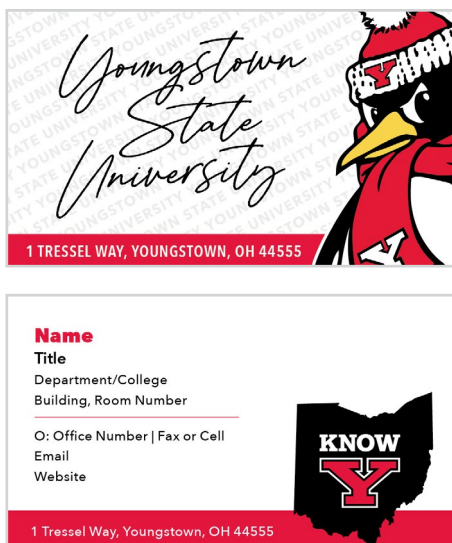




Business Card
Designs

July 2026 – July 2027

OPTION 1



OPTION 4



OPTION 2



STEUBENVILLE (ONLY) OPTION



OPTION 3



REQUIRED INFORMATION:

- Name
- Title
- College/Department
- Building and Room Number
- Office Number
- Fax and/or Cell Number (optional)
- Email
- Website (optional)

**Social media handles and the QR code on option 3 can be changed to your department/college/program upon request. No personal websites or links; university-owned sites, only.*

BUSINESS CARD STYLE GUIDELINES

University business cards follow a standardized format to ensure consistency across Youngstown State University. The specifications below are required brand standards, not individual formatting preferences. Requests that fall outside these standards will not be incorporated unless approved by Creative Branding & Design.

NAMES & CREDENTIALS

Names will appear without courtesy or professional prefixes, including Dr., Mr., Mrs., Ms., Professor, etc.

Academic and professional credentials may be listed after the name using the university-approved abbreviation and punctuation style.

DO: Jane Doe, PhD

DO: Jane Doe, DBA

DON'T: Dr. Jane Doe

DON'T: Jane Doe, Ph.D.

The use of a credential suffix does not change based on personal preference or customary departmental usage.

Business cards are institutional identity pieces, so consistent treatment of names and credentials across employees matters more than individual styling preferences.

OFFICIAL UNIVERSITY UNIT NAMES

College, school, department, office, center and program names must appear using their official university-approved names. Names may not be shortened, abbreviated, edited or otherwise modified solely to accommodate space or aesthetic preferences.

DO: Beeghly College of Liberal Arts, Social Sciences & Education

DON'T: Beeghly College of Liberal Arts & Education

When space is limited, Creative Branding & Design will determine the appropriate typographic or layout solution.

Words will not be removed from an official unit name to make the name fit. Space limitations do not override university naming standards.

JOB TITLES & ORGANIZATIONAL UNITS

Business cards should identify the employee's official job title and organizational unit. Job titles should not be rewritten, expanded or modified for promotional purposes.

Academic disciplines are identified through the appropriate department, school or college rather than incorporated into a faculty title.

DO:

Jane Doe

Professor

Department of Art

DON'T:

Jane Doe

Professor of Ceramics

INFORMATION THAT MAY VARY

- Name
- Approved credentials
- Official job title
- Official college/department/office
- Building and room
- University phone numbers
- University email
- Approved university web address
- Approved social media information, where applicable

ELEMENTS THAT MAY NOT BE ALTERED

- Business card layout
- University logo or signature
- Fonts, colors or graphic elements
- Credential formatting
- Official names of university departments, programs, offices, and colleges
- Address formatting
- Order/hierarchy of information
- Addition of personal or departmental logos
- Unapproved taglines, QR codes, graphics or other identifiers

ESTABLISHED SPECIALTY BUSINESS CARD FORMATS

Certain university units have established specialty business card formats based on approved institutional branding requirements. These formats are limited to the units for which they were developed and are not available as alternate templates for other departments or individuals.

University business cards use the approved institutional identity only. Additional logos, marks, graphics, taglines, QR codes or other visual elements are not permitted unless their use is part of an already established business card standard approved by Creative Branding & Design.

That makes the Rich Center/WYSU/etc. examples on page 33 make more sense. They aren't exceptions somebody negotiated for themselves; they're established approved identities.

REQUESTS & EXCEPTIONS

Creative Branding & Design is responsible for maintaining consistency in university business card design. Requests to alter established formatting, naming conventions, typography, logos or information hierarchy will generally not be accommodated.

If a legitimate operational need requires information not addressed by these standards, Creative Branding & Design will determine the appropriate solution.