

Stationery specifications are intended to produce uniform materials, easily recognizable and identifiable as official communications from the City of Minneapolis.

Business cards

The most widely distributed printed materials representing an organization are its stationery system. Letterhead, envelopes and business cards are necessary tools for carrying out daily work and often present our first impressions to our audiences. The stationery system is a cost-effective opportunity to project a consistent and distinctive identity.

BUSINESS CARDS

One standard template for business cards has been developed for all City employees. Employees may not produce their own business cards identifying themselves as City employees or for use in official City business. If you have any questions about business cards, please contact Cheryl Boe in the Communications Department at cheryl.boe@minneapolismn.gov.

Communicate the most direct way for the recipient to reach you.

A business card is not meant to provide multiple addresses, phone numbers, etc. This may be confusing for readers who will not know which contact information is appropriate for their needs. Alternate addresses, phone numbers, or other information should be provided in an email, phone call, or in the body of your letter, etc., but not added to your business card.

It is recommended that professional certification initials not be included. The business card is intended to let people get in touch with you and not meant to be a vehicle for providing the recipient with information about your training or level of expertise. Instead, use your professional credentials in the signature of your written and electronic correspondence, or in the body of your letter, when it is relevant to share that information.

Use the remainder of your current business cards before ordering new cards.

The purpose of a business card is to provide the recipient with a clear, concise means of contacting you.

Business cards

BUSINESS CARDS

All City employee and elected official business cards must be ordered through:
citytalk/finance/procurement/businesscards

The sample below illustrates the five slots available for your contact information. Each employee will have up to five lines total. Each employee card will use a standard space for telephone and email. You are also able to choose three other options. *Please refer to page 17 for City staff, Page 18 for elected officials and page 19 for Police Department.*



The back of the card is standard for all City employees. It includes the outline sailboat graphic and City website url on a dark blue background.



In cases where it's appropriate to include a division after the title or the title is long, ample space has been provided to include the information on one or two lines.

Example:

George Kraynick

*Manager, Water Quality and Laboratory Services
Water Treatment and Distribution Services*

In cases where it's appropriate to include a division after a department, ample space has been provided on one line.

Example:

Regulatory Services - Animal Care and Control

City employees have the option of including the City's official social media site addresses.

Please refer to the Minneapolis writing style manual for the appropriate way to designate an address:

citytalk/communications/resources

Examples:

350 S. Fifth St.
4119 Dupont Ave. N.
1200 Currie Ave. N.

For more information, contact Communications.
This manual is available online at
citytalk/communications/resources.

Only primary contact information should be included on business cards.

Business cards - City staff

BUSINESS CARDS - CITY STAFF

All employee business cards must be ordered through:
[citytalk/finance/procurement/businesscards](#)

Please refer to the Minneapolis writing style manual for the appropriate way to designate an address:

[citytalk/communications/resources](#)

Examples: 350 S. Fifth St., 4119 Dupont Ave. N., 1200 Currie Ave. N.



Business card contact selections

(Choose up to five.)

Each employee card has a standard space for telephone and email. You are also able to choose three other options.

Note: changeable areas are in orange.

City staff choices

(Choose up to five.)

TEL 612.673.6222

CELL 612.328.7895

FAX 612.328.9999

TTY 612.328.9999

brette.hjelle@minneapolismn.gov

facebook.com/cityofminneapolis

twitter.com/cityminneapolis

311: City information

911: Emergency

www.minneapolismn.gov/publicworks

Tel, cell, fax and TTY are indented. All other contact information is left justified.

Please note that social media use by employees is subject to the City's Social Media Policy.

For more information, contact Communications.
This manual is available online at
[citytalk/communications/resources](#).

Elected officials have the option of using the City seal in place of the outline sailboat on the back of the card.

Business cards - elected officials

BUSINESS CARDS - ELECTED OFFICIALS

All elected official business cards must be ordered through:
[citytalk/finance/procurement/businesscards](#)

The sample below illustrates the five slots available for your contact information. Each employee will have up to five lines total. Each employee card will use a standard space for telephone and email. You are also able to choose three other options. Please refer to the Minneapolis writing style manual for the appropriate way to designate an address:

[citytalk/communications/resources](#)

Examples: 350 S. Fifth St., 4119 Dupont Ave. N., 1200 Currie Ave. N.



Elected officials have the option of using the City seal in place of the outline sailboat on the back of the card.



Business card contact selections

(Choose up to five.)

Each elected official card has a standard space for telephone and email. You are also able to choose three other options.

Note: changeable areas are in orange.

Elected official choices

(Choose up to five.)

TEL 612.673.6222

CELL 612.328.9999

FAX 612.328.9999

TTY 612.328.9999

elizabeth.glidden@minneapolismn.gov

facebook.com/cityofminneapolis

twitter.com/cityminneapolis

311: City information

911: Emergency

www.minneapolismn.gov/ward8

facebook.com/elizabethglidden

[twitter:@elizglid](https://twitter.com/elizglid)

Elected officials have the option of including the City's official social media site addresses or ward social media addresses. City materials, including business cards, may only be used for City business purposes.

Tel, cell, fax and tty are indented. All other contact information is left justified.

Please note that social media use by employees is subject to the City's Social Media Policy.

For more information, contact Communications. This manual is available online at [citytalk/communications/resources](#).

Elected officials have the option of including the City's social media site addresses or ward social media addresses.

Business cards - elected officials

BUSINESS CARDS - ELECTED OFFICIALS



Elected officials have the option of using the City seal in place of the outline sailboat on the back of the card.



Business card contact selections

(Choose up to five.)

Each elected official card has a standard space for telephone and email. You are also able to choose three other options.

Note: changeable areas are in orange.

Elected official choices

(Choose up to five.)

TEL 612.673.6222

CELL 612.328.9999

FAX 612.328.9999

TTY 612.328.9999

elizabeth.glidden@minneapolismn.gov

[facebook.com/cityofminneapolis](https://www.facebook.com/cityofminneapolis)

twitter.com/cityminneapolis

311: City information

911: Emergency

www.minneapolismn.gov/ward8

[facebook.com/elizabethglidden](https://www.facebook.com/elizabethglidden)

[twitter:@elizglid](https://twitter.com/elizglid)

For more information, contact Communications.
This manual is available online at
citytalk/communications/resources.

Police staff have the option of using the police badge in place of the outline sailboat on the back of the card.

Business cards - Police

BUSINESS CARDS - POLICE DEPARTMENT

All Minneapolis Police business cards must be ordered through:
[citytalk/finance/procurement/businesscards](#)

The format for the front of Police Department business cards follows the same standard format as City staff business cards.



Police Department staff members have the option of using the police badge in place of the outline sailboat on the back of the card. This version also includes tip line information.



Business card contact selections

Each employee card will use a standard space for **telephone** and **email**. You are also able to choose three other options. *Note: changeable areas are in orange.* Tel, cell, fax and TTY are indented. All other contact information is left justified.

Police staff choices

(Choose up to five.)

TEL 612.673.6222
CELL 612.328.78959
FAX 612.328.9999
TTY 612.328.9999

matthew.clark@minneapolismn.gov
[facebook.com/MinneapolisPolice
Department](https://www.facebook.com/MinneapolisPoliceDepartment)
Twitter: @MPD_PIO
311: City information
911: Emergency
Badge number 2222
Precinct: 612.454.4567
www.minneapolismn.gov/police

Please refer to the Minneapolis writing style manual for the appropriate way to designate an address:

[citytalk/communications/resources](#)

Examples:
350 S. Fifth St.
4119 Dupont Ave. N.
1200 Currie Ave. N.

For more information, contact Communications.
This manual is available online at
[citytalk/communications/resources](#).