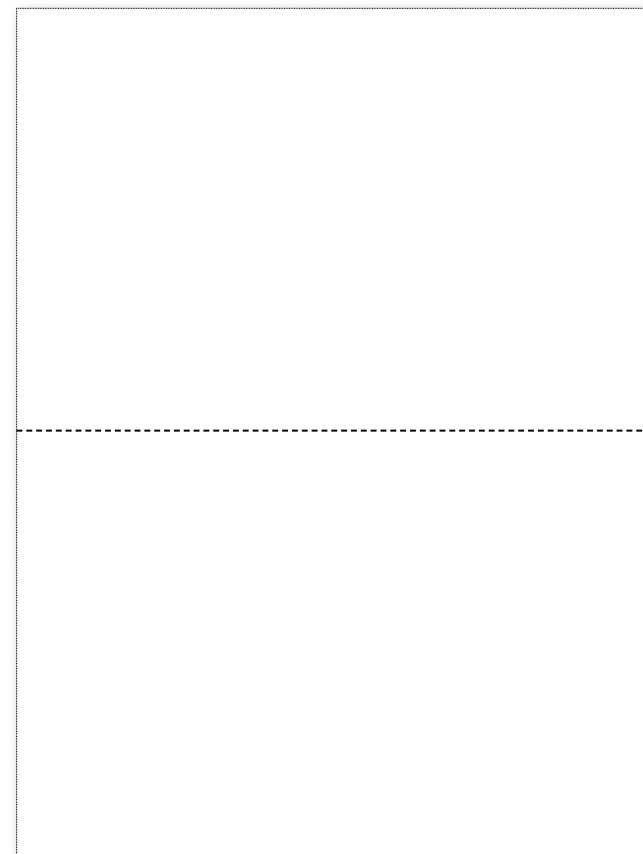
### General card (Option A)

6" x 8" (flat)

6" x 4" (folded)



Outside



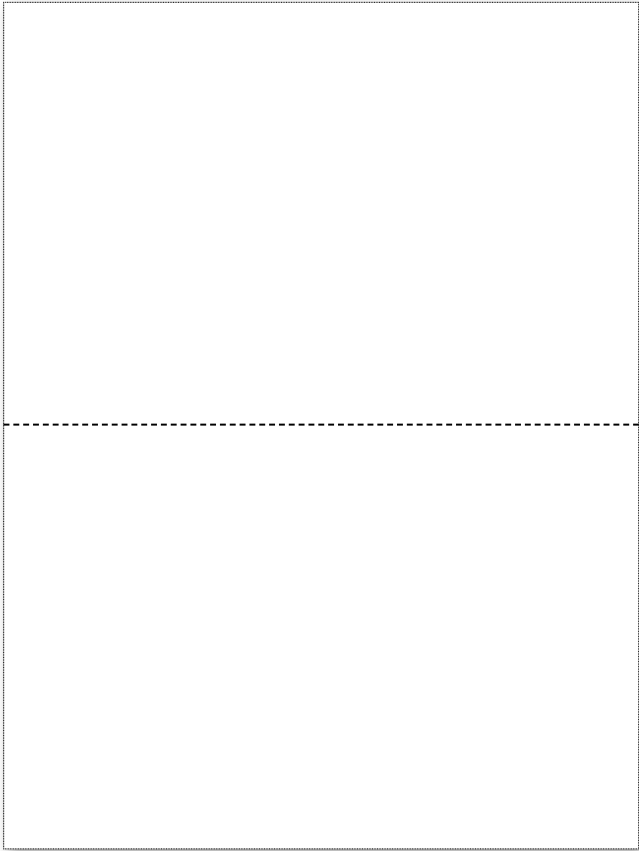
Inside (blank)

General card (Option B)

6" x 8" (flat)  
6" x 4" (folded)



Outside



Inside (blank)

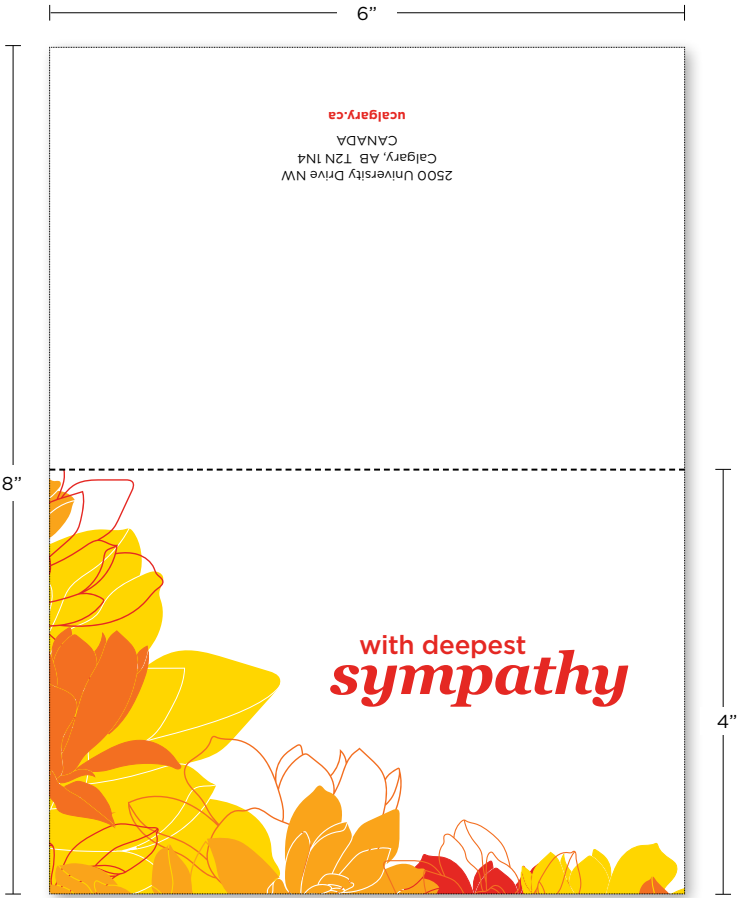
Thank you card

6" x 8" (flat)  
6" x 4" (folded)



Sympathy card

6" x 8" (flat)  
6" x 4" (folded)



Outside

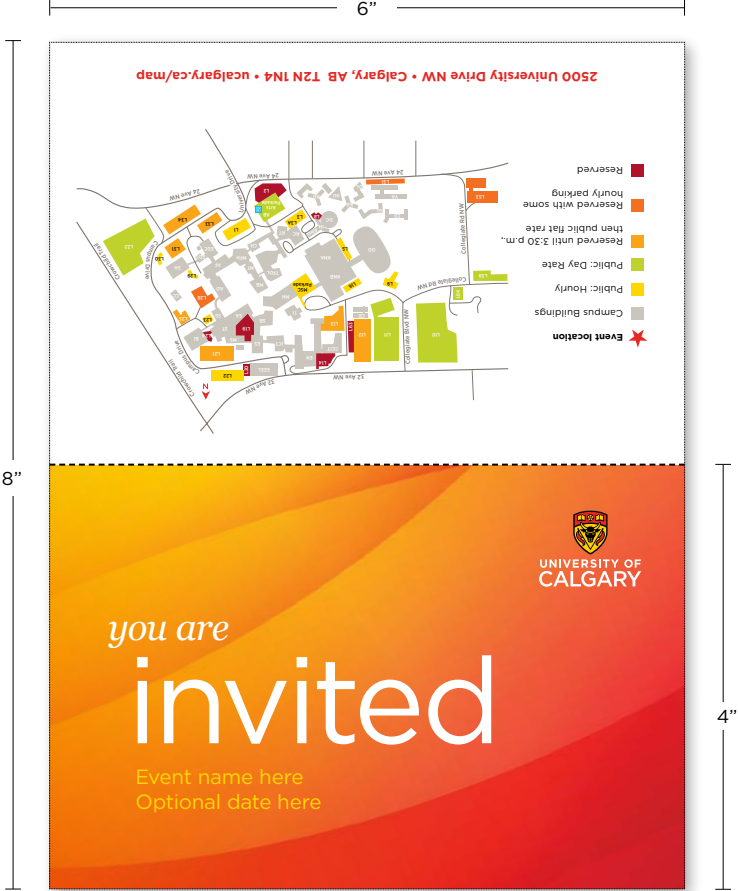


Inside

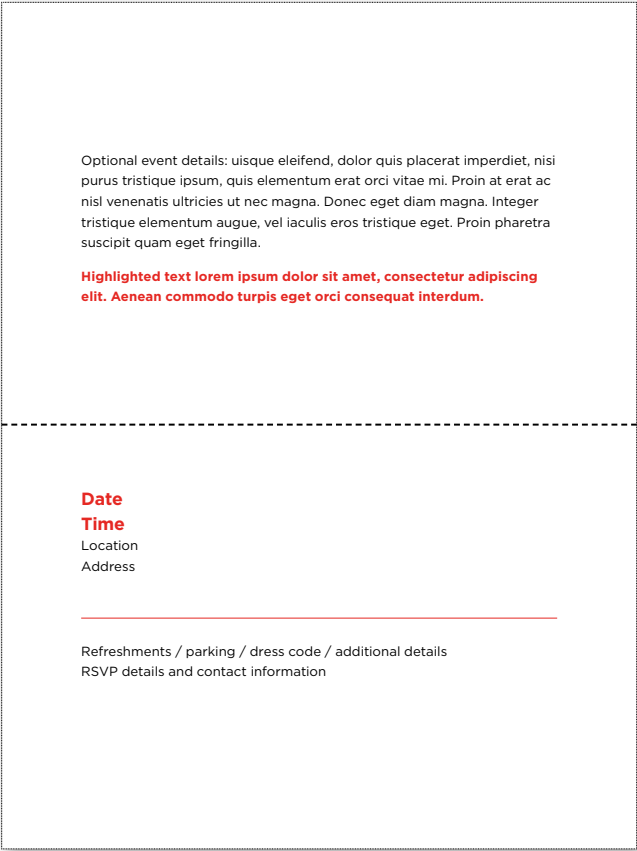
6.12 Invitations

Patterned background

6" x 8" (flat)  
6" x 4" (folded)



Outside



Inside

White background

6" x 8" (flat)  
6" x 4" (folded)

6"

2500 University Drive NW • Calgary, AB T2N 1N4 • [ucalgary.ca/map](http://ucalgary.ca/map)

Event location

Campus Buildings

Public: Hourly

Public: Day Rate

Reserved until 3:30 p.m. then public flat rate

Reserved with some hourly parking

Reserved

8"

Event name  
here maximum  
three lines

Optional date or tagline here

UNIVERSITY OF  
CALGARY

4"

Outside

Optional event details: uisque eleifend, dolor quis placerat imperdiet, nisi purus tristique ipsum, quis elementum erat orci vitae mi. Proin at erat ac nisl venenatis ultricies ut nec magna. Donec eget diam magna. Integer tristique elementum augue, vel iaculis eros tristique eget. Proin pharetra suscipit quam eget fringilla.

Highlighted text lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo turpis eget orci consequat interdum.

Date

Time

Location

Address

Refreshments / parking / dress code / additional details

RSVP details and contact information

Inside

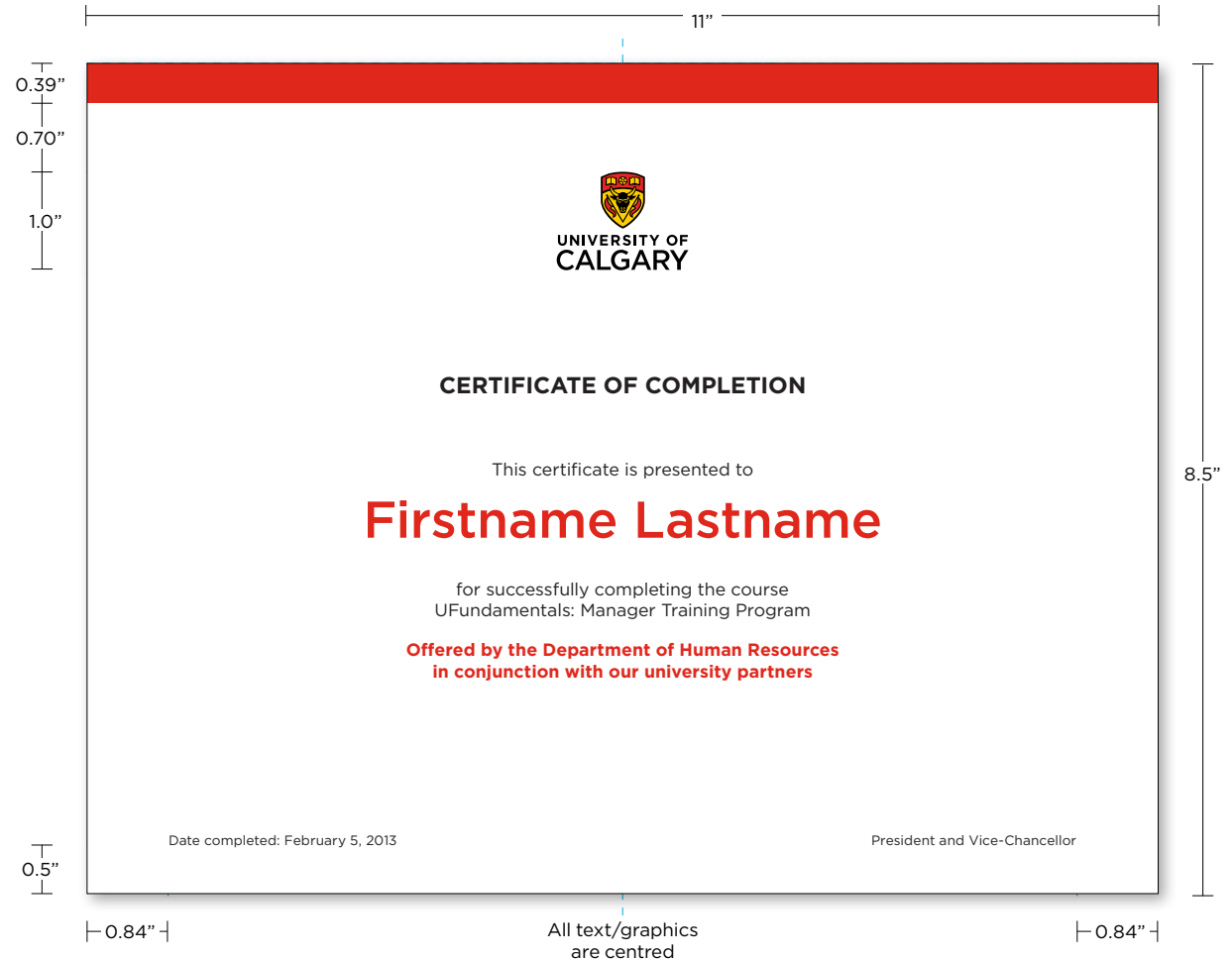
Last updated November 2018

## 6.13 Certificates

8.5" x 11"

The university has a customizable certificate template for use when recognizing achievements. West Canadian on Campus can incorporate a database of supplied names and output customized certificates as needed.

Note: This template is never to be used for formal or official academic credentials issued by the university. It is intended more for training completion recognition, special awards, or one-off acknowledgements etc.

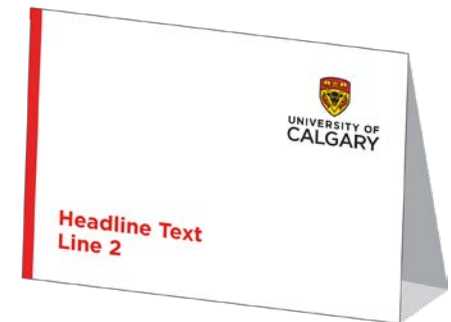
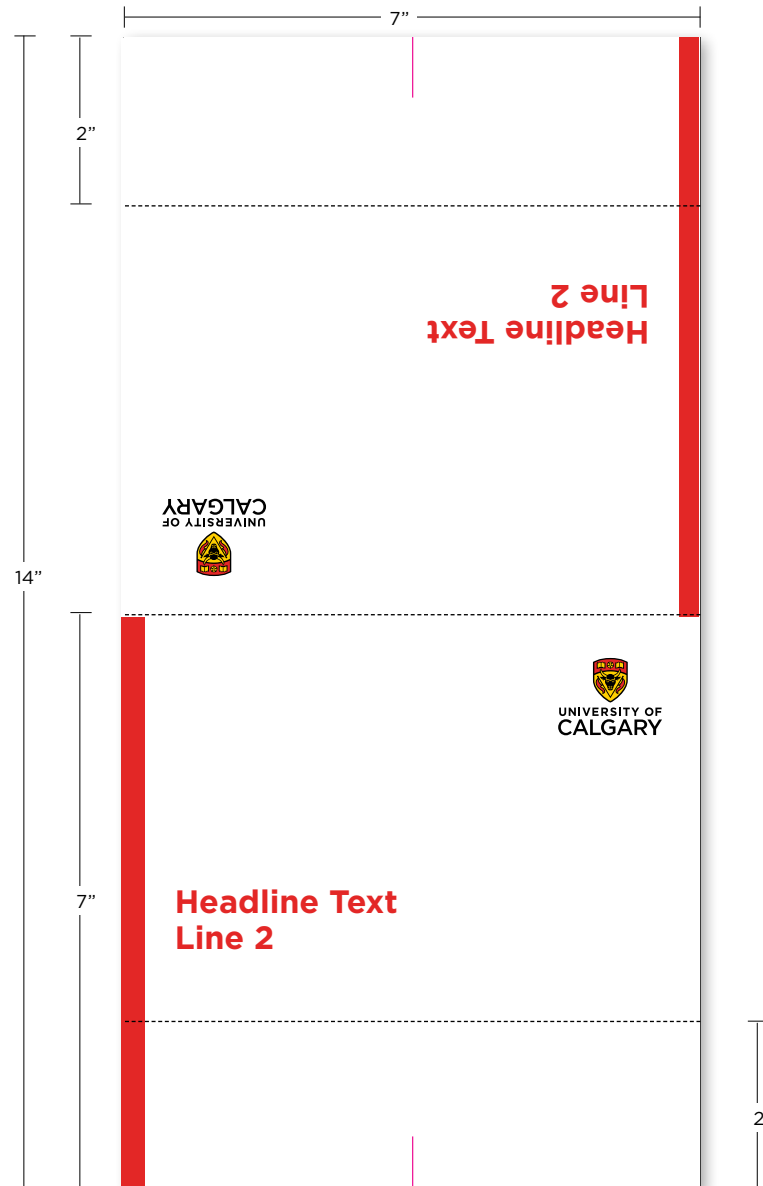


## 6.14 Tent card, place card, nametag

### Tent card

7" x 14" (flat)  
7" x 5" (standing)

The university has customizable templates for event-related necessities like tent cards, nametags and place cards.



Tent card  
(second variation)

7" x 14" (Flat)  
7" x 5" (Standing)



## Place card

3.5" x 4"

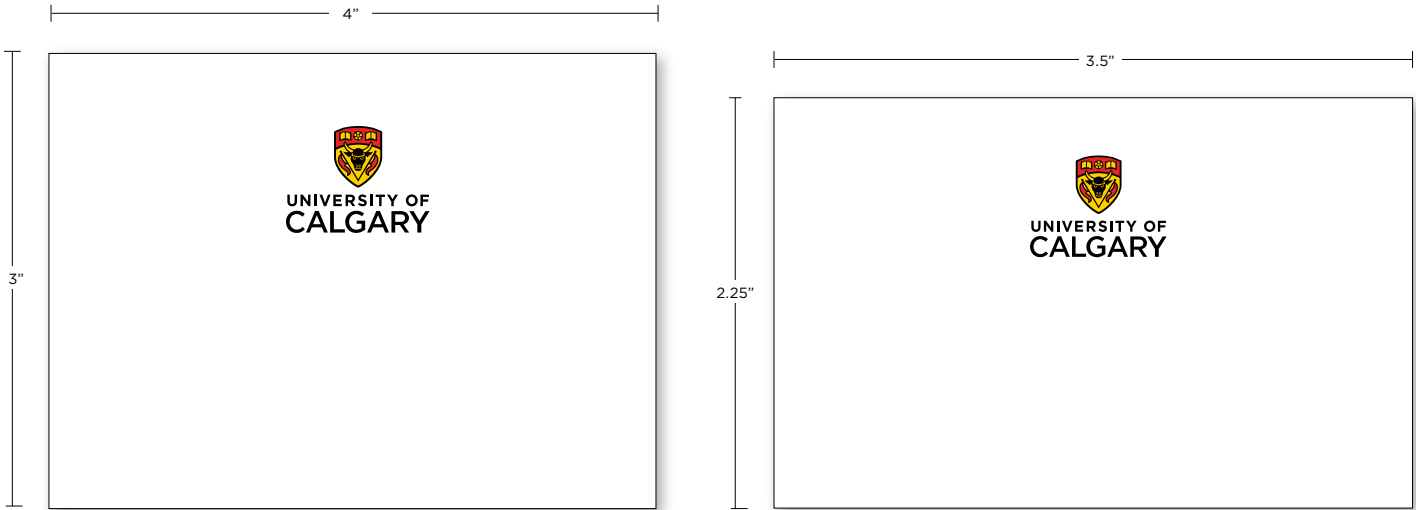
3.5" x 2" (folded)

48

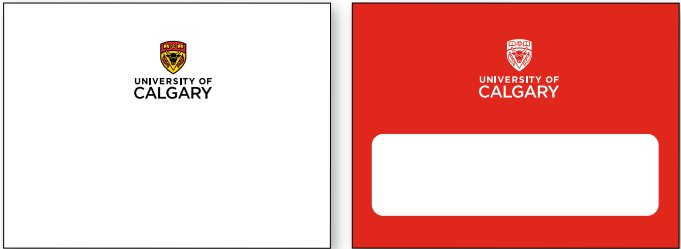


Nametag

4" x 3" or 3.5 x 2.25



Different style options for nametags:  
4" x 3"



Different style options for nametags:  
3.5" x 2.25"

