University Marketing has developed three official templates for UW–Madison business cards:

**PREMIUM BUSINESS CARD**

- Name
- Title
- Department

**STANDARD BUSINESS CARD**

- Name
- Title
- Department

- 0000 Building
- 0000 Street
- City, State Zip
- 262-000-0000
- Email address

**SCHOOL/DEPARTMENT BUSINESS CARD**

- Name
- Title
- Department

- XXXX Address
- XXXX Address
- Madison, WI XXXXX
- 608-XXX-XXXX
- Fax: 608-XXX-XXXX
- Email: XXXX@wisc.edu
- Web: wisc.edu

Other logos may not appear on the front side (same side as the UW–Madison logo). Printing a two-sided card is recommended when additional logos need to be included. Additional logos are only allowed on the back side.