



September 30, 2008

Executive Directive No. 2

To: Department Heads

Re: CITY OF DETROIT STATIONERY/PRINT MATERIALS

STATIONERY (LETTERHEAD AND ENVELOPES)

Under the Kenneth V. Cockrel Jr. administration, two changes will be made to the stationery used by City departments. On the letterhead and envelopes, the Mayor's name will be removed, and the ink color will change to blue.

It should be noted that all other specifications (such as the design, paper stock and weight) will remain the same.

ALL City departments will be required to conform to these modifications. Any variations from these standards must be reviewed and approved by the Communications and Creative Services Division (ITS Department).

All departments are required to use only authorized City stationery. The City of Detroit currently has an existing contract in place for stationery. **City policy mandates that departments must order letterhead and envelopes through this contract.**

No department may use their own copiers or any other printing equipment to reproduce stationery.

Effective Immediately

Departments should place their orders for letterhead and envelopes following the established process. In the meantime, departments should continue to use their existing stationery.

By Friday, October 31, all departments are required to use the revised stationery as indicated above. The use of all stationery containing the name of the former Mayor must be discontinued by this deadline. The Total Copy Center will handle the recycling of the discontinued stationery. Contact the Total Copy Center at 224-1333 before dropping off any old stationery.



Ordering Letterhead and Envelopes

Each department should order letterhead and envelopes using the order form found on the City's Intranet under the Total Copy Center. Here is the link:

<http://cityweb/Departments/TotalCopyCenter/tabid/189/language/en-US/Default.aspx>

Completed stationery order forms should be forwarded to the department's printing liaison. Departments also must include the release number on each order form.

The completed form(s) should be sent to the Total Copy Center via interoffice mail or via fax at (313) 224-9717 to the attention of Pat Trammell.

Also available through this contract are printed second sheets. Departments are required to use second sheets printed with blue ink that complement the letterhead.

To order second sheets, please note it on the order form. There is no need for a separate order form for second sheets.

BUSINESS CARDS/MEMO PADS

In addition, business cards will be printed on white stock with blue ink. However, the design will not change.

City employees shall continue to use current business cards until they are depleted. Any new business cards will be printed on the white stock with blue ink.

Ordering Business Cards

Each department may order business cards using the order form found on the City's Intranet under the Total Copy Center. The link is:

<http://cityweb/Departments/TotalCopyCenter/tabid/189/language/en-US/Default.aspx>

Completed business card order forms should be forwarded to the department's printing liaison.

City policy mandates that departments must order business cards through existing contract. No department may utilize in-house printing operations or another vendor to reproduce business cards.

MEMO PADS

With memo pads, the ink color changes to blue with the design and paper stock remaining the same.



Ordering memo pads

Each department may order memo pads using the order form found on the City's Intranet under the Total Copy Center. The link is:

<http://cityweb/Departments/TotalCopyCenter/tabid/189/language/en-US/Default.aspx>

Completed memo pad order forms should be forwarded to the department's printing liaison.

City employees shall continue to use current memo pads until they are depleted.

For additional information on ordering stationery, business cards or memo pads, please contact the Total Copy Center (ITS Department) at (313) 224-3454 or (313) 224 -1333.

PRINT MATERIALS

What to do with existing printed materials?

Many departments presently have quantities of printed materials, such as flyers, brochures and/or pamphlets.

Materials that are generic and do not show the name of the former Mayor, Council members or directors may be used until the materials have been depleted.

Materials that list the name of the former Mayor, Council members or directors should be discontinued or modified (where feasible) as soon as possible. For example, stickers may be used to cover names.

The Communications & Creative Services Division (ITS Department) is available to discuss modification possibilities.

Be advised, that under no circumstances may materials that list the name of the former Mayor, Council members or directors be distributed after Friday, October 31, 2008.

Questions regarding this directive or requests for additional information should be directed to the Communications & Creative Services Division at (313) 224-3757.



Kenneth V. Cockrel Jr.
Mayor