



### 2.8.3 Official Stationery and Business Cards/Papers

Chapter 2 - General	Original Effective Date: October 2000
Section: 2.1 Official Publications	Date Last Reviewed: November 2022
Responsible Entity: Vice President and Chief Marketing and Communications Officer	Date Last Revised: November 2022

#### I. Purpose

This policy governs the development and use of stationery, business cards and other business papers at The University of Texas Health Science Center at San Antonio (UT Health San Antonio).

#### II. Scope

This policy applies to the use of all brand marks/assets of The University of Texas Health Science Center at San Antonio (UT Health San Antonio).

#### III. Policy

- A. Stationery of UT Health San Antonio shall be used for official business only. Its use for personal correspondence is prohibited.
  1. Official UT Health San Antonio stationery and business cards must be purchased only from UT Print. University stationery includes letterhead, business cards, envelopes, note cards and other business papers. The university has authorized the purchase of stationery (to include letterhead, business cards/papers, envelopes, etc.) from state-budgeted funds.
  2. All employees must use stationery that is aligned with the approved branded templates as outlined in the university's [Brand Guidelines](#).
  3. Any changes or deviations from the guidelines/templates for branded university stationery items must be approved by the senior executive director of communications or the director of creative and brand services.
- B. The UT Health San Antonio primary logo, in full color, is used on all stationery, business cards and business papers of all departments, centers, institutes and programs other than the university's official clinical practices, which have separate approved patient care logos. The university's clinical practices include UT Health Physicians, Mays Cancer Center, UT Dentistry, Wellness 360 and that of the School of Health Professions. These formally-recognized clinical practices may use approved, [patient](#)

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[care logos](#) on stationery, business cards, other business papers and promotional material in order to advance public awareness of these patient care enterprises.

- C. The university's official [customized logos](#) can be used on materials other than stationery and business cards to promote the schools, departments, centers, institutes and other sub-brands of the institution.
- D. Use of the university's official seal on stationery, business cards and other selected items is reserved for the offices of the president and deans and for any materials related to the university's commencements and official business or legal documents. All other materials are to carry the university's [official logo](#) or any of the brand compliant customized versions of it.
- E. Requests for new, edited or re-print stationery services should be submitted to [UT Print](#).

#### IV. Definitions

There are no defined terms used in this Policy.

#### V. Related References

For questions about this policy, brand identity or application, contact [uthealthbranding@uthscsa.edu](mailto:uthealthbranding@uthscsa.edu).

[UT Health San Antonio Brand Guidelines](#)

#### VI. Review and Approval History

- A. The approving authority of this policy is the University Executive Committee.
- B. The review frequency cycle is set for three years following the last review date, a time period that is not mandated by regulatory, accreditation, or other authority.

Effective Date	Action Taken	Approved By	Date Approved
10/2000	Policy Origination		
05/2013	Policy Review		
11/2022	Policy Revision	Executive Committee	11/10/22