**Go West Business Cards**

Individuals may choose a Go West style business card, pictured below. This style is available only on royal fiber cream and must be printed in university red and blue. Such cards may include the college or department name as shown. All other standards remain consistent.

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**Back of Card Messaging**

Business cards may be printed on the back only as follows:

- A QR code for the department or college
- An approved Go West Slogan or Key Initiative Line listed in these guidelines
- All other card back messages or images must be approved in advance by UCM. *Please note: only one (1) alternate message can be approved for each college or department.*
- Program or event icons may not be used on a card back.
- Back of card messages and images must be printed in PMS 286 if the card is printed in color and in black if the card is printed in black and white.
- Back of card messages may be used on either the standard or the traditional card styles.