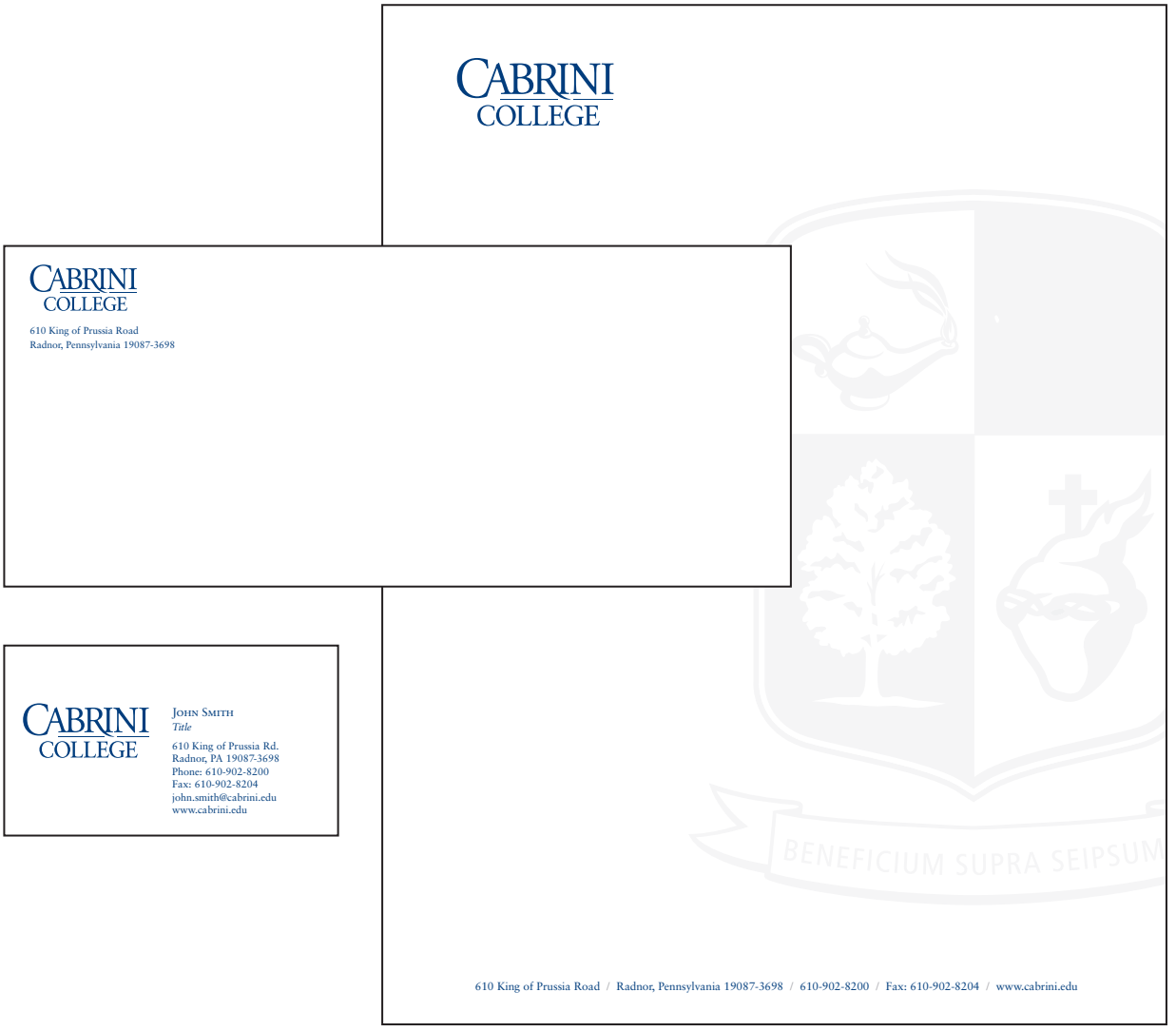
Stationery and Administrative Standards

Stationery and Administrative Standards

The Stationery Set

Stationery plays an important role in representing the college. Adhering to the guidelines in this manual will help the college maintain a consistent image. The following pages contain diagrams to aid in the production of these three pieces.

business card / envelope / letterhead

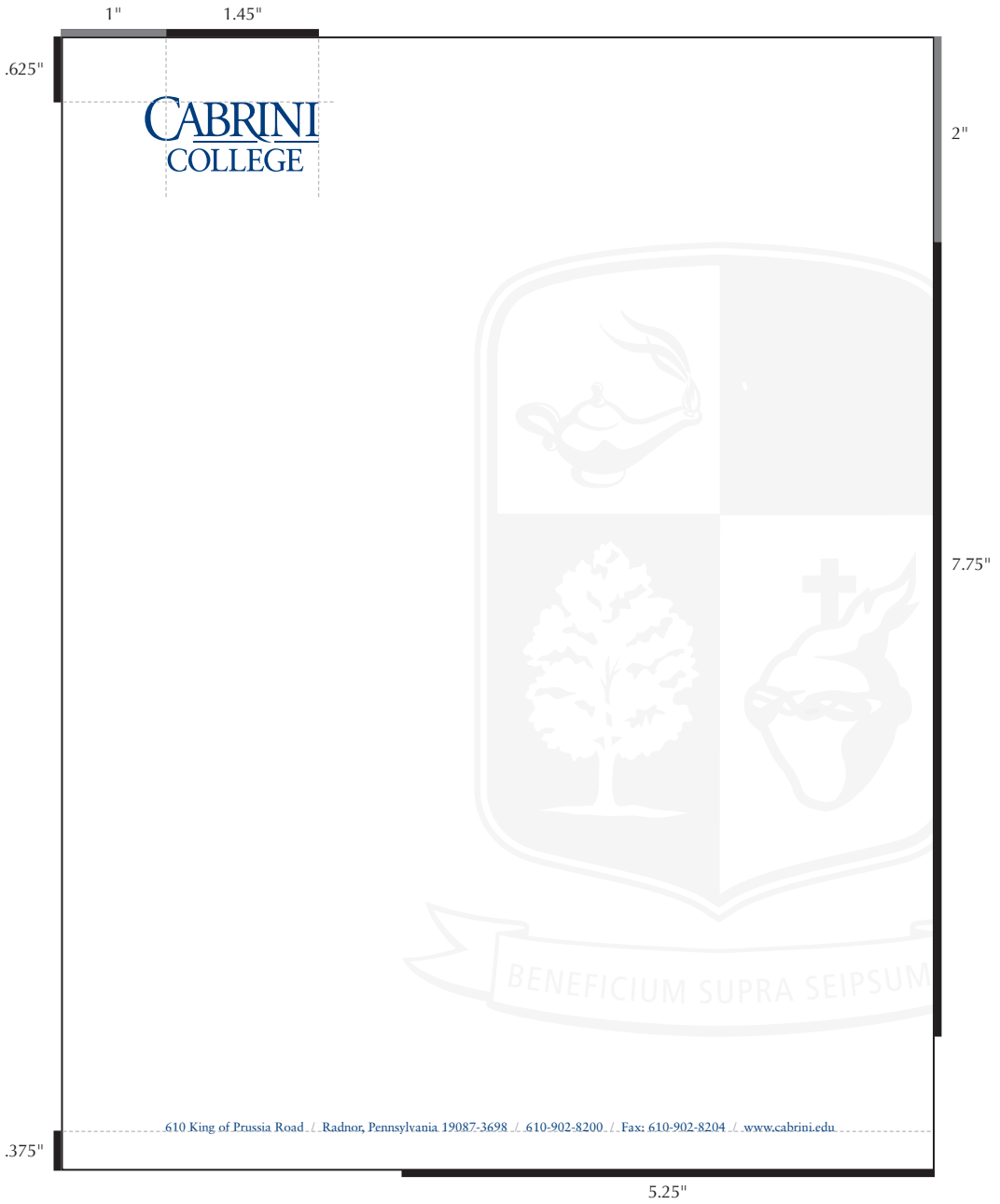


Letterhead

The logo is to be positioned as shown and printed in two colors. Any copy or address line should line up as specified below. It is not permissible to personalize the Cabrini College letterhead.

Letterhead and envelopes must be ordered through the Marketing and Communications office. Please call 610-902-8750.

letterhead



SIZE
8.5 x 11

PAPER
Mohawk Superfine ultrawhite eggshell 24# writing

PRINTING INKS
PMS 281, PMS 422

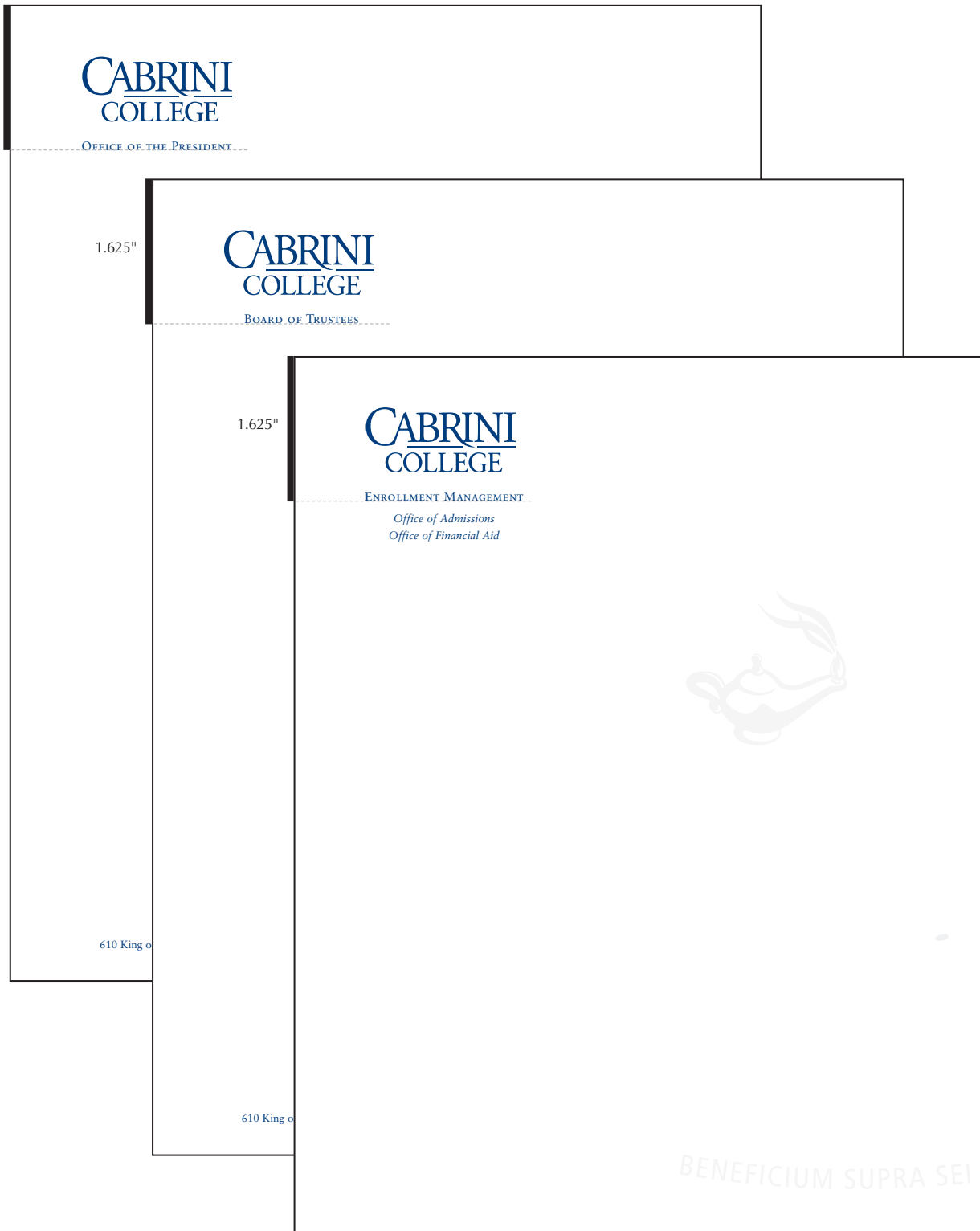
"WATERMARK"
15% PMS 422 bleeds off right side

FOOTER
8.75 pt. Sabon centered

Departmental Letterhead

Letterhead and envelopes must be ordered through the Marketing and Communications office. Please call 610-902-8750.

departmental letterhead



DEPARTMENT TITLE
10 pt. Sabon Roman Small Caps
Centers below logo

OFFICE TITLE
9 pt. Sabon Italic
Centers below department name

Letter Format

The guidelines written in the sample letter below are for laser printing correspondence on the second page of institutional letterhead. Please call the Marketing and Communications office to obtain a copy of the digital template that has been created specifically for this purpose.

1"

2.125"

CABRINI COLLEGE

Office of the President

March 17, 2006
¶
¶
¶
Mr. Howard Bubert
Principal
Barton Matheson Willse & Worthington
17 Governors Court
Baltimore, MD 21244
¶
Dear Scott:
¶
This letter exemplifies the standard format for a letter written in block style. To present an appealing, well-balanced appearance, adjust the position of the date, inside address, and margins according to the length of the letter.
¶
Begin the letter by typing the date, flush with the left margin. Return four times and type the inside address, which should be identical to the mailing address to be used on the envelope. Return twice and type the salutation. If you do not know the name of the addressee, then address the letter to the recipient's professional position, e.g. "Dear Director of Human Resources," "Dear Customer Service Representative." Always use a colon after the salutation.
¶
Double space after the salutation and single space each paragraph, double spacing between paragraphs. Do not indent the paragraphs and do not justify the right margin. After the final paragraph, double space and type the complimentary close. Return four times before typing your full name. Return once and type your title. If you do not have a title, return five times before typing your name.
¶
Sincerely yours,
¶
(signature)
¶
Robert H. Tate, Ph.D.
Vice President for Advancement
¶
RHT: wb
Enclosure
¶
cc: Dr. Thomas L. Reuschling

1"

610 King of Prussia Road / Radnor, Pennsylvania 19087-3698 / 610-902-8200 / Fax: 610-902-8204 / www.cabrini.edu

MARGINS
Top: 2.125 inches
Bottom: 1 inch
Left: 1 inch
Right: 1 inch

TYPE
Garamond

FONT SIZE
12 point, flush left

LEADING
single-space

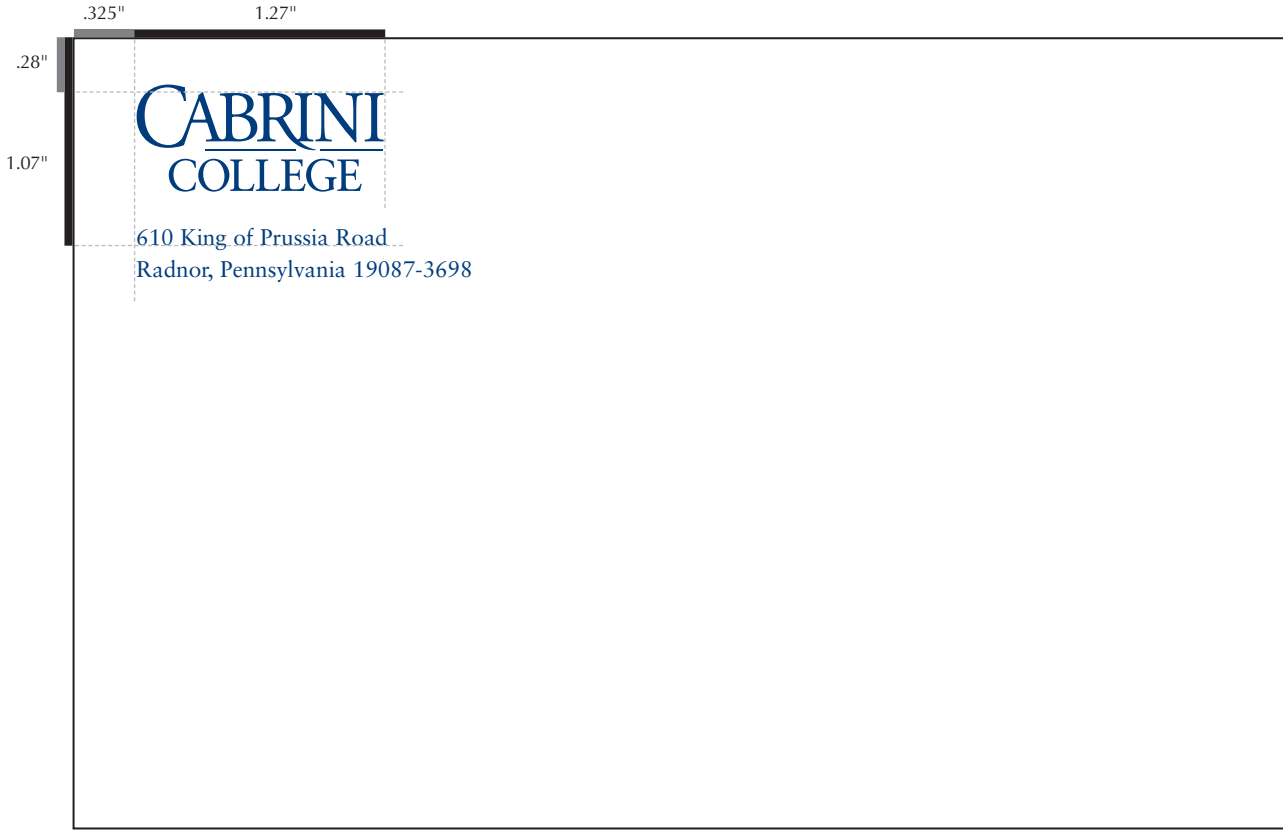
BENEFICIUM SUPRA SE IPSUM

Envelope

The logo is to be positioned as shown and printed in one color: PMS 281. Any copy or address line should line up as specified below.

Letterhead and envelopes must be ordered through the Marketing and Communications office. Please call 610-902-8750.

envelope



ENVELOPE STYLE
#10 Official

SIZE
9.5 x 4.125 inches

PAPER
Mohawk Superfine
ultrawhite eggshell
24# writing

PRINTING INK
PMS 281

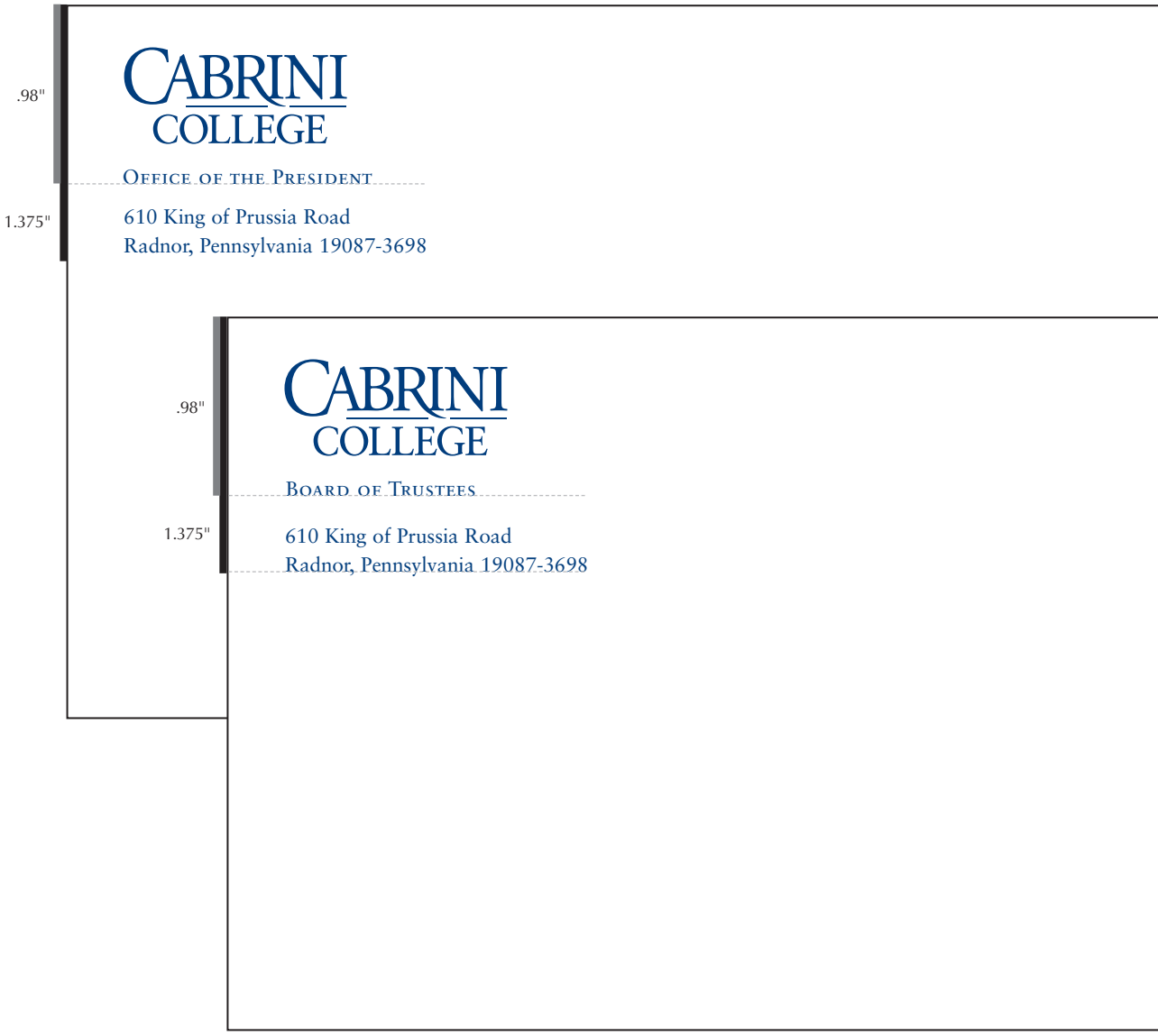
TYPOGRAPHY
8.5 pt. Sabon
12 pts. leading
align with *c* in *Cabrini*

Departmental Envelope

The logo is to be positioned as shown and printed in one color: PMS 281. Any copy or address line should line up as specified below.

Letterhead and envelopes must be ordered through the Marketing and Communications office. Please call 610-902-8750.

envelope



ENVELOPE STYLE
#10 Official

SIZE
9.5 x 4.125 inches

PAPER
Mohawk Superfine
ultrawhite eggshell
24# writing

PRINTING INK
PMS 281

TYPOGRAPHY
8.5 pt. Sabon
12 pts. leading
align with *c* in *Cabrini*

Business Card

The standard Cabrini business card is 3.5 inches by 2 inches in a horizontal orientation. The logo is to be positioned as shown and printed in one color: PMS 281. The individual name and related information will be printed in PMS 281 to the specifications below.

Letterhead and envelopes must be ordered through the Marketing and Communications office. Please call 610-902-8750.

business card

BUSINESS CARD SIZE
3.5 x 2 inches

PAPER
Mohawk Superfine
ultrawhite eggshell
24# writing

PRINTING INK
PMS 281

TYPOGRAPHY
A Aligns with top of *Cabrini*
name: 8.85 pt. Sabon Roman Small Caps
12 pts. leading
title: 7.75 pt. Sabon Italic
9 pts. leading

B Aligns with top of *College*
7.75 pt. Sabon, 9.75 pts. leading

Note Card and Envelope

The note card is printed in two colors (PMS 281 and PMS 422) on one side, blank inside. A coordinating envelope completes the set.

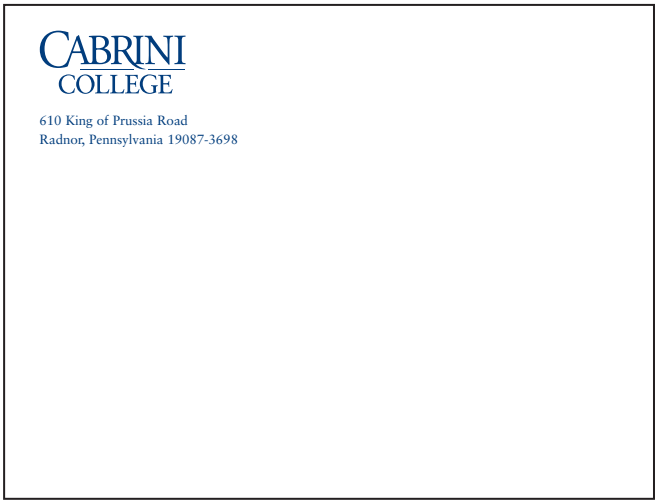
note card and envelope

NOTE CARD SIZE
Flat: 5.5 x 8.5 inches
Finished: 5.5 x 4.25 inches

PAPER
Mohawk Superfine
ultrawhite eggshell

PRINTING INKS
PMS 281, PMS 422

TEXT ON BACK
8 pt. Sabon, 10 pts. leading



ENVELOPE STYLE
A-2 Square-Flap

SIZE
5.75 x 4.375

PAPER
Mohawk Superfine
ultrawhite eggshell
24# writing

PRINTING INKS
PMS 281, PMS 422

CGPS Stationery

The College of Graduate and Professional Studies should not use standard Cabrini stationery. A CGPS stationery set has been designed and must be used for all CGPS correspondence and mailings.

Letterhead and envelopes must be ordered through the Marketing and Communications office. Please call 610-902-8750.

business card / envelope / letterhead

Anniversary Stationery

The 50th Anniversary stationery set is to be used for anniversary-related events and alumni mailings. This stationery may not be used until authorized by the 50th Anniversary Committee.

Letterhead and envelopes must be ordered through the Marketing and Communications office. Please call 610-902-8750.

business card / envelope / letterhead

Executive Monarch Stationery

The executive stationery was designed for use by the Office of the President. A simple elegance and formal appearance distinguish this family of executive stationery.

business card / envelope / letterhead

Related Materials

Other materials that complement the stationery set are the catalog envelope and the mailing label. Follow the guidelines below for consistent results.

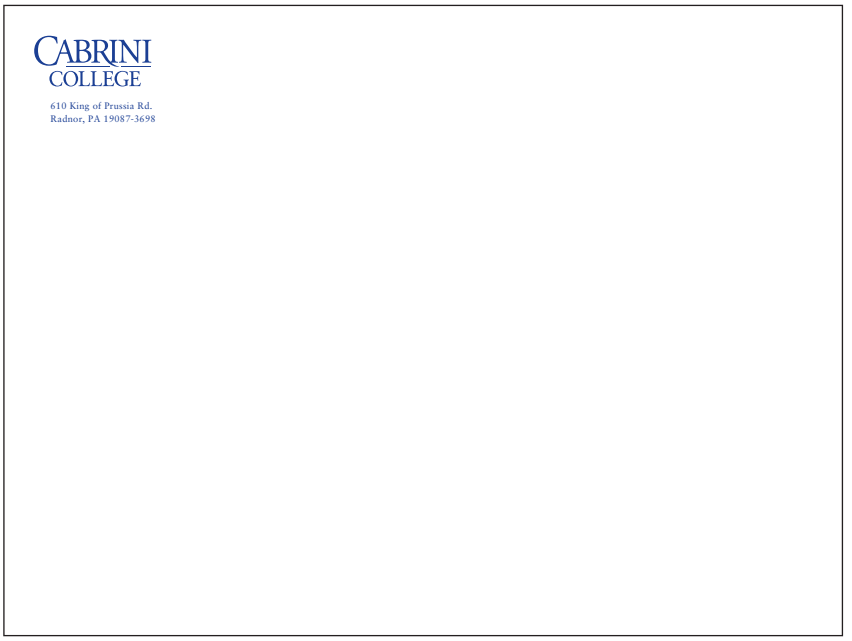
catalog envelope

ENVELOPE STYLE
12 1/2 Catalog

SIZE
12.5 x 9.5 inches

PAPER
standard white wove

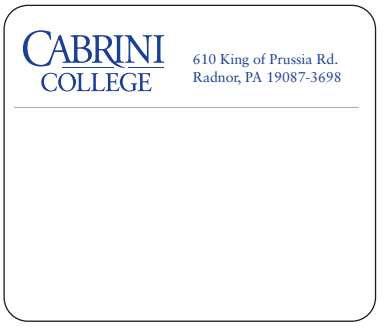
PRINTING INKS
PMS 281, PMS 422



mailing label

LABEL STYLE
Laser printer labels #5164

SIZE
4 x 3.33 inches

PAPER
white, crack-n-peel

PRINTING INKS
PMS 281, PMS 422
or
black version of the
primary logo