State of Michigan
Administrative Guide to State Government

0330.04 Uniform Letterhead Format

Issued: January 6, 1997
Revised: January 6, 2026

PURPOSE

To establish guidelines for uniform letterhead formats.

APPLICATION

Executive Branch Departments and Sub-units.

CONTACT AGENCY

Department of Technology, Management and Budget (DTMB)
Office of Support Services (OSS)
Print and Mail Management (PMM)
Printing Services
7461 Crowner Drive
State Secondary Complex
Lansing, MI 48913

Telephone: 517-636-7700

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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.

REFERENCES

Ad Guide Procedure 1650.02 Accessibility and Reasonable Modifications, ADA Title II

PROCEDURES

Requirements

- A letter that requires a 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: Michigan.gov or departmental web address: 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 Aptos and Cambria are required.
- Letterhead must be compliant with the Americans with Disabilities Act (ADA). See Appendix A.
- Letterhead must adhere to technical specifications outlined for type size and style, location on page, allowable information and image placement. See Appendix B for the 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, it 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.

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Appendix A: How to Create ADA-Compliant Letterhead (Header/Footer Format)

Purpose

This guide provides instructions for updating the state of Michigan letterhead, which uses headers and footers, while maintaining ADA accessibility standards. It allows for modification of the footer location line and updating of header content such as images and contact information.

ADA Compliance Basics

- Avoid text boxes and floating images—they are not readable by screen readers.
- Use inline content within headers and footers.
- Ensure all images include alternative text (Alt Text).
- Use proper heading structure and readable fonts.

ADA-Compliant Setup Using Headers and Footers

The letterhead uses a header for official names and logos, and a footer for the agency's address and contact information. All content must be added as inline text or inline images.

Editing Instructions

Remove Restricted Editing

- Change the Document Access Mode from Viewing to Editing. Go to the Review tab and select "Restrict Editing." This will remove any restrictions to modifying the document.

View Header and Footer

- Double-click the top or bottom of the page to activate the header or footer area.

Update Text in Header and Footer

- Highlight the existing text and type directly to make updates.
- Ensure text is left-aligned, centered, or right-aligned using tab stops—not text boxes or manual spacing.

Replace Images in Header

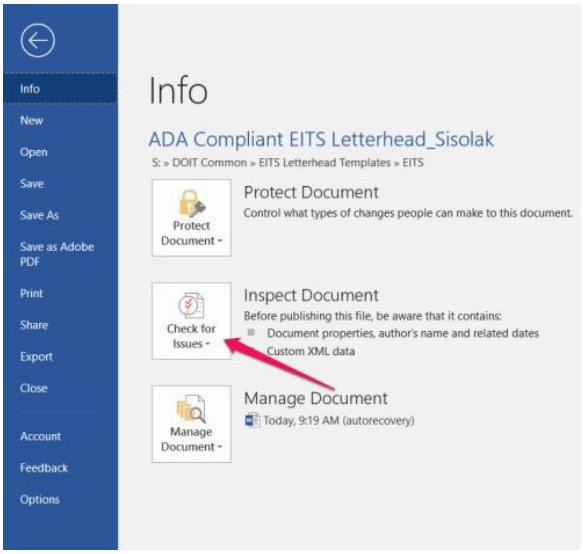
- Right-click on the current image and select "Change Picture," then select "This Device" to choose image to insert.
- Right-click the image and select "Wrap Text," then select "In Line with Text."
- Right-click the image and select "View Alt Text" to add alt text. Alt text should describe the image clearly (e.g., State of Michigan Coat of Arms).

Update Footer Contact Line

- Highlight the footer's location/contact line (e.g., "GENERAL SERVICES BUILDING ● 7461 CROWNER DRIVE…").
- Type in your agency's contact information.
- Keep contact information in the footer as plain text—not inside a text box.

FINAL STEP: RUN THE ACCESSIBILITY ASSISTANT

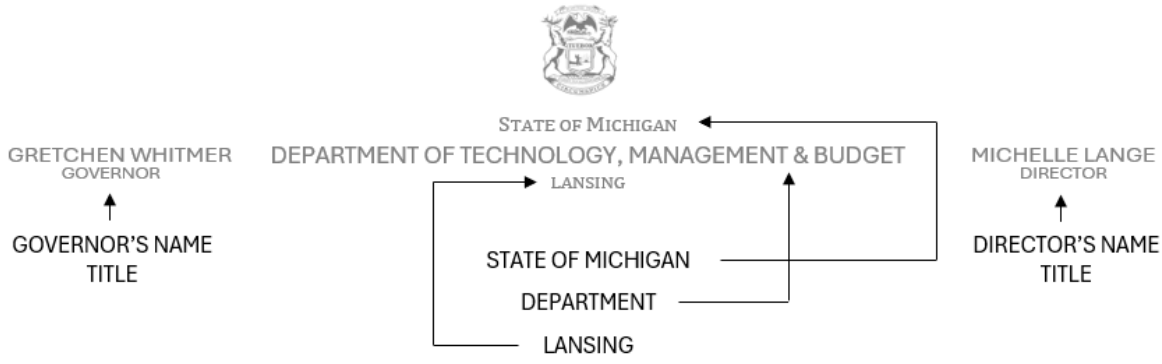
- Confirm your letterhead remains ADA compliant:
  - Go to: File, Info, Check for Issues, and select Check Accessibility.
- Ensure the Accessibility Assistant shows no issues found.



Appendix B. Approved Letterhead Layout and Specifications

APPROVED LETTERHEAD FORMAT

Upper Section

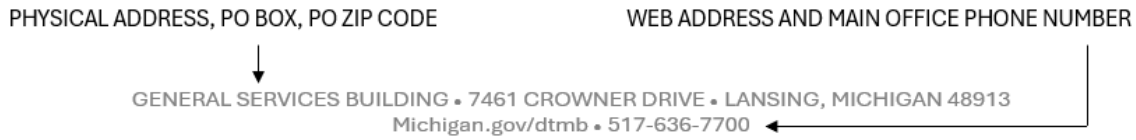


- Letterhead size is 8 1/2” x 11.”
- Letterhead margins are 3/8” at the top and sides and 1/2” at the bottom.
- Coat of Arms is 5/8” tall, 3/8” from the top and centered on the page.
- The Governor’s name is in Aptos, 10 point upper case type, 10 point leading. The Governor's name is 1 3/8” from the top of the page, and is 3/8” from the left of the page.
- The word Governor is in Aptos, 10 point lower case small caps type, 10 point leading, and is centered under the Governor’s name.
- State of Michigan is in Cambria, 10 point upper and lower case small caps type, 18 point leading. It is 1 1/8” from the top of the page and is centered on the page.
- The Department is in Aptos, 12 point upper case type, 17 point leading, and is centered on the page.
- The word Lansing is in Cambria, 10 point lower case small caps type, 12 point leading, and is centered on the page.
- The Director’s name is in Aptos, 10 point upper case type, 10 point leading. 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 Aptos, 10 point lower case small caps type, 10 point leading, and is centered under the Director’s name.

Body Section

- The body text is 12 point type or larger.

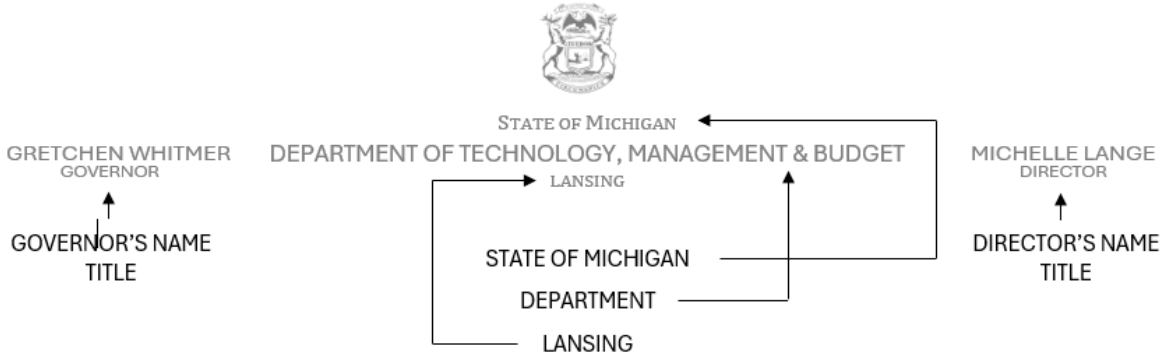
Lower Section



- The address and telephone number are in Aptos, 10 point upper case type, 12 point leading, and are centered on the page. The address must reflect the physical location. The web address (Michigan.gov) will be displayed. 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.

GOVERNING COMMISSION 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 Aptos, 10 point upper case type, 10 point leading. 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 Aptos, 10 point lower case small caps type, 10 point leading, and is centered under the Governor's name.
- State of Michigan is in Cambria, 10 point upper and lower case small caps type, 18 point leading. It is 1 1/8" from the top of the page and is centered on the page.
- The Department is in Aptos, 12 point type, 17 point leading, and is centered on the page.

- The word Lansing is in Cambria, 10 point lower case small caps type, 12 point leading, and is centered on the page.
- The Director's name is in Aptos, 10 point upper case type, 10 point leading. 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 Aptos, 10 point lower case small caps type, 10 point leading, and is centered under the Director's name.

Body Section

- The body text is 12 point type or larger.

Lower Section

- Commissioner's names, Board member's names, etc., are in Aptos, 10 point upper and lower case type, 13 point leading, centered on the page. The address and telephone number are in Aptos, 10 point upper case type, 13 point leading, and are centered on the page. The address must reflect the physical location. The web address (Michigan.gov) will be displayed. 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.