


LDH Stationery and Business Card Policy

	Louisiana Department of Health (LDH)	
	Policy Number	79.1
	Content	LDH Policy on Stationery and Business Cards
	Effective Date	November 1, 2012
	Inquiries to	Office of Management and Finance Office of the Undersecretary Administrative Services Section PO Box 629 Baton Rouge, LA 70821 225-342-3501

LDH is committed to fostering, cultivating and preserving a culture of equity, diversity and inclusion. Our human capital is the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our employees invest in their work represents a significant part of not only our culture, but our Department’s reputation and achievement as well.

If there is a discrepancy between an LDH Policy and a Program Office or facility policy, the LDH policy shall govern/override/supersede the conflicting section within the Program Office or facility policy.

I. PURPOSE

It is the policy of the Louisiana Department of Health (LDH) that all offices utilize a standardized format for letterhead office stationery, return address envelopes, and business cards normally required for correspondence in conduct of official daily operations. Office titles imprinted on stationery, envelopes, and business cards will conform to the official designations as approved by the Louisiana Legislature.

II. APPLICABILITY

This policy shall apply to all offices/divisions/bureaus/facilities of the Louisiana Department of Health (LDH).

III. EFFECTIVE DATE

The effective date of this revised policy is November 1, 2012.

IV. POLICY PROVISIONS

A. Letterhead Stationery

Official LDH Letterhead stationery shall be printed in color ink. The **only** imprints authorized for display on letterhead stationery (8 1/2" x 11") shall include:

1. Centered at the top of the page will be the blue and gold color Seal of the State of Louisiana with "State of Louisiana" with blue ink in Old London 24pt. bold font underneath. Underneath "State of Louisiana", "Department of Health" should appear with blue ink in Garamond 15pt. font. Underneath the department name, the agency name (i.e. Office of the Secretary, Office of Public Health, Office of Management and Finance, etc.) should appear with blue ink in Garamond 12pt. font. ***No division/section/unit name shall be displayed below the agency name.***
2. In the top left hand corner of the page, the name of the Governor, including title, underneath on two lines shall appear. The name of the Governor shall appear with blue ink in Garamond 11pt. font. The title shall appear underneath with blue ink in Garamond 8pt. font.
3. In the top right hand corner of the page, the name of the Secretary, including title, underneath on two lines shall appear. The name of the Secretary shall appear with blue ink in Garamond 11pt. font. The title shall appear underneath with blue ink in Garamond 8pt. font.
4. The LDH division/section/unit street address, P.O. Box (if applicable), telephone, and fax number (if applicable) and LDH web address shall be centered at the bottom of the page with blue ink in Garamond 8pt. font.
5. Banner notice at bottom of page reflecting "**AN EQUAL OPPORTUNITY EMPLOYER**". This will appear immediately following the information stated in item 4, with blue ink in Garamond 8pt. italicized font.

Official LDH Letterhead stationery will be used only for the first page of correspondence. The Department preference shall be computer generated letterhead. This will eliminate stocks of unusable letterhead when changes are required. Letterhead can be produced in

Microsoft Word. However produced, stationery is to be printed on 20# bond, white paper. Continuation pages, if any, will be plain 20# bond stationery of the same quality as the letterhead page.

Use of LDH stationery for correspondence other than to conduct official business is strictly forbidden. Official LDH departmental stationery shall not be individualized.

B. Business Cards

Business cards shall be flat printed on 100% Classic Linen Natural White card stock with a colored logo, text printed in blue ink (PMS 282), and conform to the standard size (2" x 3 1/2"). The **only** imprints authorized for display on business cards shall include:

1. The LDH logo. This logo is to appear in the top left hand corner of the card and shall be printed in color.

EXCEPTION: Only business Cards for the Secretary, Deputy Secretary, Undersecretary, Deputy Undersecretary, Agency Assistant Secretary/Medicaid Director, LDH Executive Counsel, and Chief of Staff shall be flat printed with a blue and gold state seal centered on 100% Classic Linen Natural White cover stock and a metallic gold printed border around the edge of the business card. Employee name shall be centered in bold underneath the state seal along with any certifications. Underneath their name shall be their official job title and the next line shall display "Louisiana Department of Health." Official mailing address is to appear on the left bottom quadrant and contact number(s) and email on right bottom quadrant. All text is to be printed in blue (PMS 282).

2. The name of the employee with any certifications (i.e. CPA, CPPB, CPO, M.D.) is to appear in bottom left quadrant in Garamond 11pt. bold blue (PMS 282) font.
3. The title of the employee is to appear under employee name in Garamond 9pt. blue (PMS 282) font.
4. The office, division, bureau, or facility in which the employee works is to appear under employee title in Garamond 8pt. blue (PMS 282) font.
5. The office, division, bureau, or facility physical address is to appear in the bottom right quadrant and should include building name (if applicable), street address, P.O. Box, City, State and Zip Code in Garamond 8pt. blue (PMS 282) font. Employee's shall not utilize their physical home address as their work address and shall use their actual business office address only regardless of any work at home arrangement.
6. The employees work telephone number, work fax number (if applicable), and

employee's work email address shall appear in the bottom right quadrant under the address in Garamond 8pt. blue (PMS 282) font.

7. OPTIONAL: Cellular phone number may be included, if desired, under the telephone number.

C. Envelopes

Letterhead envelopes shall be a standard #10 white wove envelope printed in blue (PMS 282) ink. Neither the official state seal nor Department logo shall be imprinted on envelopes. In accordance with postal service guidelines, all imprints on envelopes should be capitalized using plain block letters. All punctuation should be omitted in the address, except hyphenate the ZIP+4 code. The **only** imprints authorized for display on return envelopes shall include:

1. The words "**STATE OF LOUISIANA**" bolded in all capitals.
2. The Department name bolded in all capitals (i.e. **LOUISIANA DEPARTMENT OF HEALTH**).
3. The office name in all capitals (i.e. OFFICE OF MANAGEMENT AND FINANCE).
4. The division, bureau, or facility name in all capitals (i.e. DIVISION OF FINANCIAL MANAGEMENT, LIVINGSTON PARISH HEALTH UNIT, CENTRAL LOUISIANA STATE HOSPITAL).
5. The office address (include PO Box, if applicable. The place where you want return mail delivered should appear on the line immediately above the city, state, and ZIP code line and the ZIP code or ZIP+4 code should correspond to that address. Street address can be omitted, if desired).
6. The city, state (two letter state abbreviation) and zip code (use ZIP+4 code).

V. ACQUISITION PROCEDURES

- A. Offices shall submit all requests for printed letterhead, envelopes, and business cards directly to the Division of Administration/Office of Technology Services/Production Support Services in accordance with LAC 4:V.Chapter 27:2703.C.
- B. Offices may produce letterhead and business cards in Microsoft Word provided the standard format, color, and paper requirements are followed.

VI. EXCEPTIONS

- A. Any exception to this policy must be approved by the Undersecretary.

VII. REVISION HISTORY

Date	Revision
November 1, 1979	Policy created
March 27, 1980	Policy revised
November 1, 1981	Policy revised
March 13, 1984	Policy revised
November 26, 1997	Policy revised
November 1, 2012	Policy revised
May 7, 2019	Housekeeping Changes
August 21, 2019	Housekeeping Changes
March 12, 2020	Housekeeping Changes
July 9, 2020	Housekeeping Changes – Business Cards
September 8, 2020	Housekeeping Changes – Business Cards
July 26, 2023	Housekeeping Changes – Home address not permitted on Business Card
January 23, 2024	Housekeeping Changes – Color logo and specify blue (PMS 282) – add COS to list that shall receive state seal business card
July 9, 2024	Housekeeping – Update to 100% Classic Linen Natural White Card Stock
October 9, 2024	Housekeeping – Add “LDH Executive Counsel” to appointee style card list.