

Subject:	City Letterhead, Stationery, Business Cards for City Employees	Number: 3-7
		Date Issued: December 1, 1998 Date Revised:
Responsible Department:	DAS—Purchasing	Approved: <i>(Signature on File)</i>

Purpose

To establish a standardized format for stationery and business cards.

Policy

Letterhead

Letterhead stationery shall conform to a standardized format unless, exceptions to the standard style is permitted by the City Manager's Office. City of Fresno letterhead stationery is used for correspondence sent to outside agencies, businesses and citizens.

Memorandum Stationery

City of Fresno memorandum stationery is plain paper with the blue City of Fresno logo in the upper left-hand corner and is used for internal correspondence.

Business Cards

An employee who has frequent contact with the public may be provided with personalized business cards upon approval by his/her department director. Three format styles of business cards are authorized for use by City staff. The styles are:

<p>A.</p> <p>City of  www.ci.fresno.ca.us brettr@ci.fresno.ca.us</p> <p>BRETT RAWLINGS Programmer Analyst III</p> <hr/> <p>Information Services Department 2600 Fresno Street Fresno, CA 93721-3608 559/498-4337 Voice 559/488-1021 FAX</p>	<p>B.</p> <p>City of </p> <p>SHARON ELIZONDO Real Estate Finance Specialist</p> <hr/> <p>Department of Economic Resources 2600 Fresno Street Fresno, California 93721-3605 209-498-4817 FAX 209-488-1078 E-mail: sharons@fresno.gov</p>
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Business cards should follow the standard format listing the individual's name, position title, department, division, street address, city, state and 9-digit zip code, followed by the phone number and fax number.

Exceptions to the above styles are permitted only upon approval of the City Manager's Office and are generally restricted to enterprise accounts, e.g., FAX, Fresno Air Terminal, Zoo.

Members of the City Council and the E-range managers may have the Fresno logo embossed with blue foil. This option is available in either of the above styles.

Business cards are generally printed in quantities of 500.

Procedures

Printing requests for business cards should use the standard Printing Requisition and specify one of the above styles.