

2014 Stationery Specs

3/26/2014

EMPORIA STATE
UNIVERSITY

Letterhead

The letterhead template is enclosed in a large rectangular box. At the top left, the text 'EMPORIA STATE UNIVERSITY' is displayed in a large, bold, serif font. Below this, a smaller line of text reads 'College/Department NAME HERE' with a small square icon to its left. To the right of the main text, there is a block of contact information: 'Name or Department Line Two (if needed)', 'Campus Box 4000', '1 Kellogg Circle', 'Emporia, Kansas 66801-5415', '620-341-0000', '620-341-0000 fax', and 'www.emporia.edu'. A horizontal line is positioned below the contact information. At the bottom center, there is a dashed rectangular box containing the text 'I'M A HORNET.' in a bold, sans-serif font. In the bottom right corner, the text 'An Equal Opportunity Employer' is written in a small font. Four blue callout boxes with white numbers 1, 2, 3, and 4 are connected to the template by thin blue lines. Callout 1 points to the main university name. Callout 2 points to the 'Name or Department Line Two' text. Callout 3 points to the contact information block. Callout 4 points to the 'I'M A HORNET.' badge.

Pantone 132 and Black

Second sheets are blank

1 School or college name. If not associated with school or college, can be department name. (i.e. Marketing & Media Relations).
This can extend to 2 lines if needed.

2 Individual's name, department name or can be blank.

3 Address: Up to 3 lines, campus box, address, and city, state, zip.
Phone/fax/url: variable up to 3 lines phone, fax, and url.

4 I'm A Hornet badge optional.

Indicates changeable components



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Departmental #10 Envelope



Pantone 132 and Black

1 School or college name. If not associated with school or college, can be department name. (i.e. Marketing & Media Relations).
This can extend to 2 lines if needed.

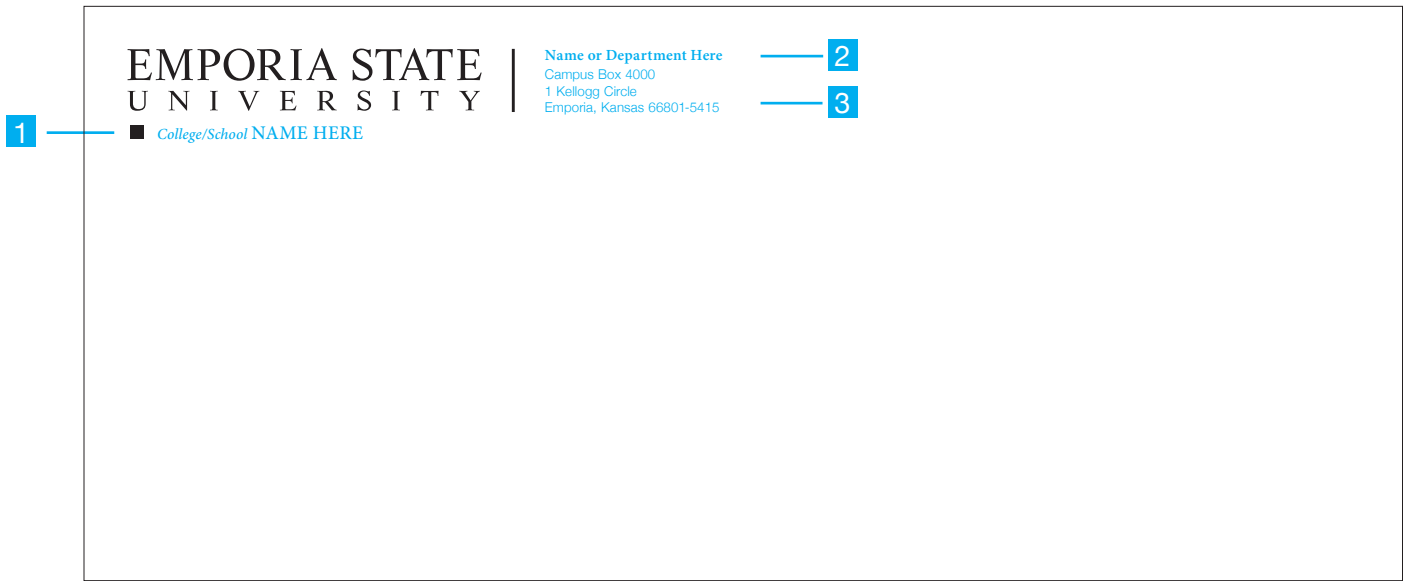
2 Individual's name, department name or can be blank.

3 Address: Up to 3 lines, campus box, address, and city, state, zip.

4 I'm A Hornet badge optional.



Left Window Envelope



Black

1 School or college name. If not associated with school or college, can be department name. (i.e. Marketing & Media Relations).
This can extend to 2 lines if needed.

3 Address: Up to 3 lines, campus box, address, and city, state, zip.

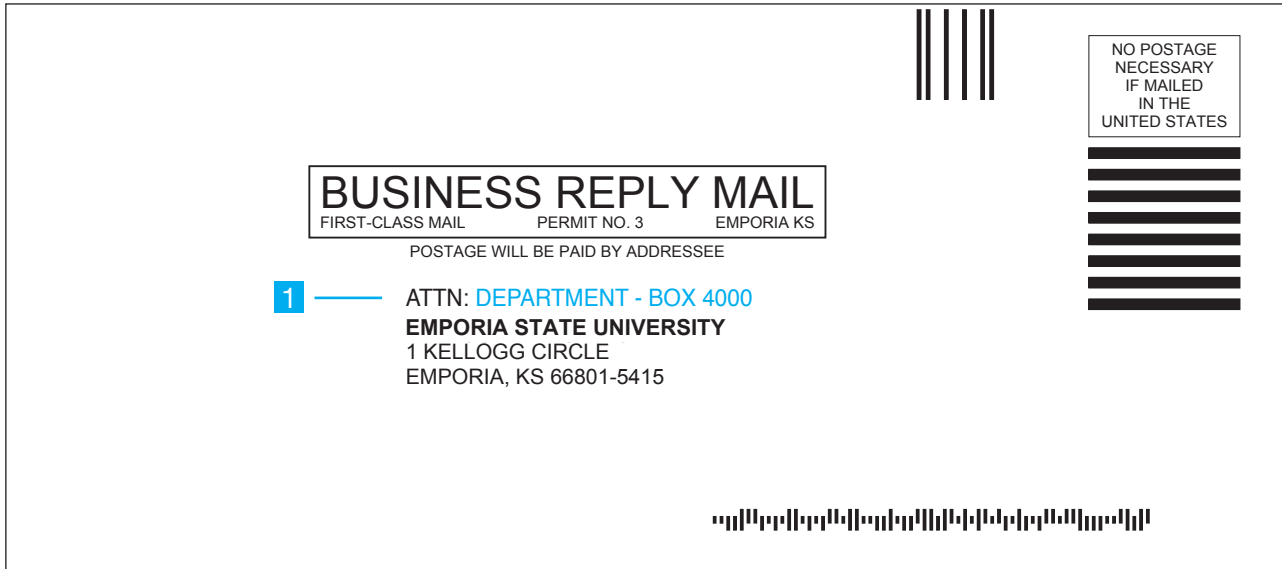
2 Individual's name, department name or can be blank.
1 line.

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Business Reply Envelope



The diagram shows a business reply mail envelope layout. On the left side, there is a box containing the text: **BUSINESS REPLY MAIL**, with **FIRST-CLASS MAIL**, **PERMIT NO. 3**, and **EMPORIA KS** below it. Underneath this box is the text **POSTAGE WILL BE PAID BY ADDRESSEE**. To the right of this box is a blue square with the number **1** and a line pointing to the recipient address: **ATTN: DEPARTMENT - BOX 4000**, **EMPORIA STATE UNIVERSITY**, **1 KELLOGG CIRCLE**, and **EMPORIA, KS 66801-5415**. On the right side of the envelope, there are four vertical bars, a box with the text **NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES**, and a series of horizontal bars. At the bottom center, there is a barcode.

Black

1 Department name and campus box

Indicates changeable components



Business Cards



Pantone 132 and Black

Front only

1 Individual's name and optional designation (i.e. Ph.D.)

2 Individual's title, department

3 Building and room number

4 Address: Up to 3 lines, campus box, address, and city, state, zip.

5 Phone/fax/email/url: variable up to 5 lines. Phone, optional additional phone, fax, email and url.

6 I'm A Hornet badge optional.