BUSINESS CARDS - OPTION 1

Approved UK HealthCare Domains
- ukhealthcare.uky.edu
- any ukhealthcare.uky.edu/xx

For another UK HealthCare domain to be approved, it must go through the UK HealthCare web manager.
laura.lee.cundiff@uky.edu

Business Card Stock
Via Bright White Smooth Cover, 100 lb. white or equivalent.

MAXIMUM CONTENT LIMITATIONS
- The right column may contain a maximum of 6 lines of content.
- All content must fit into configured template.
- No secondary logos may be added anywhere on the card.
- Double-sided cards are allowed.
- Major Entity lockups may not be used on business cards.
- Sponsors, funding agencies and professional associations are not permitted on business cards.

MINIMUM REQUIREMENTS
- Must include a url with an approved UK domain (see list at left)
- If no url is provided, the main url “ukhealthcare.uky.edu” will be printed on the card.
- An UK email address with an approved domain (see list at left) is required.
- Non UK email addresses are not allowed.
- A phone number is required.
- An employee name is required.
- A title is required.

SOCIAL MEDIA
- Only official UKHC Facebook and Twitter accounts can be listed on business cards.
- No personal social media accounts are allowed on business cards.
- Twitter handles listed on business cards should be the @ symbol followed by official departmental UKHC Twitter account username.
- Facebook handles should be the unique url for your UKHC account. For example, the main UKHC facebook page url is: facebook.com/ukhealthcare. Therefore the handle on the business card will be: ukhealthcare
- Social media can be replaced by phone numbers if necessary.

FOREIGN LANGUAGE BACK
- Faculty and staff traveling abroad for UK may have a foreign language version on the back of their card. Request must be approved by department head via email.
- The person requesting the foreign language card is responsible for providing all translated text to the printer.
- Foreign language content MUST match the English language side of the card.
  No additional content is allowed.
BUSINESS CARDS - OPTION 2

Approved UK HealthCare Domains
• ukhealthcare.uky.edu
• any ukhealthcare.uky.edu/xx

For another UK HealthCare domain to be approved, it must go through the UK HealthCare web manager.
laura.lee.cundiff@uky.edu

Business Card Stock
Via Bright White Smooth Cover, 100 lb. white or equivalent.

MAXIMUM CONTENT LIMITATIONS
• The right column may contain a maximum of 12 lines of content.
• A maximum of 6 lines may be used for an individual’s title(s).
• No secondary logos may be added anywhere on the card.
• Double-sided cards are allowed.
• Major Entity lockups may not be used on business cards.
• Sponsors, funding agencies and professional associations are not permitted on business cards.

MINIMUM REQUIREMENTS
• Must include a url with an approved UK domain (see list at left)
• If no url is provided, the main url “ukhealthcare.uky.edu” will be printed on the card.
• An UK email address with an approved domain (see list at left) is required.
• Non UK email addresses are not allowed.
• A phone number is required.
• An employee name is required.
• A title is required.

SOCIAL MEDIA
• Only official UKHC Facebook and Twitter accounts can be listed on business cards.
• No personal social media accounts are allowed on business cards.
• Twitter handles listed on business cards should be the @ symbol followed by official departmental UKHC Twitter account username.
• Facebook handles should be the unique url for your UKHC account. For example, the main UKHC facebook page url is: facebook.com/ukhealthcare. Therefore the handle on the business card will be: ukhealthcare
• Social media can be replaced by phone numbers if necessary.

FOREIGN LANGUAGE BACK
• Faculty and staff traveling abroad for UK may have a foreign language version on the back of their card. Request must be approved by department head via email.
• The person requesting the foreign language card is responsible for providing all translated text to the printer.
• Foreign language content MUST match the English language side of the card. No additional content is allowed.

Approved UK HealthCare Domains
• ukhealthcare.uky.edu
• any ukhealthcare.uky.edu/xx

For another UK HealthCare domain to be approved, it must go through the UK HealthCare web manager.
laura.lee.cundiff@uky.edu

Business Card Stock
Via Bright White Smooth Cover, 100 lb. white or equivalent.

MAXIMUM CONTENT LIMITATIONS
• The right column may contain a maximum of 12 lines of content.
• A maximum of 6 lines may be used for an individual’s title(s).
• No secondary logos may be added anywhere on the card.
• Double-sided cards are allowed.
• Major Entity lockups may not be used on business cards.
• Sponsors, funding agencies and professional associations are not permitted on business cards.

MINIMUM REQUIREMENTS
• Must include a url with an approved UK domain (see list at left)
• If no url is provided, the main url “ukhealthcare.uky.edu” will be printed on the card.
• An UK email address with an approved domain (see list at left) is required.
• Non UK email addresses are not allowed.
• A phone number is required.
• An employee name is required.
• A title is required.

SOCIAL MEDIA
• Only official UKHC Facebook and Twitter accounts can be listed on business cards.
• No personal social media accounts are allowed on business cards.
• Twitter handles listed on business cards should be the @ symbol followed by official departmental UKHC Twitter account username.
• Facebook handles should be the unique url for your UKHC account. For example, the main UKHC facebook page url is: facebook.com/ukhealthcare. Therefore the handle on the business card will be: ukhealthcare
• Social media can be replaced by phone numbers if necessary.

FOREIGN LANGUAGE BACK
• Faculty and staff traveling abroad for UK may have a foreign language version on the back of their card. Request must be approved by department head via email.
• The person requesting the foreign language card is responsible for providing all translated text to the printer.
• Foreign language content MUST match the English language side of the card. No additional content is allowed.
BUSINESS CARDS - OPTION 3

Approved UK HealthCare Domains
- ukhealthcare.uky.edu
- any ukhealthcare.uky.edu/xx

For another UK HealthCare domain to be approved, it must go through the UK HealthCare web manager.
laura.lee.cundiff@uky.edu

Business Card Stock
Via Bright White Smooth Cover, 100 lb. white or equivalent.

MAXIMUM CONTENT LIMITATIONS
- The right column may contain a maximum of 6 lines of content.
- A maximum of 5 lines may be used for an individual’s title(s).
- No secondary logos may be added anywhere on the card.
- Double-sided cards are allowed.
- Major Entity lockups may not be used on business cards.
- Sponsors, funding agencies and professional associations are not permitted on business cards.

MINIMUM REQUIREMENTS
- Must include a url with an approved UK domain (see list at left)
- If no url is provided, the main url “ukhealthcare.uky.edu” will be printed on the card.
- An UK email address with an approved domain (see list at left) is required.
- Non UK email addresses are not allowed.
- A phone number is required.
- An employee name is required.
- A title is required.

SOCIAL MEDIA
- Only official UKHC Facebook and Twitter accounts can be listed on business cards.
- No personal social media accounts are allowed on business cards.
- Twitter handles listed on business cards should be the @ symbol followed by official departmental UKHC Twitter account username.
- Facebook handles should be the unique url for your UKHC account. For example, the main UKHC facebook page url is: facebook.com/ukhealthcare. Therefore the handle on the business card will be: ukhealthcare
- Social media can be replaced by phone numbers if necessary.

FOREIGN LANGUAGE BACK
- Faculty and staff traveling abroad for UK may have a foreign language version on the back of their card. Request must be approved by department head via email.
- The person requesting the foreign language card is responsible for providing all translated text to the printer.
- Foreign language content MUST match the English language side of the card. No additional content is allowed.
Double-sided business cards are available as an option, including academic-style business cards as desired. This back design option shown above may not be altered in any way except for approved social media and web sites.

Approved UK HealthCare Domains
- ukhealthcare.uky.edu
- any ukhealthcare.uky.edu/xx

For another UK HealthCare domain to be approved, it must go through the UK HealthCare web manager.
laura.lee.cundiff@uky.edu
Double-sided appointment cards are available for all clinics or as an option for the back of business cards.

For another UK HealthCare domain to be approved, it must go through the UK HealthCare web manager.

laura.lee.cundiff@uky.edu
Return Address must contain University of Kentucky Name

NO. 9 ENVELOPES

- Envelopes are available in blue (Pantone 286) and black only.
- No other logos are permitted on envelopes.
- To meet federal nonprofit postal regulations, no part of the return address can exceed 50% of the width or 35% of the height of the envelope.
- Envelope stock is Atlas Ragbond, white, #10 or equivalent.
January 00, 2000
Recipient Name
Recipient Address
Los Angeles, CA 00000-0000

Dear (Recipient Name),

His soleat mediocrem similique at. Audiam bonorum maiestatis no sit, sea at aliquid eligendi, eum ad mediocrem expetenda. Amet homero vim id, solum concludaturque ius ut. Duo invidunt aperiand consequuntur no, fugit altera perfecto in qui, sea cu ferri molestie. Illud everti vim ea. Vidisse scripta pertinax cum eu, suscipit postulant eam in, at vim suas putant. Ex verear singulis usu, no pri munere postulant expetenda, veri complectitur vis.


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Sincerely,

Sender Name
Sender Title

Department Address | Lexington, KY 00000-0000 | P: 859-323-0000 | F: 859-323-0000 | ukhealthcare.uky.edu

LETTERHEAD - OPTION 1

**Wordmark Left Justified version**

- Letterhead is available in blue (Pantone 286) and black only.
- Letterhead CANNOT be personalized with an individual's name.
- Content slots are available for a major entity or service line, department or sub-unit name, mailing address, an office phone number, a fax number and a url.
- All content slots are required EXCEPT for department or sub-unit name and fax number.
January 00, 2000
Recipient Name
Recipient Address
Los Angeles, CA 00000-0000

Dear (Recipient Name),

His soleat mediocrem similique at. Audiam bonorum maiestatis no sit, sea at aliquid eligendi, eum ad mediocrem expetenda. Amet homero vim id, solum concludaturque ius ut. Duo invidunt aperian consequuntur no, fugit altera perfecto in qui, sea cu ferri molestie. Illud everti vim ea. Vidisse scripta pertinax cum eu, suscipit postulant eam in, at vim suas putant. Ex verear singulis usu, no pri munere postulant expetenda, veri complectitur vis.

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Augue expetendis quo an, nusquam deleniti vivendum cum ad. Eu consulatu cotidieque qui, est an saepe detracto. Ea duo wis dicunt docendi. Qui atqui deterruisset an.

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Doctus aperian ne ius, mel id quod scripta erroribus. Ut per ali similique, per no everti repudiantae ullamcorper, usu veritus facilisi no. Ei qui aeterno inimicus reformidans. Petentium gubergren qui ad, et nec aperiam eiusmod.

Sincerely,
Sender Name
Sender Title
January 00, 2000
Recipient Name
Recipient Address
Los Angeles, CA 00000-0000

Dear (Recipient Name),

His soleat mediocrem similique at. Audiam bonorum maiestatis no sit, sea at aliquid eligendi, eum ad mediocrem expetenda. Amet homero vim id, solum concludaturque ius ut. Duo invidunt aperirian consequuntur no, fugit altera perfecto in qui, sea cu ferri molestie. Iliud everti vim ea. Vidisse scripta pertinax cum eu, suscipit postulat eam in, at vim suas putant. Ex verear singulis usu, no pri munere postulat expetenda, veri compsectitur vis.

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Augue expetendis quo an, nusquam deleniti vivendum cum ad. Eu consulatu cotidieque qui, est an saepe detracto. Ea duo wisi dicunt docendi. Qui atqui deterruisset an.

Nec nisl debet consulatu no, et malis facilisis mei. Nam ne altera causae. Vis an dicant mollis iuriure. Pro hinc laudem ei. Ne qui dico elit aperirian, ei libris aperiam percipit mel.

Te enim molestie vis, perfecto consequuntur cum ea. Dolore sadipiscing volupstatibus vel id, suscipit suscipiantur duo ne, eos sensibus democritum eloquentiam eu. Cum ad adhuc philosophia, est ullam volumus platonem te. No quot suavitate definitiones quo, et cum erant labitur recteque. Wisi nominati antiopam eos an, vie et nostro periculis. Pri eirmod persequeris id, eu aliquid pericula sea, recusabo similique ut ius.

Vis eu erat fabellas lobortis, percipit facilisis te mei. In per lorem oblique euripidis, modo postea suscipit eos eu. Per ex mundi omperdiet. Sea justo consequuntur an, sumo quodsi ponderum et quo, autem delicata principes et has.

Doctus aperirian ne ius, mel id quod scripta erroribus. Ut per alii similique, per no everti repudiandae ullamcorper, usu veritus facilisi no. Eli qui aeterno inimicus reformidans. Patentium gubergren qui ad, et nec aperiam eutamod.

Sincerely,

Sender Name
Sender Title

LETTERHEAD - OPTION 3

Logo Centered

- Letterhead is available in blue (Pantone 286) and black only.
- Letterhead CANNOT be personalized with an individual's name.
- Content slots are available for a major entity or service line, department or sub-unit name, mailing address, an office phone number, a fax number and a url.
- All content slots are required EXCEPT for department or sub-unit name and fax number.
• Note cards are available in blue (Pantone 286) and black only.
• Content slots are available for a physician's name, title, building name, address, phone, fax and email address.
Frequently Asked Questions (FAQ)

BUSINESS CARDS

Are there any other phone options available besides phone, cell and fax for staff, such as toll free, pager, clinic, after hours, etc. If so, what are the correct abbreviations?

<table>
<thead>
<tr>
<th>O: Office</th>
<th>C: Cell</th>
<th>F: Fax</th>
<th>P: Pager</th>
<th>TF: Toll Free</th>
<th>Clinic: Clinic</th>
</tr>
</thead>
</table>

Colons should appear after abbreviations for P, C or F. These abbreviations do not need periods after them.

Is phone always listed first and is it a requirement?
Office number should be listed first and is required. Fax should be second if desired on card. Cell phone should be third, or may be in the second position if a fax number is not requested.

How many numbers can they have on their card?
A maximum of three numbers may be listed on a business card.

What happens if they have more titles than will fit on the card?
Business card option #2 has 6 lines for titles. If a person’s titles will not fit in 6 lines, they have to choose those titles that will fit or run an academic-style card on the back side.

Can professional certifications or associations be added?
Sponsors, funding agencies and professional associations are not permitted on business cards.

Letterhead

Is personalized letterhead allowed?
Note pads and notecards may be personalized but only the narrow version letterhead may be personalized.

Can a major entity logo be used on letterhead?
Yes. Major Entity logos can be used on all stationery with the exception of business cards.

When do I use UK HealthCare branding?
When the audience is health care consumers or referring physicians. Service groups that report up through health care also use UK HealthCare branding.