

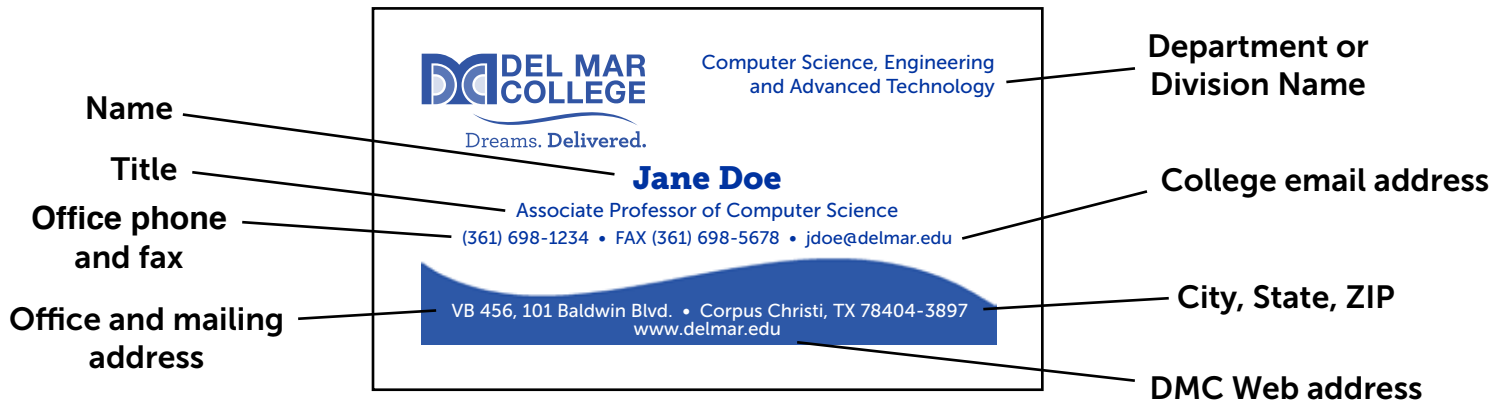
# Business Card Request/Approval Form

Del Mar College business cards are important tools for professional employees engaged in College business and student recruiting on and off campus. As such, they need to represent the institution and the individual by utilizing the highest standards of accuracy and professionalism.

Del Mar College business cards are produced on campus using standard College publications procedures. Cards will incorporate the official College logo using the approved production values to ensure quality and a uniform College image. DMC business cards produced or purchased outside of this process violate College procedures.

## Standard Del Mar College Business Card Format

All print and markings are in Del Mar Blue (Pantone 286)



Department or Division Name \_\_\_\_\_

Name (exactly as you want it in print) \_\_\_\_\_

Title (must match Catalog listing) \_\_\_\_\_

Doctoral Degree (Dr. or Ph.D., Ed.D. or M.D.) \_\_\_\_\_

Office phone \_\_\_\_\_ Office FAX \_\_\_\_\_  
enter numbers only enter numbers only

College email address (delmar.edu address ONLY) \_\_\_\_\_

Building and Room number (optional) \_\_\_\_\_

Reprints \_\_\_\_\_ New Orders \_\_\_\_\_

Approved by \_\_\_\_\_  
Signature of Dean, Department Chair, or Director

**Exceptions to these standards will be considered on a case-by-case basis and will require the approval of the appropriate administrator at the divisional dean or vice presidential level.**

For CRO use: Date request received \_\_\_\_\_

## DEL MAR COLLEGE BUSINESS CARD STANDARDS

College business cards are official documents representing the institution as well as the professional employees. Cards will accurately define the individual's role in the College using appropriate standards of professionalism. The College Relations Office processes business cards for College employees as appropriate.

1. Business cards are produced for APT employees and full-time faculty engaged in college business and student recruiting on and off campus.
2. Business cards are necessary to facilitate clear communication. Cards will only list the individual's College affiliation, not to include non-College titles or contact information.
3. Business cards are intended to facilitate proper written or oral communications, not to serve as resumes.
4. Business cards will include information necessary for others to contact the College employee, either by phone, fax, email or US mail, and to address the employee appropriately. Extraneous information is unnecessary.
5. To facilitate appropriate communication, individuals who have earned a doctoral degree and have the appropriate documentation on file with the Human Resources Office, may have that designation included on their cards. The individual may select either format: Dr. Jane Doe, or Jane Doe, Ed.D., but not both.
6. Listing of baccalaureate or masters degrees is unnecessary, as that level of academic credentialing is the standard for professionals at the College.
7. Listing of professional certifications (LPC, RN, etc.) is appropriate in those instances when the following conditions apply:
  - the individual has completed state or national licensure or similar certification
  - the certification is appropriate for listing in the College catalog
  - the notation of the degree or certification is integral (not incidental) to the capacity in which the individual is employed at the College

- the certification is a necessary credential for the employee's position with the College, and
- the proper certification documentation is on file with the Human Resources Office.

8. Classified employees whose primary responsibilities are to provide clerical or support functions on campus are not provided individual business cards. In those instances, the College Relations Office will produce office contact cards for general use. Office contact cards provide contact information (telephone, fax, address, email, Web address) for an entire service unit, not an individual employee. These cards include a space where a specific employee's name may be written.
9. Exceptions may be approved for classified employees whose primary responsibility involves one-on-one communication with the public in an off-campus capacity.

Purchasing business cards from commercial printers and/or producing cards from desktop printers are unauthorized uses of College resources and a violation of College policy and procedures, according to the Vice President of Business and Finance.

The name "Del Mar College" and the Del Mar College logo are registered service marks of the Del Mar College District protected by the Texas Secretary of State. Any unauthorized use of these symbols is a violation of the College's legal rights. The College will take any and all steps necessary to protect those rights.

Exceptions to these standards will be considered on a case-by-case basis and will require the approval of the appropriate administrator at the divisional dean or vice presidential level.

Send completed forms to College Relations through Campus Mail OR email forms to [mcruz100@delmar.edu](mailto:mcruz100@delmar.edu)

A comprehensive list of Del Mar College graphics standards is posted at:  
[http://www.delmar.edu/graphic\\_standards.aspx](http://www.delmar.edu/graphic_standards.aspx)

The Business Card Request/ Approval Form is posted at:  
<http://www.delmar.edu/WorkArea/DownloadAsset.aspx?id=6134>