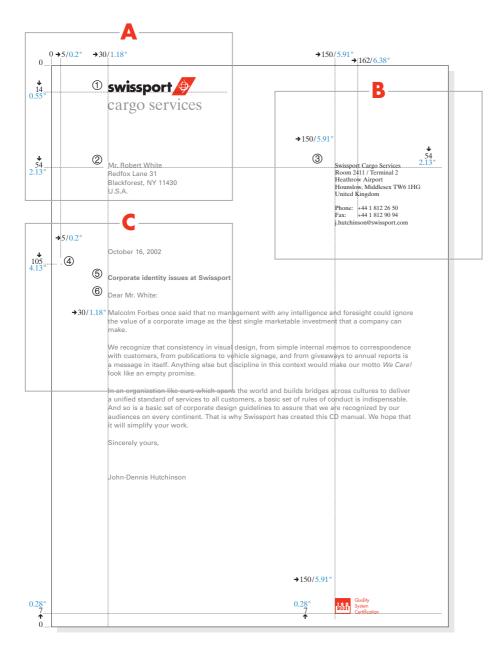
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Forma

Applies to US Letter (inches) and A4 (mm)



1 Logo

Color version, standard size

② Address mark

Small visible dot (optional)



3 Sender address

Typeface: Times Ten Roman

or Times New Roman

Size: 9 pt Leading: 3.75 mm Color: Black

Order of possible address elements:

- Company name
- Department
- · Street address
- Post office box
- Postcode, city
- Country

Always insert a blank line before the telecom block.

- "Phone:..."
- "Mobile:..."
- "Fax:..."
- "Telex:..."
- · E-mail address

Important: The maximum length of the name to the left of the @ in the e-mail address is 18 characters, including the dot (1 dot only!). Use the initial letter of the first name to abbreviate if necessary.



4 Folding mark

Small visible dot (optional)

5 Subject line

Typeface: Arial bold or similar

Size: 10 pt Line spacing: 13 pt Color: Black

6 Text

Typeface: Arial or similar

Size: 10 pt Line spacing: 13 pt Color: Black

Additional details: see 1.2.2

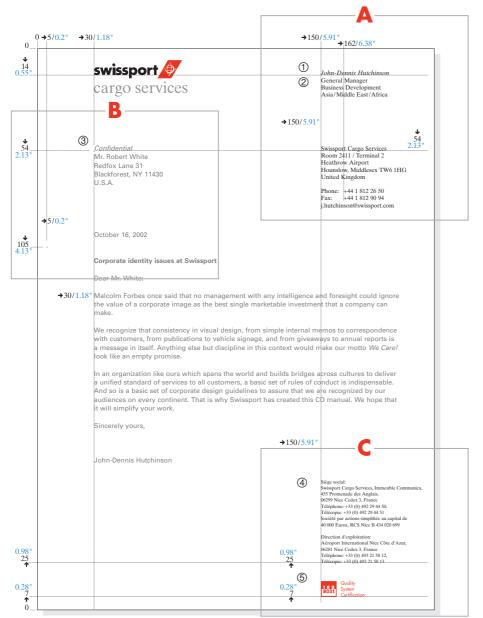
Corporate stationery: Letterhead additions

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① Name

Typeface: Times Ten Italic or

Times New Roman italic

Size: 9.5 pt Leading: 3.75 mm Color: Black

2 Function

Typeface: Times Ten Roman

or Times New Roman

Size: 9 pt Leading: 3.75 mm Color: Black

B

3 Handling notations

Typeface: Arial italic Size: 10 pt Line spacing: 13 pt Color: Black

These handling notations (confidential, personal, urgent, etc.) are positioned on the first address line. This shifts the address down by one line.

C

Optional

4 Legal nomenclature

(French example)

Typeface: Times Ten Roman

Size: 7 pt Line spacing: 3.25 mm Color: Black

The position of the last line is always

the same.

Optional

⑤ ISO / TQM logo

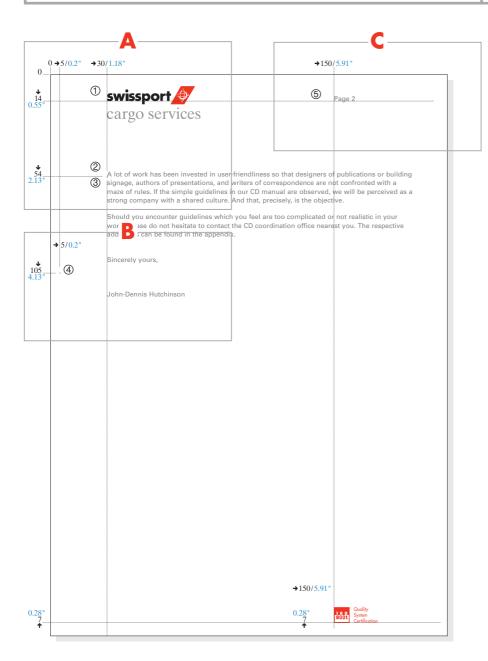
Same color as rhomboid Standard size

Corporate stationery: Second sheet

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Applies to US Letter (inches) and A4 (mm)



① Logo Color version Standard size

② Start mark

Small visible dot (optional)

3 Text

Arial or similar Typeface:

10 pt Size: Line spacing: 13 pt Color: Black

4 Folding mark

Small visible dot (optional)

C

⑤ Page number

Arial or similar Typeface:

Size: 10 pt Black Color:

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Format

Applies to US Letter (inches) and A4 (mm)



① Logo

Black-and-white logo Standard size

② Text

Typeface: Arial or similar

Size: 10 pt Line spacing: 13 pt Color: Black



③ Form title

Typeface: Times Ten Italic or

Times New Roman italic

Size: 21 pt Color: Black

Sender address

Typeface: Times Ten Roman

or Times New Roman

Size: 9 pt Leading: 3.75 mm Color: Black

Order of possible address elements:

- Company name
- Department
- Street address
- Post office boxPostcode, city
- Country

Always insert a blank line before the telecom block.

- "Phone:..."
- "Mobile:..."
- "Fax:..."
- "Telex:..."
- E-mail address

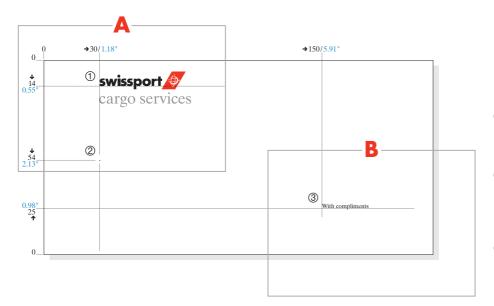
Important: The maximum length of the name to the left of the @ in the e-mail address is 18 characters, including the dot (1 dot only!). Use the initial letter of the first name to abbreviate if necessary.

Corporate stationery: Speed message

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Applies to US Letter (inches) and A4 (mm)



① Logo

Color version Standard size

② Address mark

Small visible dot (optional)

3 With compliments

Times Ten Roman Typeface:

or Times New Roman

Size: 9 pt Leading: 3.75 mm Color: Black

Corporate stationery: Standard business card

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Page 1.2.6





This standard business card layout applies when addresses comprise 4 or fewer lines. For longer addresses, see 1.2.7.

Format

90 x 54 mm. This is our standard format for business cards. Please use only this format to assure corporate-wide consistency.

A, B

① Logo

Color version, 85% of standard size

② Name

Typeface: Futura Bold
Size: 7.5 pt
Leading 3 mm
Color: Black

3 Function

Typeface: Times Ten Roman Size: 7.5 pt

Leading: 7.5 pt
Color: 3 mm
Black

Address

Typeface: Times Ten Roman

Size: 7.5 pt Leading: 3 mm Color: Black

Important: The address block can have up to four lines. The position of the last line is always the same. See A/B ④.

Order of possible address elements:

- Company name
- · Street address
- Post office box
- · Postcode, city
- Country

There is always a blank line between the address and the telecom block.

⑤ Telecom block

Same typography as @

Important: The telecom block can have up to four lines (any combination of phone and fax numbers, and e-mail address). The position of the first line is always the same.

Order of possible telecom elements:

- "Phone:..."
- "Mobile:..."
- "Fax:..."
- "Telex:..."
- E-mail address
- ⑤ Important: The maximum length of the name to the left of the @ in the e-mail address is 18 characters, including the dot (1 dot only!). Use the initial letter of the first name to abbreviate if necessary.

All measurements in mm and inches. All type sizes in pica point.

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Page 1.2.7





This special business card layout applies when addresses comprise 5 to 8 lines. Standard layout: see 1.2.6.

Format

90 x 54 mm. This is our standard format for business cards. Please use only this format to assure corporate-wide consistency.



① Logo

Color version, 85% of standard size

② Name

Typeface: Futura Bold
Size: 7.5 pt
Leading 3 mm
Color: Black

3 Function

Typeface: Times Ten Roman

Size: 7.5 pt Leading: 3 mm Color: Black

4 Telecom block

Typeface: Times Ten Roman

Size: 7.5 pt Leading: 3 mm Color: Black

The telecom block can have up to four lines (any combination of phone and fax numbers, and e-mail address). The position of the last line is always the same. See A/B ④.

Order of possible telecom elements:

- "Phone:..."
- "Mobile:..."
- "Fax:..."
- "Telex:..."
- E-mail address
- (§) Important: The maximum length of the name to the left of the (@) in the e-mail address is 18 characters, including the dot (1 dot only!). Use the initial letter of the first name to abbreviate if necessary.

6 Address

Same typography as ④

Important: The address block can have up to eight lines. The position of the last line is always the same.

Order of possible address elements:

- Company name
- Street address
- Post office box
- Postcode, city
- Country

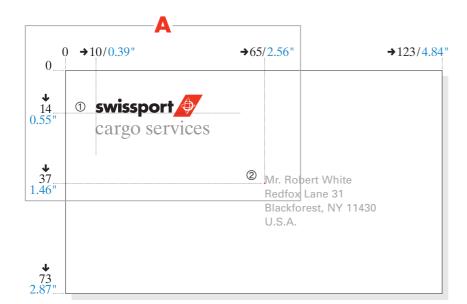
All measurements in mm and inches. All type sizes in pica point.

Corporate stationery: Address labels

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Format

123 x 73 mm



① Logo

Color version 75% of standard size

2 Address mark

Small visible dot.



Optional

3 Sender address

Typeface: Times Ten Roman

Size: 8 pt Leading: 3.1 mm Color: Black

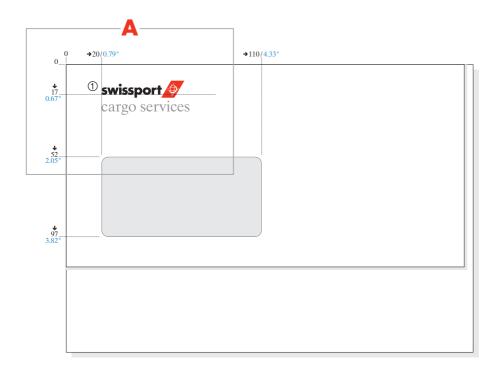


Corporate stationery: C6/5 and C5 envelopes

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Formats

C6/5: 224 x 114 mm C5: 229 x 162 mm

or US equivalent

The address window is always on the left.



① Logo

Color version Standard size

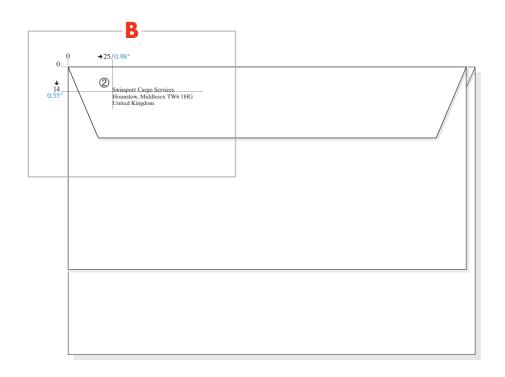


Optional

② Sender address

Typeface: Times Ten Roman

9 pt 3.75 mm Size: Leading: Color: Black



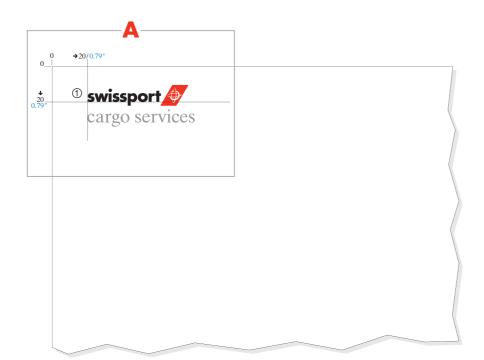
Corporate stationery: C4 envelope

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Formats

C4: 324 x 229 mm or US equivalent



① Logo

Color version 122 % of standard size



Optional

② Sender address

Typeface: Times Ten Roman

9 pt Size: Leading: 3.75 mm Color: Black

