STATIONERY

In an ongoing effort to achieve efficiencies in production and provide a unified identity for our stationery, the following standardized templates should be used. Please ensure the stationery templates are followed as designed, as deviation from them can result in additional costs (due to increased coordination, production and printing time).
July, 2014

Ms Jane Doe
123 Chancellor Drive
Winnipeg, MB R3T 0N1

Dear Ms Doe:

As you are a graduate of the University of Manitoba’s Faculty of Agriculture and Food Sciences, I wanted to write and let you know some exciting news on how we are contributing to the safety of the world’s grain supplies.

We recently broke ground on a new $4 million research facility to study and improve grain storage. Unlike any other grain research group in Canada, Dr. Digvir Jayas of biosystems engineering will bring together a multi-disciplinary team of engineers, entomologists, chemists and specialists in fungi in one building. This integrated approach to studying grain storage will ensure Canada meets international standards for quality and chemical residue-free grains. These are increasingly important issues to the world’s food safety, and the University of Manitoba continues to contribute significantly to the body of research in this area.

We are delighted that this groundbreaking research has been made possible through the Canada Foundation for Innovation, the Manitoba Innovation Fund, and private partners.

This is just one of a number of new initiatives taking place in our faculty. I invite you to check our website often at www.umanitoba.ca/afs for more news and information.

I think you’ll be as proud of our staff, students and alumni as I am.

Sincerely,

Dean Namerson
Dean

Faculty of Agricultural and Food Sciences
66 Dafoe Road
Winnipeg, Manitoba R3T 2N2

Telephone: 204-474-0000
Fax: 204-474-0000
email@umanitoba.ca

A basic stationery system consists of an 8.5” x 11” letterhead, 2” x 3.5” business card and #10 envelope.

Minion is the preferred typeface to be used for all information, however Times New Roman may be used for body and address copy.

Ink colours for all coated items are Pantone 130 C and Pantone 1545 C.

All ink colours for uncoated items are Pantone 129 U and 175 U.

The stationery system provides for customization of all components. On the letterhead, business card and envelope, the first line may contain the name of a school, faculty, department or other unit.

All orders for University of Manitoba stationery are to be made through the EPIC purchasing system.
On the letterhead, the top left logo identifies the university and faculty or school.

The department name, mailing address, telephone and facsimile numbers and email address are listed in the top right section of the letterhead. The URL is centred at the bottom of the page.
The screened-back shield icon sits top left on the letterhead, printed in 15% yellow.

The shield icon bleeds off the top left corner to the degree that:
- the bison image must be visible to slightly above the eye.
- the crown, leaf and book images must never be cut off.

10 pt type is positioned 0.125" to the right of the pinline. Weight of pinline is 0.5 pt. Return address information and pinline are printed in black.

URL is in 10 pt type, centred at the bottom and printed in black. Use of the university’s home page URL umanitoba.ca is preferred, although units may choose to use their own web addresses.

The letterhead specifications are set to help create and maintain order, hierarchy and balance. Standard letterhead is printed on 8.5" x 11" bright, white 24 lb uncoated paper stock.

The preferred typeface for all correspondence is Minion, however Times New Roman, a serif typeface, may be used for the body of the letter and address information.

The body copy should not exceed the inner margins.

All aspects of space on the letterhead support the balance between form and function.
The fax cover sheet design is based on total functionality.

The fax cover sheet follows the same basic layout as the university letterhead but includes an easy to use form for fax information.
The ultimate purpose of a business card is to act as a communicator of information, as well as a symbol of the university, and is often in competition for attention with business cards from other institutions.

The template for business cards delivers graphic and typographical information in a positive format (i.e. dark type on light background). The screened-back shield icon is used as a design enhancement that complements the simplicity of the given information.

Use 10 pt type for the name, 8 pt type for the person’s title and 7.5 pt type for the address block. Business cards should be printed on a stock that provides substantial weight and durability. The horizontal logo should always be the version selected for business cards.

Business cards can be ordered through the EPIC system, using the Unigraphics catalog. Contact Purchasing Services at 204-474-6113 with any questions.
Respective to indicia and postal regulations, the University of Manitoba logo and corresponding return mailing address are positioned beside each other in the top left corner of the envelope.
ENVELOPE SPECIFICATIONS

The horizontal logo version is to be used for all envelopes. The logo is to be positioned at the top left corner of the envelope.

Note: The most common envelope sizes are shown here.