



DEPARTMENT OF THE NAVY
NAVY RECRUITING COMMAND
5722 INTEGRITY DR.
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 5604.1L
N9/N4
4 Aug 2011

COMNAVCRUITCOM INSTRUCTION 5604.1L

From: Commander, Navy Recruiting Command

Subj: BUSINESS CARDS FOR DEPARTMENT OF THE NAVY RECRUITERS

Ref: (a) DoD Joint Ethics Regulation, Section 2-301b
(b) ASN (FM&C) Memo DON Guidance for Procuring Business Cards of 9 Mar 99
(c) ASN (FM&C) Memo Business Cards of 26 Aug 99
(d) OSD Memo Printing of Business Cards of 15 Jul 99

Encl: (1) Recruiter Business Card - Sample

1. Purpose. To prescribe eligibility, form, and style of business cards authorized to be printed with appropriated funds for Navy Recruiting Command personnel.

2. Cancellation. COMNAVCRUITCOMINST 5604.1K.

3. Background. References (a) and (b) authorize the printing of business cards for use in connection with official activities at public expense when the exchange of cards would facilitate mission-related business communications. Reference (b) delegates authority for management officials of Flag rank or civilian Senior Executive Service members to authorize business cards for those organizations or positions that require business cards in the performance of official duties. The business cards exemplified in this instruction are the only business cards authorized to be produced at public expense within NAVCRUITCOM.

4. Eligibility

a. The following are Navy Recruiting Command positions authorized to have business cards printed:

- (1) Commander, Navy Recruiting Command
- (2) Deputy Commander, Navy Recruiting Command
- (3) Chief of Staff, Navy Recruiting Command
- (4) Executive Assistant, Navy Recruiting Command

- (5) Flag Secretary, Navy Recruiting Command
- (6) FORCM, Navy Recruiting Command
- (7) Flag Aide, Navy Recruiting Command
- (8) Department Heads, Navy Recruiting Command
- (9) Special Assistants, Navy Recruiting Command
- (10) Commanding Officer (All)
- (11) Executive Officer (All)
- (12) National Chief Recruiter
- (13) Navy Recruiting Public Affairs Officer
- (14) Commander, Navy Recruiting Region
- (15) Deputy Commander, Navy Recruiting Region
- (16) Special Assistant for Diversity
- (17) Assistant Director for Diversity
- (18) Education Specialist (All)
- (19) Campus Liaison Officer (CLO)
- (20) NAVCRUITCOM, Region, and District Command Master

Chiefs

Note: Commands may request authorization for other Navy Recruiting personnel whose positions require business cards in the performance of their official duties. Requests with justification should be forwarded to NAVCRUITCOM N4.

b. The following NAVCRUITCOM positions are also entitled to have business cards printed.

- (1) Recruiting Operations Officer
- (2) Chief Recruiter

(R)

(R)

(R)

- (3) Division Officer (R)
- (4) Navy Recruiter (R)
- (5) Medical Recruiter
- (6) Leading Chief Petty Officer (R)
- (7) Leading Petty Officer (R)
- (8) Nuclear Recruiter
- (9) NROTC Coordinator Recruiter

5. Specifications. Business cards must be printed per references (a) through (d).

a. At a minimum, cards must contain the following information:

- (1) Individual's official address and telephone number (no home addresses or phone numbers). Official cell phone numbers and social media contact information are optional. (R)
- (2) Name, title, and rank of the individual.
- (3) The position title (i.e., "Navy Recruiter") must be used in conjunction with the individual's name to clearly identify the card as recruiter material, as indicated in paragraph 4.b. above. (R)

b. In addition, the following specifications are allowed per separate correspondence with Assistant Secretary of the Navy (Financial Management and Comptroller) maintained by N9 for Navy Recruiting:

- (1) Paper stock is white index stock not to exceed 110-pound weight.
- (2) Card design is based on color process, using Navy blue Pantone Matching System (PMS) Blue PMS-281.

6. Sample Format. Enclosure (1) illustrates the business card format authorized to be prepared per reference (a) and paragraph 5.

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7. Action. Per references (c) and (d) business cards may be printed by the Lighthouse for the Blind, Inc., when it is determined that costs are equivalent to or less than to produce them on a personal computer. Otherwise, cards may be ordered from Defense Printing using the following process:

a. Orders for business cards shall be submitted on a Request for Printing, DD 282 (Rev. 04-71) to Defense Printing Service Detachment Office, 2530 Paul Jones Street, Building 2A, Naval Training Center, Great Lakes, Illinois 60088-5700. Printing lead-time is approximately four weeks.

b. Attach to the DD 282 (Rev. 04-71), one reprographic copy of each card to be reprinted (printed card requiring no change) or one typewritten copy of each new or revised card layout.

c. Regions and Districts may order 1000 untitled business cards on a semiannual basis. These untitled cards may be used for newly reporting personnel as authorized in paragraph 4 until receipt of order from Defense Printing Service Detachment Office, Great Lakes, and must be imprinted with office address.

8. Forms. The following forms are available in the Navy Supply System using procedures specified in NFPC P-2002D, Navy Stock List of Publications and Forms:

<u>Form</u>	<u>Title</u>	<u>Stock Number</u>
DD 282	DoD Printing Requisition/Order	0102-LF-002-8801
DD 1348-6	DoD Single Line Item Requisition System Document (Manual)	0102-LF-014-1600

/s/



R. L. GRAF

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Note: This form may be reproduced locally.

	_____ NAME
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_____ SOCIAL MEDIA ADDRESS	
_____ SOCIAL MEDIA ADDRESS	

Print Recruiter referral information on back if box is checked.