



# County of Santa Cruz

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## GENERAL SERVICES DEPARTMENT

ROYHOLMBERG, DIRECTOR

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September 1, 1998

Agenda: 9/15/98

Board of Supervisors  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, California 95060

### STANDARDIZATION OF COUNTY LETTERHEAD STATIONERY

Dear Members of the Board:

On September 1, 1998, your Board accepted a report on the standardization of County letterhead stationery and directed the County Administrative Office and General Services to return on September 15, 1998 with final recommendations.

Proposed standards have been developed and were distributed for review and comments at a recent department head meeting. These standards define certain fixed items and specifications for fonts and required information. The standards are aimed at yielding a uniform look to all stationery coming out of County offices. The standards also allow latitude in placement of certain items and inclusion of optional information which provide the various departments an opportunity to meet a wide range of specific program needs. We have not received any adverse responses from the materials provided at the department head meeting.

The Information Services Department was consulted regarding the proposed standards. They have indicated that the format should be relatively easy to accommodate with the various printers in use throughout the County system although some time would be needed to make the transition. Personal computer based printers can be easily converted using the information developed with the standards.

The printing service currently producing gold seal letterhead indicates that it will be relatively easy for them to convert to this new standard which is based on a format they currently use for several County departments.

It is therefore recommended that your Board:

1. Approve the attached standards for County letterhead stationery; and
2. Direct all departments to convert to this standard on all future orders of stationery; and
3. Direct that the computer based printers used for the printing of letterhead be re-configured using these standards as soon as practical; and
4. Direct General Services to provide materials to incorporate these standards into the next update of the County Procedures Manual.

Very truly yours,



ROY HOLMBERG, Director

RH:ljr/lett0824

Attachment A: Proposed Standards  
Attachment B: Sample of letterhead

RECOMMENDED:



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SUSAN A. MAURIELLO  
County Administrative Officer

cc: All County Department Heads  
All Commissions

## PROPOSED COUNTY LETTERHEAD STANDARDS

### FIXED ITEMS

1. Size, type and placement of County Seal to be 3/8" diameter and located 1/2" down from top of page and 3/4" in from left margin
2. Size, type and placement of name of County of Santa Cruz to be printed in Arrus BT Bold 20 point type or equivalent. Overall length 2-1/4"
3. Size, type and placement of graphic lines to be WordPerfect thick, thin, 5.5" long, located 3/4" from left margin and at centerline of County Seal

### REQUIRED ITEMS

1. Name of Department or Commission established by Board of Supervisors: Maximum 11 point font size using Arial bold type style. Located as per standard if possible.
2. Address, phone, fax & TDD numbers: Font size between 6 to 8, Arial bold type style. Location variable.

### OPTIONAL ITEMS

1. Name of Department Head or other titles: If included must use maximum 11 point font and Arial standard type style. Location variable.
2. E-mail address: If included use maximum 8 point font size and Arial bold type style. Location variable.
3. Division name: If included must use maximum font size and Arial standard type style. Location variable.
4. Footer, logos and other graphics allowed but must not encroach on required placement of fixed items.



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