



POLICY ON PUBLIC RELATIONS – STATIONERY STANDARDS

Dated: October 26, 2016

Supersedes: PR.101 Stationery Standards dated February 3, 1997

I. PURPOSE

To establish design standards for New York Medical College's official stationery and business cards as designated in the **New York Medical College Style Guide** https://issuu.com/newyorkmedicalcollege/docs/nymc_style_guide_2016_v6_mp

II. POLICY

It is the policy of New York Medical College to provide established design standards for stationery and business cards in order to protect and enhance the College's brand. To ensure compliance with these standards, stationery and business cards must be obtained from a single vendor selected by the College.

III. SCOPE

This policy applies to all faculty and staff at New York Medical College and its affiliates who are authorized to use College stationery and business cards.

IV. DEFINITIONS

Sole Source - contracted printing company.

V. PROCEDURE

- A. New York Medical College official stationery must be ordered in accordance with the **New York Medical College Style Guide** using the College's online ordering system.
- B. Instructions and log in information can be found at: <https://www.nymc.edu/departments/administrative-departments/operations/purchasing/ordering-stationery/>

VI. EFFECTIVE DATE

This policy is effective as of the date signed below.

VII. POLICY RESPONSIBILITY

- A. Purchasing - Negotiate the printing contract on behalf of the College consistent with the requirements of the **New York Medical College Style Guide**.
- B. Vice President of Communications
 - 1. Select the print vendor and ensure that high production standards are adhered to, including uniformity in paper stock, typography and color.
 - 2. Provide assistance to members of the College community who have questions that cannot be resolved by reference to the **New York Medical College Style Guide**.

VIII. POLICY MANAGEMENT

Responsible Executive: Chancellor and CEO Responsible
Officer: Vice President of Communications Responsible
Office: Office of Public Relations

APPROVED:



Edward C. Halperin, M.D., M.A.
Chancellor and Chief Executive Officer



Date