



## DEPARTMENT OF THE ARMY

U.S. Army Corps of Engineers  
WASHINGTON, D.C. 20314-1000

REPLY TO  
ATTENTION OF:

14 JAN 1998

CECI-IV (25-1)

MEMORANDUM FOR Commanders/Directors, Major Subordinate Commands,  
Laboratories, Centers, Field Operating Activities,  
HQUSACE, Directors and Chiefs of Separate Offices

SUBJECT: Business Cards - FOR INFORMATION

1. PURPOSE. To provide clarification and information on the authorization for acquisition and or production of "Official" Business Cards for USACE team members.

2. RECOMMENDED USE. That Commanders/Directors, Major Subordinate Commands, Laboratories, Centers, Field Operating Activities, HQUSACE, Directors and Chiefs of Separate Offices use this information in conjunction with applicable policy when taking action to acquire and/or produce business cards for team members

### 3. BACKGROUND.

a. In August, 1997, US Department of Justice issued an opinion which stated in part: "If the business cards are to be used primarily as a means of facilitating necessary agency-related communications between the agency and those with whom it deals, both inside and outside the government - in the same way, for example, that letterhead stationary, fax coversheets, or agency telephone directories serve that purpose -- we believe that they are properly chargeable to general appropriations." Reference: U.S. Department of Justice, Office of Legal Counsel Memorandum, Subject: Use of Appropriations to Purchase Employee Business Cards, August 11, 1997.

b. In 1998, the Departments of Defense and Army modified departmental policy on printing of business cards to allow in-house production and or commercial printing of cards when such cards are used in connection with official activities and when the exchange of cards would facilitate mission-related business communications. Reference OSD-AM Memorandum, SUBJECT: Printing Business Cards, dated August 28, 1998; SAAA-PP Memorandum, SUBJECT: Printing of Business Cards, dated 1 October, 1998.

c. Department of Army revised AR 25-30 in June, 1999. The revised policy (see Chapter 11-11) provides overall guidance and authorization for commercial acquisition and/or in-house production of business cards. The following information provides clarification to Department of Army policy and is not new or additional policy issued by HQUSACE.

### 4. INFORMATION.

a. General policy for printing business cards at government expense, commercial printed or in-house production is:

(1) Printing business cards at government expense is authorized only when those cards are considered necessary to perform official duties and to facilitate necessary agency-related mission and

business communications between the agency and those with whom it deals, both inside and outside the government.

(2) Cards will contain only necessary business information such as the name of the organization, office, activity, or unit represented; name of individual; DSN, commercial telephone, and facsimile numbers; and office and e-mail addresses and approved organization logo (registered USACE trade/service mark must be used in accordance with EP 310-1-8 USACE Graphic Standards Manual).

b. Policy governing the acquisition of commercial printed business cards with appropriated funds:

(1) Expenditure of appropriated funds for commercial printing of business cards requires approval of a general officer or member of the Senior Executive Service.

(2) When appropriated funds are used, individual offices are responsible for funding the cost of producing business cards from funding levels approved in the budget process.

(3) Business cards, which are commercially procured with appropriated funds, will be procured only through the Defense Automated Printing Service or Lighthouse for the blind. Cards will be procured using the most economical authorized method.

(4) Commercially printed business cards will be limited to a single color of ink on standard white card stock. Specialized (i.e. colored, textured, coated) card stock and customized embossed or engraved cards will not be procured at Government expense.

c. Policy governing in-house production of business cards:

(1) Cards produced in-house must use existing computer hardware and software. No special hardware or software will be procured for the express purpose of producing business cards.

(2) Business cards must be printed on standard white perforated card stock, which can be obtained through in-house or commercial supply channels and inventoried for in-house production. No special (i.e., colored, textured, coated) card stock will be procured for the express purpose of producing business cards.

(3) Business cards produced in house may incorporate more than one color. Use of more than one color is not encouraged but when required, multiple colors should be used only when multi-color enhance the organization's logo or legibility of the business information.

5. COORDINATION. All USACE staff elements.



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