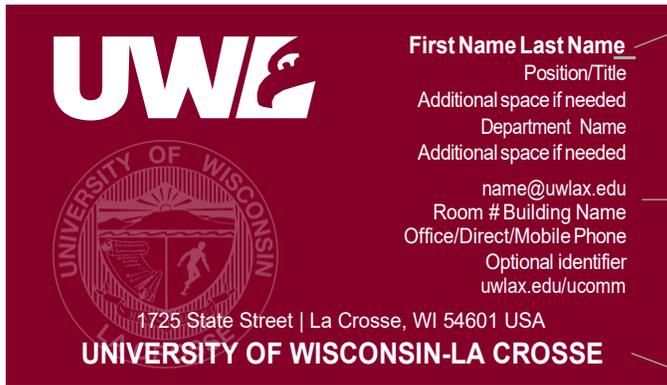


BUSINESS CARD STANDARDS



Your Name

9 pt - Helvetica LT Standard Bold Condensed
Upper case/Lower case

Body Copy

8 pt - Helvetica LT Standard Condensed
Upper case/Lower case

University Title

11 pt - Helvetica LT Standard Bold Condensed
Upper case

Displayed Name: (22 character limit)

If the length is over 44 characters, the name will be displayed on 2 lines

Position Title: (60 character limit)

If the title exceeds 30 characters, the additional text will appear as a second line

Department Name: (60 character limit)

If the department name exceeds 30 characters, the additional text will appear as a second line

Email Address: (30 character limit)

Please enter your email address using the following format: **xlastname@uwlax.edu**

Room # Building Name: (30 character limit)

Please enter your room # and building name using the following format: **999 Graff Main Hall**

Phone Numbers: (30 character limit)

Please enter the label (office, direct or mobile) and the associated phone number using the format of:
608.785.5555

Optional Identifier: (30 character limit)

- 1) Additional Phone Number - enter the label (office, direct or mobile) and the associated phone number using the format of: **608.785.5555**
- 2) Preferred Gender Pronoun(s) – enter using the following format: **She/Her/Hers**
- 3) Twitter Handle – enter using the following format of: **@UWLisethebest**

Website Default: (30 character limit)

The default printed in this field will be: **uwlax.edu** or you may specify a website address (i.e.:
uwlax.edu/ucomm)