BRAND GUIDE AND TOOL KIT
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1.0 INTRODUCTION | 1.01 OUR BRAND STANDARDS

The strength, energy and appeal of Dalhousie’s refreshed brand—its attributes, personality and promise—will best be realized when the standards developed for the brand are applied consistently across all Dalhousie communication and marketing materials. With that in mind, we’ve created this complete set of brand standards. These standards are derived from a brand model that was built based on insights gained from extensive research and consultation. This guide and tool kit will make it easier for you to ensure that materials you create align with the brand standards, and reflect and enhance Dalhousie’s reputation.

Dalhousie has a strong reputation within Nova Scotia, nationally and beyond. Our strategic objective now is to build our reputation further, so that we can secure a place as one of the top 200 universities in the world. Achieving this objective will allow us to attract the very best students, faculty, employees, research funding and donors. Consistency in our brand standards allows us to make the most of our strengths and to tell our stories in the most compelling ways possible—both of which contribute to enhancing Dalhousie’s reputation and position.

Each interaction a student, parent or other member of our community has with Dalhousie should echo our key attributes and communicate our personality, creating a consistent emotional connection that expresses our promise and deepens our relationships. As a Dalhousie communicator and brand ambassador, your efforts are essential in ensuring that we express our identity clearly and compellingly.

The starting point for these efforts is understanding Dalhousie’s core design elements: the Dalhousie logo, font, colour palettes, imagery and copy. The look and feel we are aiming for is uncluttered, clear and with a strong hierarchy of message. White space is essential for ensuring readability of text and impact of photos. A key design goal is to use the least number of elements required to create the best design, so that our messages are communicated clearly, quickly and impactfully.

As members of the Dalhousie community, we all have an opportunity to contribute to communicating and enhancing Dalhousie’s reputation. This isn’t about applying a cookie-cutter approach: the materials we produce needn’t all look alike, but they must look aligned. This guide will help you achieve that balance.

WHAT ARE BRAND STANDARDS?
The brand guide and tool kit is your map to ensuring consistency across all brand platforms. It is a reference tool for those familiar with the brand and it is an educational tool for those who are new to the brand. The guide ensures that our brand is treated appropriately and removes any guesswork when it comes to preparing documents or any other public facing or internal materials.
1.0 INTRODUCTION | 1.02 OUR LOOK AND FEEL

The look and feel we are aiming for is uncluttered, clear and with a strong hierarchy of message. White space is essential for ensuring readability of text and impact of photos. A key design goal is to use the least number of elements required to create the best design, so that our messages are communicated clearly, quickly and impactfully.
1.0 INTRODUCTION | 1.03 DALHOUSIE BRAND MODEL

The Dalhousie Brand Model is a visual depiction of the elements that make up the Dalhousie Brand Platform. All brand touchpoints to both external and internal audiences should always relate back, in some way, to the brand platform and the elements contained within. This will ensure consistency in communication and presentation of the Dalhousie brand to all audiences, and help strengthen our reputation.

**ATTRIBUTES**
- Pioneering
- Inspired
- Purpose-driven
- Connected
- Influential
- Open

**PERSONALITY**
- Fresh & Bold

**PROMISE**
- A lasting impact

**WHAT DOES THIS MEAN?**
- **BRAND ATTRIBUTES** are the set of characteristics that identify the physical, character and personality traits of our brand. These are similar to the attributes that allow us to consistently identify individuals.

- **BRAND PERSONALITY** is the way our brand speaks and behaves. It is an expression of the fundamental core values of our brand, described and experienced as human personality traits so as to achieve differentiation.

- **BRAND PROMISE** is the statement that we make to our internal and external audiences that identifies what they should expect from all interactions with our brand at every touchpoint in our organization.
1.0 INTRODUCTION | 1.04 DALHOUSIE BRAND MODEL CONTINUED

BRAND ATTRIBUTES

Our research tells us that Dalhousie’s audiences—prospective students and their parents, current students, faculty, staff, alumni, donors and funders—share a desire for personal, professional and social discovery. They need their university to advance to meet the changing times and their changing needs. Being static is not an option.

We are adventurous and bold—and have been since our founding. In this way we will be described as pioneering.

We will create opportunities, we will stimulate our audiences, and we will awaken our community. In this way, we will be described as inspired.

Our goal is that everyone who is connected with Dal feels they benefit from the association—that we make a positive impact for them. Students invest tuition, researchers invest talent, all in service of a self-defined purpose for which they strive. A return on investment is a purpose achieved and the people associated with Dalhousie are high achievers. We do the work that we do for a reason—a purpose that resonates with a community need or a greater human need. We will support their drive by demonstrating an attitude that says, “We succeed only if you succeed.” In this way we will be described as purpose-driven.

We will make connections, foster relationships and promote ties, locally, nationally and internationally. In this way, we will be described as connected.

We will know that we’re doing a good job when our faculty and graduates make a real difference to society as a whole. We will be influential.

We know that the Halifax community, the international business community and the global post-secondary education community are all integral to the success of Dalhousie, and to truly benefit from these links and partnerships we need to be collaborative, honest and aligned. In this way, we will be described as open.

BRAND PERSONALITY

Dalhousie’s unique blend of attitudes—East Coast, Uniqueness, Challenge and Adventure—all affect the way the Dal brand speaks and behaves. It is an expression of the fundamental core values and characteristics of the Dal brand, described and experienced as human personality traits so as to achieve differentiation.

We have a fresh perspective
Just as the sea air freshens and fills Nova Scotia with its vitality, Dalhousie invigorates its students, faculty, staff, industry partners and others with our passion for teaching and learning, our commitment to the highest levels of research and our dedication to serving our local, national and international communities.

We strive for bold achievements
We will measure our impact in terms of genuine achievements and accomplishments, not to brag or boast about them, but to know that we’re making a difference in the lives of everyone that knows Dalhousie.

And so we bring an attitude with a bit of swagger that is Fresh and Bold.

BRAND PROMISE

Dalhousie promises to offer something unique that is core to our ethos. This is the single defining idea that is the sum of our attributes and our personality. It is also the golden thread that runs through all creative and operational outputs.

And so the promise is made to the people of Dalhousie...

• The high school student council president in southern Ontario looking to move into the next phase of her life.
• The post-doctoral fellow in the Midwestern U.S. looking to make his mark.
• The pharmaceutical company headquartered in Switzerland looking for a scientific breakthrough.
• The philanthropic family in Halifax looking to cement their legacy.

These are the people of Dalhousie who see the world through fresh, bold eyes; who are pioneering and adventurous in spirit and define themselves by creating a lasting impact.

This is our promise and our pride.
To create A Lasting Impact.
2.0 CORE LOGO

2.01 OVERVIEW
2.02 CLEAR SPACE AND MINIMUM SIZE
2.03 EXAMPLES OF PLACEMENT ON COLLATERAL
2.04 COLOUR
2.05 COLOUR: RGB AND HEX CODES
2.06 COLOUR APPLIED TO THE CORE LOGO
2.07 APPLYING THE LOGO PROPERLY
2.08 LINKS TO DALHOUSIE AUTHORIZED CORE LOGO
2.0 CORE LOGO  |  2.01 OVERVIEW

Dalhousie is widely recognized across Canada and is growing in stature around the world. We are viewed as a university with real substance and stature, and seen as a vibrant, welcoming community. Our core logo is the visual cornerstone of our brand identity—fresh and bold, with a promise of lasting impact.

The eagle in the logo gives the shield graphic impact across all platforms and media. The words “Dalhousie University” have equal weight for readability in multiple applications. Together, these elements result in a strong brand unit that is easy for you to use across both print and digital platforms.
2.0 CORE LOGO  |  2.02 CLEAR SPACE AND MINIMUM SIZE

Consistency is key when it comes to using Dalhousie’s core logo. **The logo is a critical element in our brand identity, and should never be redrawn.** The relationship between the shield and the wordmark (Dalhousie University) should never be altered. Follow these simple guidelines to ensure that the logo is readable, recognizable and consistent.

**Clear space**
Clear space is essential in ensuring that the Dalhousie logo is easily read and the brand is recognized. Avoid clutter and do not allow other elements to invade the logo's space. Use the H from the logo to measure the required clear space, as shown below.

**Minimum size**
The logo must be legible and visible. When using the logo, whether on a white or black background, do not reduce the length of the logo below 1.125 inches / 28.575 mm in length or 14% of the authorized logo size.

Measure clear space around the logo by using the H from the logo.
2.0 CORE LOGO | 2.03 EXAMPLES OF PLACEMENT ON COLLATERAL

When placing the core logo on collateral materials, you have flexibility in where the logo will sit: on some materials, the logo will sit at the top while on others it may sit at the bottom. **The key in determining where the logo will sit is to consider the size and function of the collateral.** Is it a larger banner that needs to be seen from across a room, over the heads of event attendees? In that case, putting the core logo at the top of the piece makes sense (see middle example below). Is it a kit folder cover that will be held in a reader's hands? Placing the logo at the bottom of that piece is a good choice (see example on the right, below). In either case, align the logo flush to the vertical axis of the type on your particular piece. See the examples for guidance.
Along with the core logo, the core brand colour palette is a key element of the Dalhousie brand. Applying the core logo in the core brand palette consistently is essential to executing our visual brand effectively, and as a result, the guidelines around the execution of the core logo colours are fairly strict.

**CORE LOGO COLOUR PALETTE**

Black and white are the formal Dalhousie school colours and form the basis of the Dalhousie core logo colour palette. For colour breaks, see page 2.05.

**GENERAL GUIDELINES:**

- Designers may use their discretion in choosing the core logo in black or white. Consider substrate, legibility and the context of use. A logo may not be legible on some substrates or when viewed at a distance.
2.0 CORE LOGO  |  2.05 COLOUR: RGB AND HEX CODES

Colour codes for digital use are as follows:

**RGB AND HEX COLOUR CODES:**

<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>black</strong></td>
<td>R 0</td>
<td>#000000</td>
</tr>
<tr>
<td></td>
<td>G 0</td>
<td></td>
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<tr>
<td></td>
<td>B 0</td>
<td></td>
</tr>
<tr>
<td><strong>white</strong></td>
<td>R 255</td>
<td>#ffffff</td>
</tr>
<tr>
<td></td>
<td>G 255</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B 255</td>
<td></td>
</tr>
</tbody>
</table>
2.0 CORE LOGO | 2.06 COLOUR APPLIED TO THE CORE LOGO

The school colours can be applied to the logo in the following ways. These are the only approved versions of the core logo. You may not render the core logo in any other colours.
2.0 CORE LOGO  |  2.07 APPLYING THE LOGO PROPERLY

Not sure if you can do that with the logo? To maintain the integrity of the Dalhousie brand, it's important to use the Dalhousie logo in its original form.

Note: Never add special occasion text to the logo. If, for example, you are celebrating a milestone anniversary (10, 25, 50, 75 or 100), consult design.services@dal.ca to discuss development of a commemorative mark.

YES

Make sure the logo has enough contrast on the page, whether you are working in print or digital.

When placing a colour field behind the logo always use a colour from the core brand colour palette of Dal gold, black, slate grey or white. (Note the core logo knocked out of slate grey is reserved for formal uses. See page 2.06 for details.)

When placing the logo over an image, make sure it is on a clean, neutral coloured background. Always ensure that the logo is readable.

NO

Always use an authorized logo in a core logo colour. Do not change the colour of the logo in any way.

Always use an authorized logo in a core logo colour.

Do not distort or skew the logo.

Do not apply multiple colour to the logo.

Do not use just the wordmark or just the shield. Always use the full logo with the wordmark and shield.

Do not place the logo on a cluttered area of a photo or an area that has bright colours.
Click here to download logos
3.0 CORE LOGO AND EXTENSIONS

3.01   FACULTY NAME IN COLLATERAL: EXTENSIONS
3.02   FACULTY OR PROGRAM NAME IN COLLATERAL: HEADLINE
3.03   WEBSITE URL (DAL.CA)
3.04   EXTENDED WEBSITE URL
3.0 CORE LOGO AND EXTENSIONS | 3.01 FACULTY NAME IN COLLATERAL: EXTENSIONS

To ensure consistency in the structure of Dalhousie core brand logo extensions, these logos will be created and provided to you by Creative Services.

Please contact design.services@dal.ca to obtain your applicable logo.

NOTE

- Faculty extensions are most appropriately used as a signature at the end of a document.
- Faculty extensions would generally not be used on the cover of a document or at the top of a banner or poster.
- See page 3.02 for examples of faculty names as headlines.
- Please consult with design.services@dal.ca for guidance about appropriate usage.
3.0 CORE LOGO AND EXTENSIONS | 3.02 FACULTY OR PROGRAM NAME IN COLLATERAL: HEADLINE

When designing collateral for faculty- or program-related communications, consider placing the faculty or program name as a headline or as primary display type. The following examples show the program name in primary positions based on the use of the piece, and the environment where it will be shown or displayed. The poster example takes into consideration where it will be tacked up—on a wall or bulletin board surrounded by other print messages—and uses the program name prominently to cut through visual clutter. The large pop-up print banner example uses the program name at the top because these banners function as wayfinding in a large room or when surrounded by other banners. In these cases the university is identified by the core logo, without the use of a faculty extension.

**poster**

dal.ca/performingarts

**large pop-up print banner**

dal.ca/earthsciences

**kit folder cover**

dal.ca/earthsciences

**Dalhousie Medicine New Brunswick**

FACULTY OF MEDICINE, Dalhousie Medicine New Brunswick
100 Tucker Park Road, PO Box 5050, Saint John NB E2L 4L5 Canada
506.636.6000 | newbrunswick.medicine.dal.ca
There are many times when it is important to include the Dalhousie website address with the core logo. The URL is aligned vertically with the text in the wordmark, and it sits one "H" distance below the baseline of the logo. The core URL is always set in uppercase Classic Grotesque Book.

Please contact design.services@dal.ca to obtain the core logo with URL.

NOTE

- DAL.CA is always set in uppercase Classic Grotesque Book

Measure clear space around the logo by using the H from the logo.
3.0 CORE LOGO AND EXTENSIONS | 3.04 EXTENDED WEBSITE URL

On some materials, you will want to use an extended URL that points to a specific faculty or landing page. In most cases, the URL itself becomes a call to action, prompting readers to go to that specific page for further information. It is separate from the core brand logo because in order to be read as a call to action, it needs to be seen as content rather than logo.

dal.ca/earth sciences

GENERAL GUIDELINES:
• Always lower case, Classic Grotesque Semi Bold
• Always separated from the core brand logo
• May appear in any of the core or supporting colours
5.0 FONT S

5.01 BRAND FONTS
5.02 SANS SERIF ALTERNATIVE AND WEB FONT
5.03 BRAND FONT EXCEPTION
5.04 USING TYPE EFFECTIVELY
5.05 PRINT TYPESETTING SPECIFICATIONS—DISPLAY
5.06 PRINT TYPESETTING SPECIFICATIONS—BODY COPY
5.07 ON-SCREEN PDF TYPESETTING SPECIFICATIONS
5.08 CLASSIC GROTESQUE LETTER WRITING SPECIFICATIONS
5.09 TIMES LETTER WRITING SPECIFICATIONS
While the logo is the foundation of the visual brand, brand fonts are also important in upholding the look and feel of the Dalhousie brand. The font choice has been made to align with and reflect the Dalhousie personality — fresh and bold — and to underscore our brand promise of lasting impact. For public-facing marketing materials, the first choice for font will be Classic Grotesque. (See page 5.02 for alternative font.)

**BRAND FONT AND WEIGHTS**

Classic Grotesque Light
Classic Grotesque Light Italic
Classic Grotesque Book
Classic Grotesque Book Italic
Classic Grotesque Regular
Classic Grotesque Italic
Classic Grotesque Medium
Classic Grotesque Medium Italic
Classic Grotesque Semi Bold
Classic Grotesque Semi Bold Italic
Classic Grotesque Bold
Classic Grotesque Bold Italic
Classic Grotesque Extra Bold
Classic Grotesque Extra Bold Italic
Classic Grotesque Compressed Medium
Classic Grotesque Compressed Bold

**WHY CLASSIC GROTESQUE?**

Classic Grotesque is an update of Monotype Grotesque, a font first published in 1926. The update, by Canadian typographer and Nova Scotia resident Rod McDonald, combines both traditional and contemporary elements of typography. It is a font designed to be at home in print and online. We use Classic Grotesque for its readability in titles and body copy. As well, it is uniquely aligned with our core brand attributes: it is classic and not trendy, but at the same time is fresh and bold, a font that nods to the past while looking optimistically into the future.
5.0 FONTS | 5.02 SANS SERIF ALTERNATIVE AND WEB FONT

The brand font Classic Grotesque will be the choice for most public-facing marketing materials. However, if you are preparing materials for use online or if Classic Grotesque is not available, please use the following as a brand alternatives.

Contact design.services@dal.ca for information about font use.

<table>
<thead>
<tr>
<th>Arial Regular</th>
<th>Franklin Gothic Regular</th>
<th>Acumin Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arial Italic</strong></td>
<td><strong>Franklin Gothic Italic</strong></td>
<td><strong>Acumin Italic</strong></td>
</tr>
<tr>
<td>Arial Bold</td>
<td>Franklin Gothic Medium</td>
<td>Acumin Bold</td>
</tr>
<tr>
<td><strong>Arial Bold Italic</strong></td>
<td>Franklin Gothic Medium Italic</td>
<td><strong>Acumin Bold Italic</strong></td>
</tr>
</tbody>
</table>
5.0 Fonts | 5.03 Brand Font Exception

You may opt to use Times in formal letters. In all other print material, Classic Grotesque should remain the first choice, with Arial as an alternative. Online, Arial should be your first choice.

Serif for Formal Letter Writing

Times Regular

Times Italic

Times Bold

Times Bold Italic
5.0 Fonts | 5.04 Using Type Effectively

How Does Typography Support Dalhousie’s Visual Brand Identity?

While the fonts of major consumer brands are often distinctively their own—the font has been created or tweaked especially for them—Dal is using a font that others also use. Still, that font is an essential component of our visual identity, and over time, in conjunction with the other visual elements, our audiences will come to recognize us when they see our font. That association will only happen, though, if we apply the font consistently.

What Should You Avoid?

• Don’t use special effects such as drop shadows. They look dated and are difficult to read.
• Don’t distort the fonts (expand, condense or modify the letterforms).
• Don’t over track copy by adjusting letter spacing. Overly tracked copy is difficult to read.
• Don’t substitute other fonts.

How to Ensure That You Use Type Effectively

• Only use approved Dalhousie fonts.
• Only use approved Dalhousie colours.
• As a general rule, set type in upper and lower case. There are situations where all caps will make sense (often in short display copy), but use it sparingly.
5.0 Fonts | 5.05 Print Typesetting Specifications—Display

Display collateral such as report covers, banners and brochure covers

When setting type, it is essential to understand the hierarchy of information on the page. What is the title copy? What information is secondary? What information is tertiary? The importance of the copy will determine the setting specification for that copy.

Contact design.services@dal.ca for assistance with display collateral.

Title > Classic Grotesque caps light or book

Secondary info > Classic Grotesque book or regular sentence case

Tertiary info > Classic Grotesque Semi Bold
5.0 Fonts | 5.06 Print Typesetting Specifications—Body Copy

Print with Hierarchy of Content

Body text often includes heading, subheads, shoulder heads and call-out or emphasis copy. Each is treated in a specific way (see below). Use these as a guideline in developing a hierarchy for your particular content. You may have fewer or more levels of copy to work with. (See page 5.02 for alternative font.)

Title > Classic Grotesque Book 18pt
Subhead > Classic Grotesque Semi Bold 9/13 CAPS
Shoulder head > Classic Grotesque Semi Bold 9/13
Body > Classic Grotesque Book 9/13
Emphasis > Classic Grotesque Bold 9/13

Copy is set flush left, rag right with no hyphens.

New paragraphs are indicated with one hard return after the period of the last sentence in the paragraph. (In the paragraph setting dialogue box in InDesign, the "space above" setting is 6pt.)

Subheads are preceded by two hard returns.
Shoulders are preceded by a single hard return.

Sample title

Body copy autatur reperis dest, vent magnian dersperis non consect umquidi aut essimus, susape cuptio. Ut aut que que vento re ommo et vellabo ressequam, odignisintem quidebit fuga. Nam, sunt magnit quo blas seque eorupta eperunt doloribus mi, invenie natim aipenda derum explabo. Ideliquodic test, sed maximi, ut posamus, sumquia sperrunt.

Nequidu ciatque sit, ut unt es adit aut voluptatibus arum, as volut inctiunti temquo maximiliqui sum et quatur aboratur? Occus et late quam am, coresequia volor sin eium re explatoure soles eat dolorae es qui corrumet.

Sample Subhead

Atem. Tur ad ut dolore nis arundio recuscium et volendus, asimi, odicterum harum vid quo et dion pariscitat aut accus ant a corrunt ra velendel earunti vellori tatur?

Sample shoulder head dolenis arunt is utemporum qui dercilit lab id mo dolori delibusapiet reste qui od modis moluptat. Tur, sequis sunt abor rempos molupiet lab ipsa natque con nimmove ilesequos derro blanto ipicit incore reprae quae rehends restes serionet autasperit ut estrum, ut quia nossinctaes emphasis et vit voloreic torum quae erias et aut eatibearchil explique pe officabo.
5.0 Fonts | 5.07 On-Screen PDF Typesetting Specifications

PDF That Will Be Read On-Screen

To ensure good on-screen readability, the setting specifications for PDF increase both the font size and leading for all type. Use these as a guideline in developing a hierarchy for your particular content. You may have fewer or more levels of copy to work with.

Title  > Classic Grotesque Book 20pt
Subhead  > Classic Grotesque Semi Bold 10/15 CAPS
Shoulder head  > Classic Grotesque Semi Bold 10/15
Body  > Classic Grotesque Book 10/15
Emphasis  > Classic Grotesque Bold 10/15

Sample title

Rem autatur reprimis dest, vent magnian dersperis non consect umquidi aut essimus, susape cuptio. Ut aut que vento iur re ommo et vellabo ressequam, odignisintem quidebit fuga. Nam, sunt magnit quo bla sequare corupta eperunt doloribus mi, invenie nimint apienda derum explabo. Ideliquodic test, sed maximi, ut posamus, sumquia sperrunt.

Tempora Necepedi

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Dear Francisco,

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Dolenis arunt is utemperor quii dercilit lab id mo dolori delibusapiet reste qui od modis moluptat. Tur, sequis sunt abor rempos molupiet lab ipsa natque con niminve emphasis derro blanto ipicit inctore reprae quae rehendis restes serionet.
5.0 FONTS | 5.09 TIMES LETTER WRITING SPECIFICATIONS

WHEN A SERIF IS REQUIRED FOR A FORMAL LETTER

Formal letters may be set with Times Regular for body copy, and Times Italic and Bold for emphasis.

<table>
<thead>
<tr>
<th></th>
<th>Font Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body</td>
<td>Times Regular 11/14</td>
</tr>
<tr>
<td>Subhead</td>
<td>Times Regular 11/14 CAPS</td>
</tr>
<tr>
<td>Emphasis</td>
<td>Times Bold 11/14 or Times Italic 11/14</td>
</tr>
</tbody>
</table>

Dear Francisco,

Rem autatur repreris dest, vent magnian dersperis non consept umquidi aut essimus, susape cupthio. Ut aut que que vento iur re ommo et vellabo ressequam, odignisintem quidebit fuga. Nam, sunt magnit quo bla sequate corupta eperunt doloribus mi, invenie nimint apienda derum explabo. Ideliquodic test, sed maximi, ut posamus, sumquia sperrunt.

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Dolenis arunt is utemporum qui dercilit lab id mo dolori delibusapiet reste qui od modis moluptat. Tur, sequis sunt abor rempos molupiet lab ipsa natque con niminve llesequos derro blanto ipicit incitore reprae quae rehendis restes serionet autasperit ut estrum, ut quia nossinctaes dolessum excero et vit voloreic torum quae erias et aut emphasis.