USF Business Cards and Stationery

To purchase USF official business cards and stationery

CCS Marketing is USF’s official vendor for business cards and USF business stationery. To order, visit: usfedu.myprintdesk.net

Please bookmark this page for future use.

New users, select “LOGIN/REGISTER” at the top of the page, then click “New User? Register” and follow the prompts.

Have questions or need help?
Contact CCS at USForders@CCSmarketing.com or call 813-881-1997.

Standard turn-around time is 5 business days. Rush orders may be available for an additional fee.

Have USF brand questions?
E-mail University Communications and Marketing at usfbrand@usf.edu

Ways to customize your business card

• All lines of card except logo and campus identity are customizable

• Use of third line for pronouns or additional information

• Information may be separated by a comma or semicolon

• Second and third lines are optional

• Information about your mailpoint and zip + 4 may be obtained by emailing bulkmail@usf.edu

• Customer is responsible for accuracy of content

Approved Business Card Design

- The University of South Florida is a public research university located in Tampa, Florida.
- The university is committed to excellence in teaching, research, and service.
- The university offers undergraduate, graduate, and professional programs in a variety of fields.
- The university is home to several research centers and institutes.

Card Information

- The card includes the university's logo, name, and title.
- The card also includes the university's address and email address.
- The card includes the university's phone number.
- The card includes the university's website.
- The card includes the university's slogan.

Card Design

- The card has a professional and polished design.
- The card uses a consistent color scheme.
- The card uses a serif font.
- The card uses a grid layout.

Card size

- The card is a standard business card size of 2 1/4 x 3 1/2 inches.
- The card is printed on high-quality card stock.

Card printing

- The card is printed using a digital printing process.
- The card is printed on both sides.
- The card is printed in full color.
- The card is printed using spot colors.

Card distribution

- The card is distributed to faculty and staff at the main campus.
- The card is distributed to satellite campuses.
- The card is distributed to remote sites.
- The card is distributed to vendors and partners.

Card printing schedule

- The card is printed on an as-needed basis.
- The card is printed on a seasonal basis.
- The card is printed on a biennial basis.
- The card is printed on a triennial basis.
- The card is printed on a four-year cycle.

Card printing vendors

- The card is printed by a local printing company.
- The card is printed by a national printing company.
- The card is printed by a global printing company.
- The card is printed by a sustainability-focused printing company.
- The card is printed by a carbon-neutral printing company.

Card printing costs

- The card is budgeted at $5,000 annually.
- The card is budgeted at $10,000 annually.
- The card is budgeted at $20,000 annually.
- The card is budgeted at $50,000 annually.
- The card is budgeted at $100,000 annually.

Card printing timeline

- The card is designed and printed in 1-2 weeks.
- The card is designed and printed in 3-4 weeks.
- The card is designed and printed in 5-6 weeks.
- The card is designed and printed in 7-8 weeks.
- The card is designed and printed in 9-10 weeks.

Card printing specifications

- The card is printed in CMYK color.
- The card is printed in RGB color.
- The card is printed in PANTONE color.
- The card is printed in spot colors.
- The card is printed in process colors.

Card printing finishes

- The card is printed with a gloss finish.
- The card is printed with a matte finish.
- The card is printed with a satin finish.
- The card is printed with a metallic finish.
- The card is printed with a foil finish.

Card printing substrates

- The card is printed on 100% recycled card stock.
- The card is printed on 50% recycled card stock.
- The card is printed on 40% recycled card stock.
- The card is printed on 30% recycled card stock.
- The card is printed on 20% recycled card stock.

Card printing certification

- The card is printed using ISO 9001 certification.
- The card is printed using ISO 14001 certification.
- The card is printed using FSC certification.
- The card is printed using PEFC certification.
- The card is printed using C2C certification.

Card printing feedback

- The card is reviewed and approved by the university's marketing department.
- The card is reviewed and approved by the university's graphic design department.
- The card is reviewed and approved by the university's legal department.
- The card is reviewed and approved by the university's communication department.
- The card is reviewed and approved by the university's human resources department.
**Business Cards**

Business cards are printed in USF green and gold, and include choice of:

- 100# paper (Standard)
- 130# paper (Premium)
- Choice of back design shown below, or non-printed back

**Letterheads and Envelopes**

8.5 x 11 inch letterheads and 6 standard sizes of envelopes that match the cards are available.

**Envelopes come in USF green, in the following styles:**

- #10 business envelope (4 1/8" x 9 1/2", gummed)
- #9 business reply envelope (3 7/8" x 8 7/8", gummed)
- #10 single window envelope (4 1/8" x 9 1/2", gummed)
- 10 x 13 catalog envelope (white, gummed or self-seal)
- 9 x 12 catalog envelope (white, gummed or self-seal)
- 6 x 9 catalog envelope (white, gummed or self-seal)

**USF Primary Design (USF Wordmark + Bull U icon)**

All offices and colleges of the university may use the Primary university stationery design package, the standard and preferred design.

Tampa, St. Petersburg, and Sarasota-Manatee campus locations are included on a standard drop-down menu.

All other addressing content is customizable to accommodate the wide range of USF’s addresses.
Alternative Designs

(Available for designated units of the university)

**USF Wordmark**

An alternative design available for USF faculty and researchers, focused on the university name, where a more formal approach is desired for the intended audience.

Matching letterhead and envelopes with the USF Wordmark are available.

**USF Health Wordmark + Bull U Icon**

USF Health’s academic divisions and offices may use the USF Health + iconic Bull U design.

USF Health’s Colleges (Medicine, Pharmacy, Nursing, Public Health) may choose the USF Primary design or USF Health branded materials depending on audience.

If the audience is new to USF, use the University of South Florida materials. If the audience is familiar with USF, use USF Health materials.

USF Health’s clinical offices please contact USF Health Communications and Marketing.

Matching stationery available.

**USF Foundation**

Design for Foundation employees. Stationery follows standard USF primary design.

**USF Alumni Association**

Design for USF Alumni Association employees. Stationery follows standard USF design.

**USF Seal**

Seal stationery is reserved for the most formal, official messaging. Commencement, academic certificates, and formal notices from the President’s office carry the USF seal. Use by permission of University Marketing. Matching stationery available.