


<b>Category</b>	Public Disclosure	<b>Policy Number</b>	UNI-PUB-203	 جامعة زايد ZAYED UNIVERSITY
<b>Distribution</b>	External	<b>Version</b>	4.1	
<b>Responsible Office</b>	Vice-President	<b>Policy Owner</b>	GCD	
<b>Date Approved</b>	20 February 2024	<b>Effective Date</b>	20 February 2024	
<b>Date Last Reviewed</b>	1 February 2024	<b>Due Date for Next Review</b>	27 February 2027	

## **POLICY**

### **University Business Cards**

#### **1. Purpose**

This policy states the principles of designing business cards for employees of Zayed University (“**University**”).

#### **2. Scope of Application**

This policy applies to any request for University business cards.

#### **3. Policy**

**3.1** The University has established a standard format for University business cards that is to be used for all business cards issued to faculty and staff (Grades 1-4). The design of the business card is part of the University’s corporate identity and is the responsibility of the Government Communications Department (“**GCD**”).

**3.2** Faculty and staff (Grades 1 to 4) may request business cards. Staff in grades other than 1 to 4 who represent the University and have extensive dealings with the public may also request cards with the approval of the Chief Administration and Finance Officer and their dean or director.

**3.3** Temporary staff and faculty members are not eligible to apply for business cards.

**3.4** The design of college and units business cards must be consistent with the University Brand Guidelines, which are available from the GCD. New logos for colleges, centers, or events that alter the primary University identity are not permitted.

#### **4. Related Policies**

- UNI-PUB-201 Use of Zayed University Name/Logo
- UNI-PUB-202 University Letterhead

#### **5. Administration**

This policy is administered by the Government Communications Department.

## 6. Revision History

<b>Date</b>	<b>Revision</b>
20 February 2024	Approved by the Vice-President.
1 February 2024	Non-substantive changes: <ul style="list-style-type: none"> <li>• Added information pertaining to temporary employees (3.3).</li> <li>• Changed name of standards manual to Brand Guidelines.</li> </ul>
1 March 2023	Administrative changes: <ul style="list-style-type: none"> <li>• Updated the information header and related policy numbers.</li> <li>• Updated the policy number from UNI-GOV-03 to UNI-PUB-203.</li> </ul>
4 October 2020	President's Decree issued (PD#90 of 2020).
30 September 2020	Approved by the University Council.
21 September 2020	Endorsed by the Academic Council.
14 September 2020	Endorsed by the Deans' and Provost's Councils.
10 September 2020	Policy reviewed and updated by including the maintainance of Brand Consistency. Added Internal Distribution, and Purpose section.
22 December 2019	Updated the policy group, number, responsible office, Government Communications Department name, and administration.
27 March 2012	Policy approved.
20 March 2007	Revised policy approved.
1 October 2000	Policy approved.