

# **Baldwin-Wallace College Stationery Style Guidelines**

## **Letterhead**

Letterhead never uses the name of an individual.

The preferred form of department names is Office of College Relations or Department of History, NOT College Relations Office or History Department

The mailing address for all College units is 275 Eastland Road, Berea, Ohio 44017-2088. Other addresses should not be printed on the letterhead. The location of an office (i.e., 102 Marting Hall) can appear before the street address if it is necessary.

Phone and fax numbers, as well as email addresses and URLs are printed on the line below the address.

## **Envelopes and mailing labels**

Only information necessary to the US Postal Service should appear in the return address, that is, the department or office name and the mailing address of the College.

## **Business cards**

The preferred form for the business card is an individual's given name, followed by his/her title. (i.e., Richard W. Durst, President)

The title that appears below the name should be the title that is assigned by the College, i.e, Assistant Professor of Sociology, Associate Director of Admission, Senior Systems Analyst, etc.

The abbreviation for highest degree earned, or professional certification or license received, may follow the name (John Jones, Ph.D.) if desired. It should, however, be limited to one achievement.

Appropriate abbreviations for degrees are: Ph.D., M.A.Ed., M.S.Ed., M.Ed., Ed.D., M.Div.

Courtesy titles (Mr., Mrs., Ms., etc.) or academic titles (Dean, Professor, Dr., etc.) should not be used before the name. If an academic title must be used, the degree earned does not follow the name. (NEVER Dr. John Smith, Ph.D.)

It is preferred that abbreviations not be used. However, if space restrictions require, the following abbreviations may be used:

- Assoc. for Associate
- Asst. for Assistant
- Dir. for Director
- Mgr. for Manager