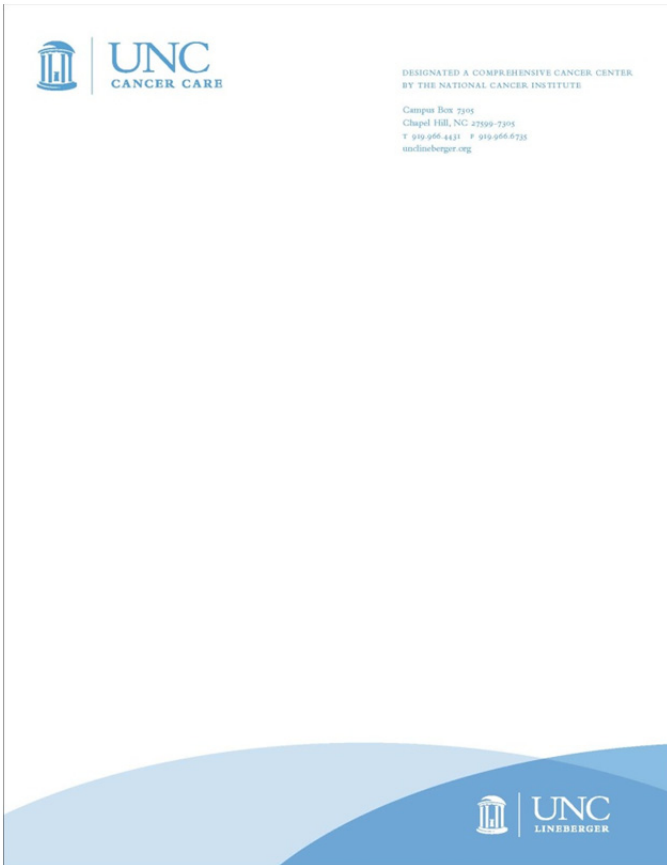


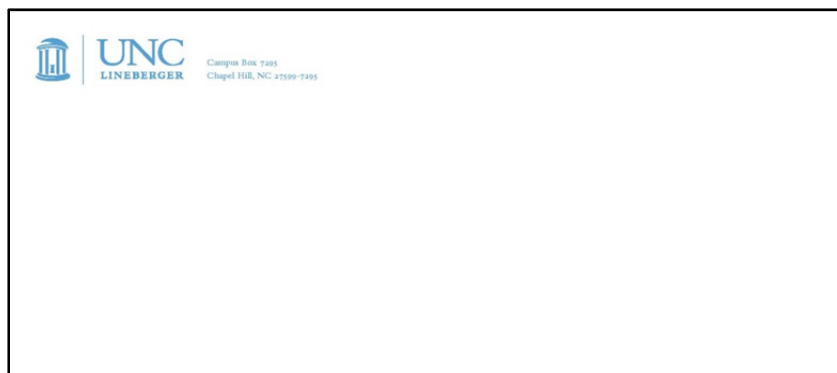
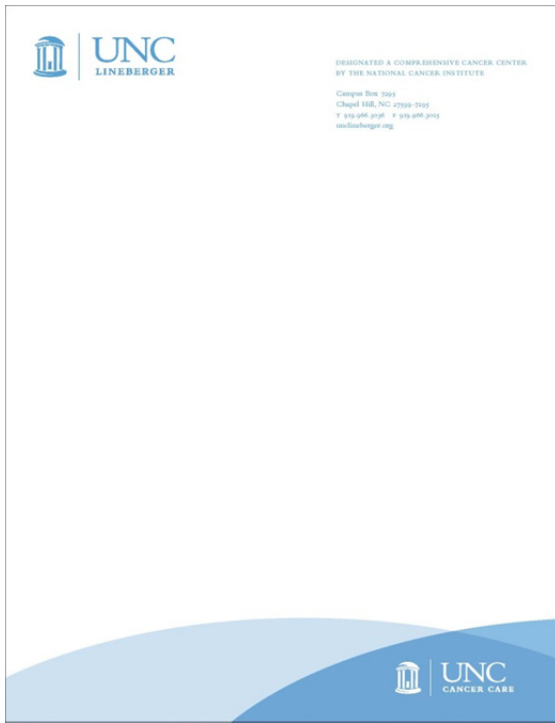
UNC Cancer Care/UNC Lineberger Letterhead General Ordering Guidelines

With the adoption of a two-logo branding approach, two letterhead options have been developed. Departments and programs are encouraged to choose the option that best fits the audience for the majority of their correspondence.

If the majority of correspondence is sent to patients and physicians, you should order the **UNC Cancer Care Arches Letterhead and UNC Cancer Care Standard Envelope**, pictured below:



If the majority of correspondence is sent to colleagues, granting agencies or is used primarily in a research setting, you should order the **UNC Lineberger Arches Letterhead and UNC Lineberger Standard Envelope**, pictured below:



Letterhead may be ordered from UNC Printing Services

<http://www.printing.unc.edu/>

Current pricing is:

Letterhead

100 -- \$170

250 -- \$193

500 -- \$210

Envelopes

500 -- \$125