



Office of Marketing Services

9201 University City Boulevard, Charlotte, NC 28223-0001
t/ 704-687-2523 f/ 704-687-2682 <http://www.publicrelations.uncc.edu>

July 15, 2009

Dear Faculty & Staff of UNC Charlotte:

Due to the more timely and cost-efficient method of electronic communications, electronic letterhead has been developed to give the same professional appearance as letterhead via e-mail. E-letterhead is meant to be used via e-mail or an e-mail attachment for communications that were traditionally distributed on printed letterhead via postal/campus mail. Electronic letterhead is not for printing or to replace printed letterhead. Printed letterhead must still be ordered through Wallace Printing.

The e-letterhead begins with the new UNC Charlotte logo or approved sub brand logo. Only e-letterhead with the approved sub brand has been created and posted for download. For all approved sub-brands, please visit <http://www.publicrelations.uncc.edu/logo/sub-brand.html>. To download e-letterhead, visit <http://www.publicrelations.uncc.edu/logo/e-standards.html>.

For standard letter formatting guidelines, refer to the templates in MS Word or the branding standards guide at <http://www.publicrelations.uncc.edu/logo/p-standards.html>, pages 27-29. The text lines of the heading can be formatted to the following standards when sending an HTML-enabled e-mail or an attachment via e-mail:

- Arial font, 12 pt, (bold for department or office name), in green (RGB=0,112,60) with the exception of the web address, which can be underlined and blue (RGB=0,0,255) to indicate a hyperlink.
- 1" margins on all four sides, if used as an attached file.

The first text line falls three line spaces below the logo and includes the name of the department or office. Allowing one line space in between, the last two text lines include address and contact numbers. The first of those lines is the physical street address of UNC Charlotte, but may differ if the center or institute is in an off-campus location. The last line contains a contact phone and/or fax number, plus a web site address for that particular department or office, such as <http://education.uncc.edu>.

The letter begins with the current date (centered or right-justified) followed by a left-justified salutation two line spaces below. The body copy begins two line spaces below the salutation and should also be in Arial font, 10-12 point, in black (RGB=0,0,0). The closing can be left justified or centered, three line spaces below the body copy ending.