

0330.04 Uniform Letterhead Format

Issued: January 6, 1997
Revised: April 10, 2015

PURPOSE

To establish guidelines for uniform letterhead formats, applicable to Executive Branch departments and sub-units.

APPLICATION

Executive Branch Departments and Sub-units.

CONTACT AGENCY

Department of Technology, Management and Budget (DTMB)
Office of Support Services (OSS)
Logistics & Operations Support (LOS)
Printing Services
7461 Crouner Drive
State Secondary Complex
Lansing, MI 48913

Telephone: 517-322-1889

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SUMMARY

Uniform letterhead format provides for a consistent pattern of department identification of the state of Michigan and its Executive Branch agencies and sub-units. Exceptions to the guidelines shall be pre-approved in writing by the Director of the Office of Support Services or their designee.

State law requires the use of recycled paper if available and if the cost does not exceed the cost of virgin paper by 10%.

APPLICABLE FORMS

None.

PROCEDURES

Requirements

- A letter that requires letterhead is defined as a piece of personalized correspondence that includes a handwritten or electronic signature from the sender. Checks, warrants, certifications, mainframe output, and forms that are completed and returned to the sender are not considered letters.

- To establish a consistent pattern of department identification, letterhead must include the following:
 - Coat-of-Arms of the state of Michigan.
 - State of Michigan.
 - Name of principal department.
 - Name of department director.
 - Physical address of principal office of department, P.O. Box, P.O. Box-zip code.
 - Main telephone number.
 - State of Michigan web address: www.michigan.gov or departmental web address: www.michigan.gov/dtmb, etc.
 - Ink Color – Black ink only for state agencies and departments. Executive Office and Principal Department Director’s Office black and gold or black with foil-embossed gold seal.
 - If applicable, names of members of governing commissions or boards of principal departments may be used specifically for the purpose of conducting business of the board or commission. See the following pages for approved layout and technical specifications or contact DTMB Printing Services.
 - Optional – At the discretion of the director of the principal department:
 - Name and mailing location of organizational sub-unit if required for mail handling.

Format

- Type fonts Helvetica and Times New Roman are required. Arial is an acceptable substitute.
- Letterhead format specifications are on the following pages. Letterhead must adhere to technical specifications outlined for type size and style, location on page, allowable information and image placement. See the following pages for approved layout and specification sheets or contact DTMB Printing Services.
- Format exceptions are allowable for letterhead to be used in dual-window envelopes. General guidelines remain the same.

Format Exceptions for state Departments with Elected Officials

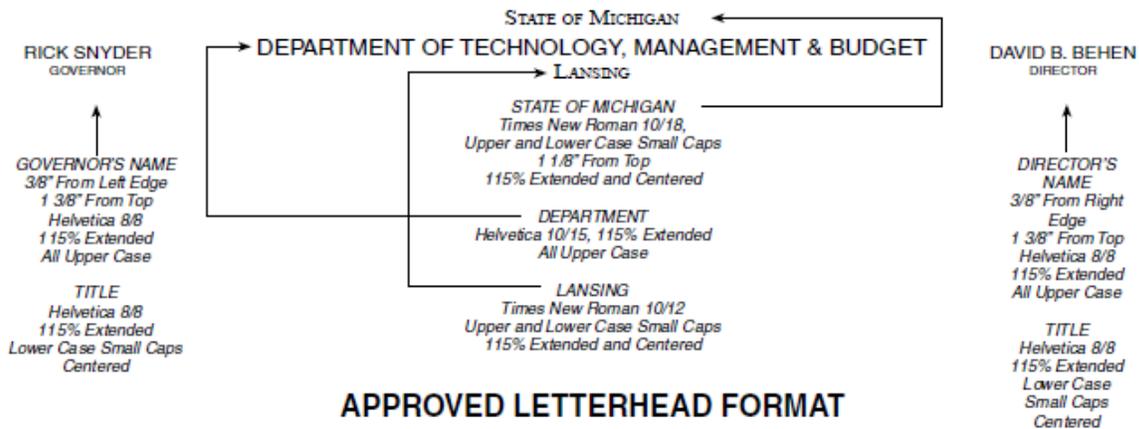
- Name and title of elected official is allowed.

Printing Method

- Must be printed on an offset press or electronically generated. If generated electronically, must be a minimum of 300 DPI and meet all the above letterhead format requirements.
- All letterhead, including electronically generated letterhead, must be printed on 24# paper stock containing the state of Michigan watermark. This stock can be obtained by contacting DTMB Printing Services.



COAT OF ARMS
3/8" From Top
5/8" Tall
Centered



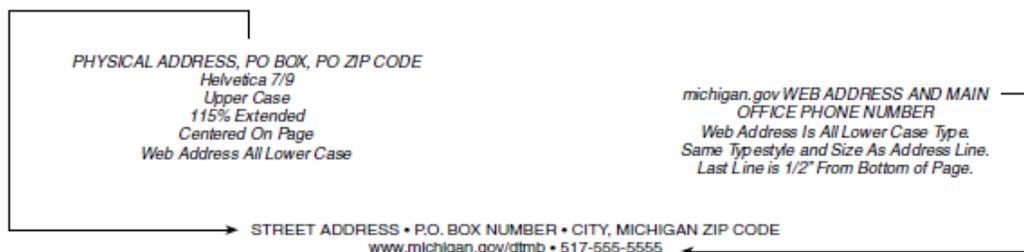
APPROVED LETTERHEAD FORMAT

UPPER SECTION

- Letterhead size is 8 1/2" x 11".
- Letterhead margins are 3/8" at the top and sides and 1/2" at the bottom.
- Coat of Arms is 5/8" tall, 3/8" from the top and centered on the page.
- The Governor's name is in Helvetica, 8 point upper case type, 8 point leading, 115% extended letters. The Governor's name is 1 3/8" from the top of the page, and is 3/8" from the left of the page.
- The word Governor is in Helvetica, 8 point lower case small caps type, 8 point leading, 115% extended letters, and is centered under the Governor's name.
- State of Michigan is in Times New Roman, 10 point upper and lower case small caps type, 18 point leading, 115% extended letters. It is 1 1/8" from the top of the page and is centered on the page.
- The Department is in Helvetica, 10 point type, 15 point leading, 115% extended letters, and is centered on the page.
- The word Lansing is in Times New Roman, 10 point small caps type, 12 point leading, 115% extended letters, and is centered on the page.
- The Director's name is in Helvetica, 8 point upper case type, 8 point leading, 115% extended letters. It is 1 3/8" from the top of the page and is 3/8" from the right of the page.
- The word Director is in Helvetica, 8 point lower case small caps type, 8 point leading, 115% extended letters, and is centered under the Director's name.

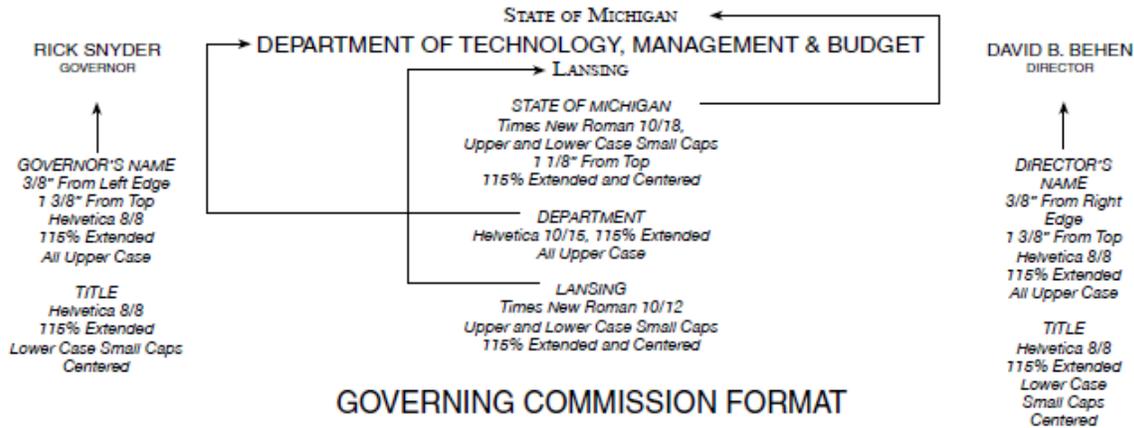
LOWER SECTION

- The address and telephone number is in Helvetica, 7 point upper case type, 10 point leading, 115% extended letters, and are centered on the page. The address must reflect the physical location. The web address (www.michigan.gov) will be displayed in all lower case letters. A telephone number must be used, unless prior approval has been granted. The bottom line of the lower section will be 1/2" from the bottom of the page.





COAT OF ARMS
3/8" From Top
5/8" Tall
Centered



GOVERNING COMMISSION FORMAT

UPPER SECTION

- Letterhead size is 8 1/2" x 11".
- Letterhead margins are 3/8".
- Coat of Arms is 5/8" tall, 3/8" from the top and centered on the page.
- The Governor's name is in Helvetica, 8 point upper case type, 8 point leading, 115% extended letters. The Governor's name is 1 3/8" from the top of the page, and is 3/8" from the left of the page.
- The word Governor is in Helvetica, 8 point lower case small caps type, 8 point leading, 115% extended letters, and is centered under the Governor's name.
- State of Michigan is in Times New Roman, 10 point upper and lower case small caps type, 18 point leading, 115% extended letters. It is 1 1/8" from the top of the page and is centered on the page.
- The Department is in Helvetica, 10 point type, 15 point leading, 115% extended letters, and is centered on the page.
- The word Lansing is in Times New Roman, 10 point small caps type, 12 point leading, 115% extended letters, and is centered on the page.
- The Director's name is in Helvetica, 8 point upper case type, 8 point leading, 115% extended letters. It is 1 3/8" from the top of the page and is 3/8" from the right of the page.
- The word Director is in Helvetica, 8 point lower case small caps type, 8 point leading, 115% extended letters, and is centered under the Director's name.

LOWER SECTION

- Commissioner's names, Board member's names, etc., are in Helvetica, 7 point upper and lower case type, 10 point leading, 115% extended letters, centered on the page.
- The address and telephone number is in Helvetica, 7 point upper case type, 10 point leading, 115% extended letters, and are centered on the page. The address must reflect the physical location. The web address (www.michigan.gov) will be displayed in all lower case letters. A telephone number must be used, unless prior approval has been granted. The bottom line of the lower section will be 1/2" from the bottom of the page.

