**Overview - USF Business Cards and Stationery Availability**

**Current Status**

- USF community may order materials from CCS starting August 2
- USF ordering site is in test mode: To order, you log into the test site at usfedu.myprintdesk.net or email CCS at USForders@ccsmarketing.com
- Site is near completion: CCS adding in all options and P-card payment function
- CCS Website: https://ccsmarketing.com/
- Questions: Contact Tré Smith or Britt Self

**Future Goal**

- Office of Purchasing is investigating placement of CCS link on “punch-out” page in the USF Bull Marketplace
- For more information about the Bull Marketplace: https://www.usf.edu/business-finance/purchasing/usf-bull-marketplace

**Project Goals**

- Secure a printing company to provide high-quality, on-brand business cards, letterheads and envelopes
- USF-wide service for the Tampa, St. Petersburg and Sarasota-Manatee campuses
- Develop an online ordering site
- Deliver completed materials to USF campus locations

**Timeline**

- ITN process began in December ’20
- USF-wide 9-person committee examined complete bids, pricing and printed samples, from 7 printing companies.
- April ’21, Contract awarded to CCS Marketing
University of South Florida - **Primary Logo Design** (University Wordmark + Bull U Icon)  
(Available to all USF faculty and staff)

**Primary Logo card**
- Choice of 100# paper
- Choice of 130# paper
- Choice of no printing on back

- Choice of printed back 1
- Choice of printed back 2

**Envelopes:**
- #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 Logo (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 title added on drop-down menu.

Individual campus mail points and zip + 4 customizable.
University of South Florida - Additional Identity Packages  (USF Wordmark; USF Health + Icon; USF Foundation)

USF STATIONERY | BUSINESS CARDS | LETTERHEADS

First Name Last Name, degrees
Title Title Title, USF Department or Unit
Title Title Title, USF Department or Unit
University of South Florida Tampa campus
4202 East Fowler Avenue, XXX123
Tampa, FL, 33620-xxxx
name@usf.edu
o: 813-974-1234  //  c: 813.123.1234
usf.edu/xxxxxsite

USF STATIONERY | BUSINESS CARDS | LETTERHEADS

All cards offer choice of:
• 100# paper (Standard)
• 130# paper (Premium)
• Choice of back design alternatives shown at left or no printing on back

Letterheads and Envelopes:
8.5 x 11 inch letterheads and 6 standard sizes of envelopes that match the cards are also offered.

Design formats match Primary design items.

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.

USF Wordmark
USF faculty and researchers may use the USF Wordmark design, when a more formal approach is desired for the intended audience.

USF Foundation
Design for Foundation business only.

USF Health
First Name Last Name, degrees
Title Title Title, USF Department or Unit
Title Title Title, USF Department or Unit
University of South Florida Tampa campus
4202 East Fowler Avenue, XXX123
Tampa, FL, 33620-xxxx
name@usf.edu
o: 813-974-1234  //  c: 813.123.1234
usf.edu/xxxxxsite

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.