



# BUSINESS SYSTEMS

UNIVERSITY OF SAN DIEGO  
BRAND GUIDELINES

# STATIONERY

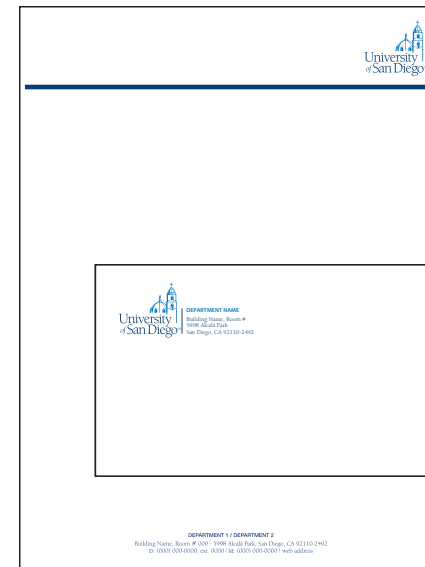
Brand Marketing and Communications maintains the integrity of the university's business system in conjunction with University Copy. University Copy provides stationery and other business systems products — such as business cards, note pads and name tags — for the campus community. All stationery items must be ordered online through University Copy's Digital Storefront, which requires your USD single sign on. Only users with a USD login will be able to place stationery orders.

To order stationery:

- Visit [sandiego.edu/copy](https://sandiego.edu/copy).
- Click on the Departmental Order tab, view the How to Order guide.
- Click on the Place a Departmental Order button and log in.
- Click on Business Cards, Stationery and Name Badges to view all options.

For more information, email [usdcopy@sandiego.edu](mailto:usdcopy@sandiego.edu).

## Examples of Traditional and Spirit Stationery



# PRESENTATIONS

In an effort to promote recognition and maintain consistency, the university has created a simple PowerPoint template, which is recommended when communicating to external and internal audiences. The template ensures a unified color palette and logo placement, while offering flexibility in layout.

When creating a PowerPoint, please keep the following best practices in mind:

- Do keep the content you're displaying brief.
- Do be consistent with font sizes (especially the header size).
- Do be consistent with fonts and font colors.
- Do not stretch images or distort logos.
- Do take care that text lines up in a consistent manner.
- Please use the same guidelines when creating presentations using other formats such as Google Slides or Keynote.

## PowerPoint Template Slides

### PRESENTATION TITLE SLIDE

Subtitle of Presentation

Presenter/Department Name  
Month/Day/Year



### TEXT WITH IMAGE SLIDE

**Bold This First Line to Use It as a Subhead**

This is a text with image slide. Keep your copy simple and minimize the amount of text on each slide.

- Start your bulleted list by using the Indent More button.
- Tab in for next-level bullets.

