


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/overrule/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

Letterhead stationery shall be printed in black 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 Seal of the State of Louisiana with "State of Louisiana" in Old London 24pt. bold font underneath. Underneath "State of Louisiana", "Department of Health" should appear in Garamond 15pt. font. Underneath the department name, the agency name should appear in Garamond 12pt. font.
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 in Garamond 11pt. font. The title shall appear underneath 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 in Garamond 11pt. font. The title shall appear underneath in Garamond 8pt. font.
4. 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 in Garamond 8pt. font. (See Attachment A)
5. Banner notice at bottom of page reflecting "**AN EQUAL OPPORTUNITY EMPLOYER**". This will appear immediately following the information stated in item 4, in Garamond 8pt. italicized font.

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 departmental stationery shall not be individualized.

B. Business Cards

Business cards shall be flat printed on standard white card stock with a colored logo, text printed in navy blue ink, 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: Business Cards for the Secretary, Deputy Secretary, Undersecretary, Deputy Undersecretary, and agency Assistant Secretary/Medicaid Director shall be flat printed with a navy blue and metallic gold official state seal centered on natural linen 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 navy blue.

2. the name of the employee with any certifications (i.e. CPA, CPPB, CPO, M.D.); (to appear in bottom left quadrant) in Garamond 11pt. bold navy blue font
3. the title of the employee; (to appear under employee name) in Garamond 9pt. navy blue font
4. the office, division, bureau, or facility in which the employee works; (to appear under employee title) in Garamond 8pt. navy blue font
5. address 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. navy blue font and
6. telephone number, fax number (if applicable), and employee's email address shall appear in the bottom right quadrant under the address in Garamond 8pt. navy blue font.
7. OPTIONAL: Cellular phone number may be included, if desired, under the telephone number.

Business cards may be produced in Microsoft Word provided the standard format is followed.

C. Envelopes

Letterhead envelopes shall be a standard #10 white wove envelope printed in black 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/FACILITY name in all capitals (i.e. DIVISION OF FACILITIES 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 requests for printed letterhead/envelopes/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 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