

Format

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

A

① Logo

Color version, standard size

② Address mark

Small visible dot (optional)

B

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.

C

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

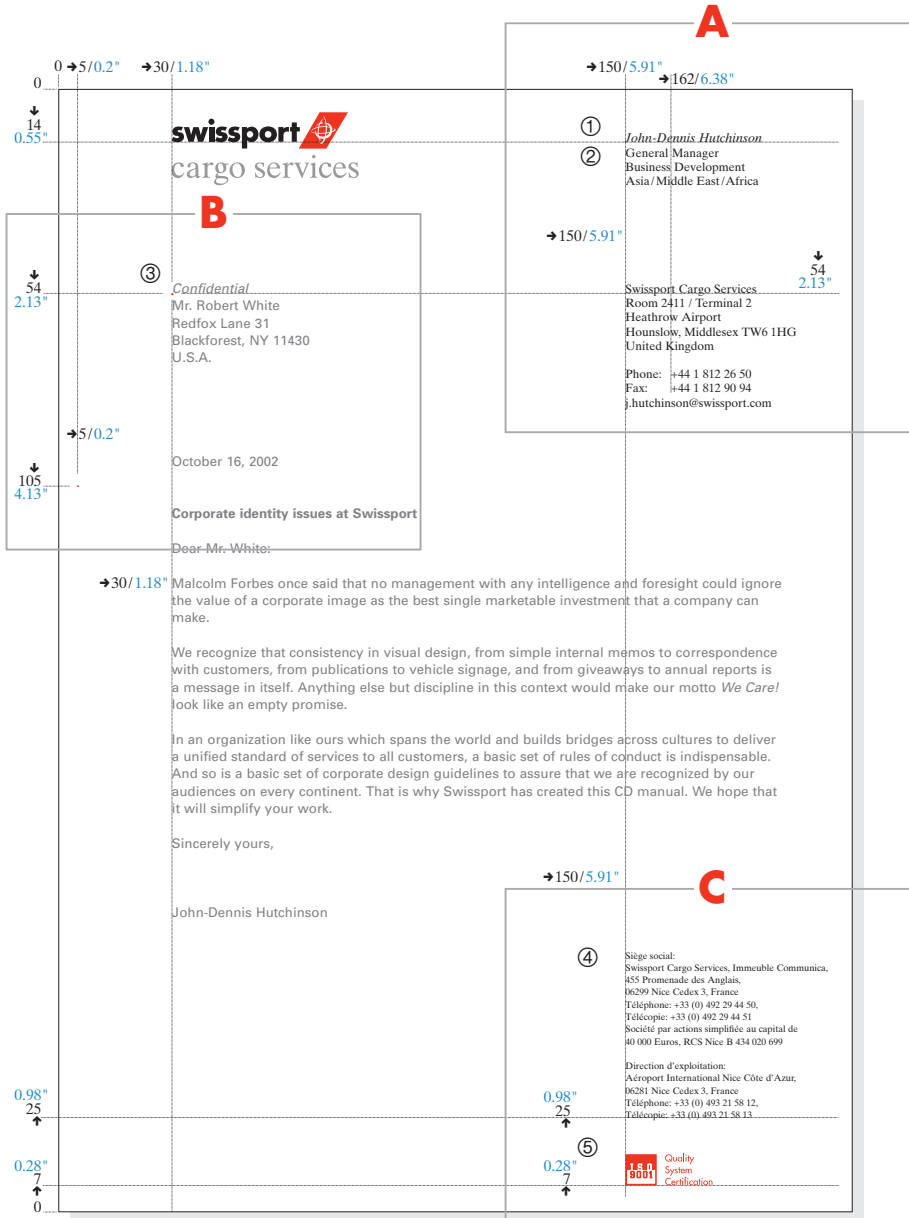
Size: 10 pt

Line spacing: 13 pt

Color: Black

Additional details: see 1.2.2

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



A

- 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

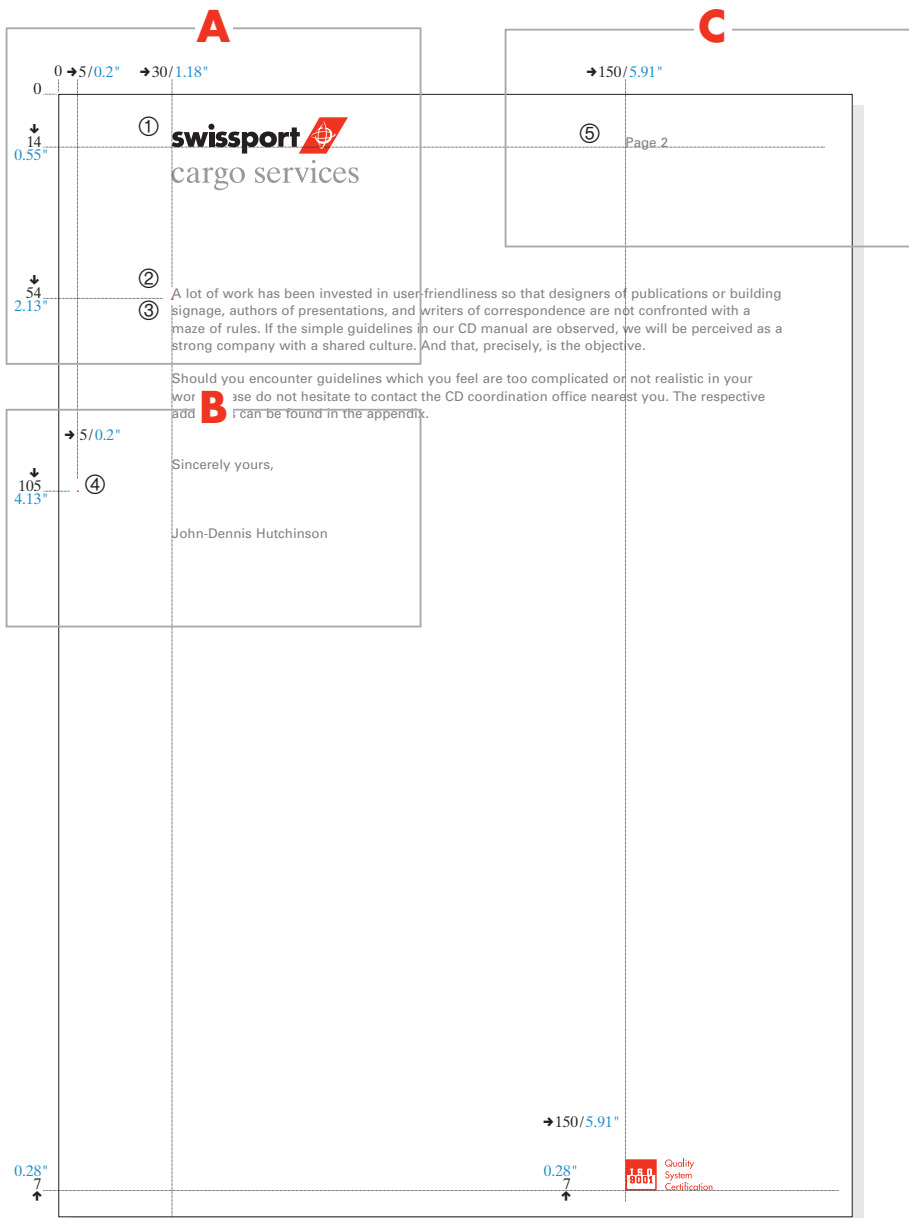
These handling notations (confidential, personal, urgent, etc.) are positioned on the first address line. This shifts the address down by one line.

C

- ④ **Optional 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.

- ⑤ **Optional ISO / TQM logo**
Same color as rhomboid
Standard size



Format

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

A

① **Logo**

Color version
Standard size

② **Start mark**

Small visible dot (optional)

③ **Text**

Typeface: Arial or similar
Size: 10 pt
Line spacing: 13 pt
Color: Black

B

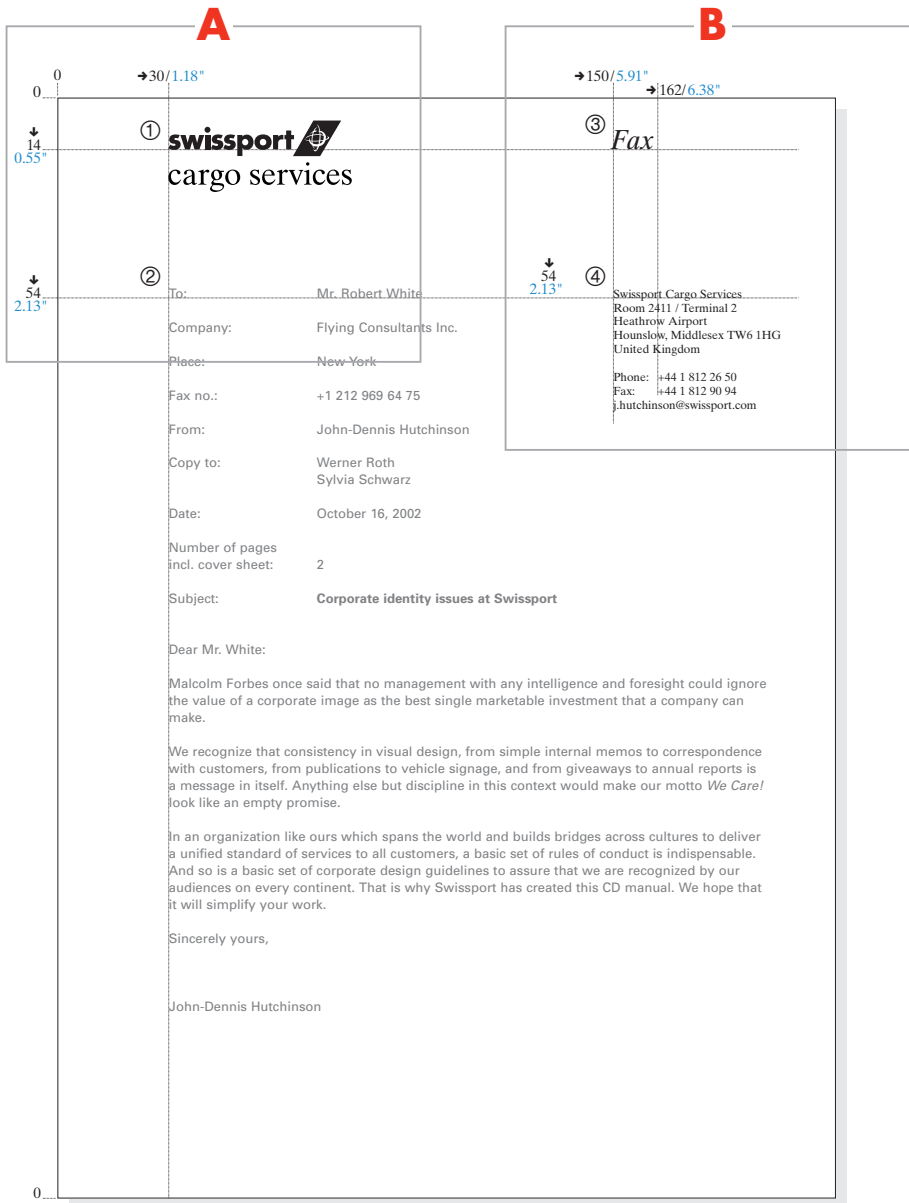
④ **Folding mark**

Small visible dot (optional)

C

⑤ **Page number**

Typeface: Arial or similar
Size: 10 pt
Color: Black



Format

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

A

① **Logo**

Black-and-white logo
Standard size

② **Text**

Typeface: Arial or similar
Size: 10 pt
Line spacing: 13 pt
Color: Black

B

③ **Form title**

Typeface: Times Ten Italic or Times New Roman italic
Size: 21 pt
Color: Black

④ **Sender address**

Typeface: Times Ten Roman or Times New Roman
Size: 9 pt
Leading: 3.75 mm
Color: Black

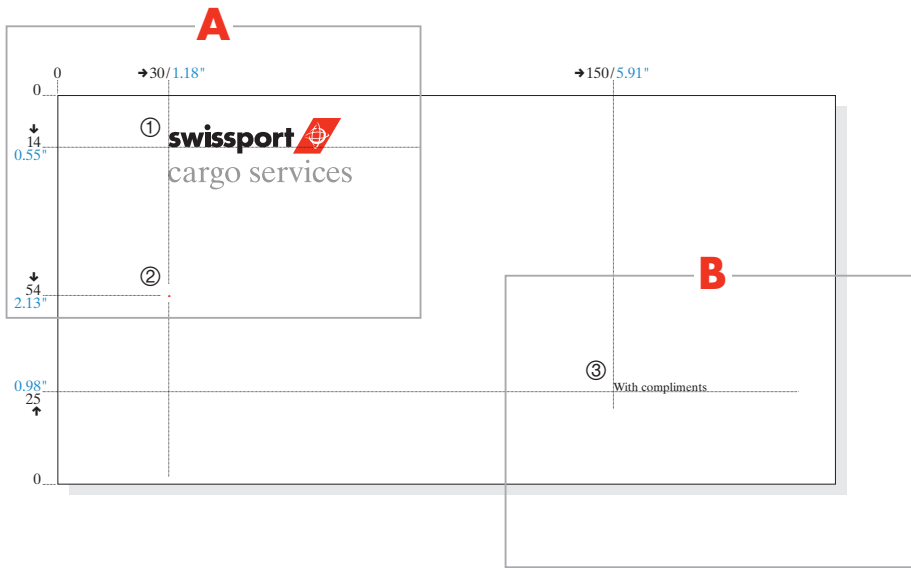
Order of possible address elements:

- 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.



Format

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

A

① **Logo**

Color version
Standard size

② **Address mark**

Small visible dot (optional)

B

③ **With compliments**

Typeface: Times Ten Roman
or Times New Roman

Size: 9 pt

Leading: 3.75 mm

Color: Black

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



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.

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: 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

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.

⑥ **Address**

Same typography as ④

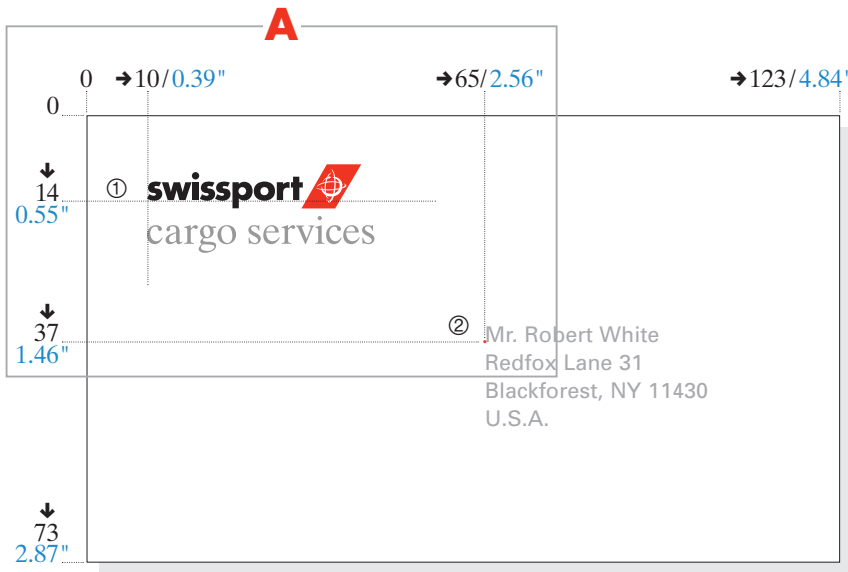
Important: The address block can have up to eight lines. The position of the last line is always the same.

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.



Format

123 x 73 mm

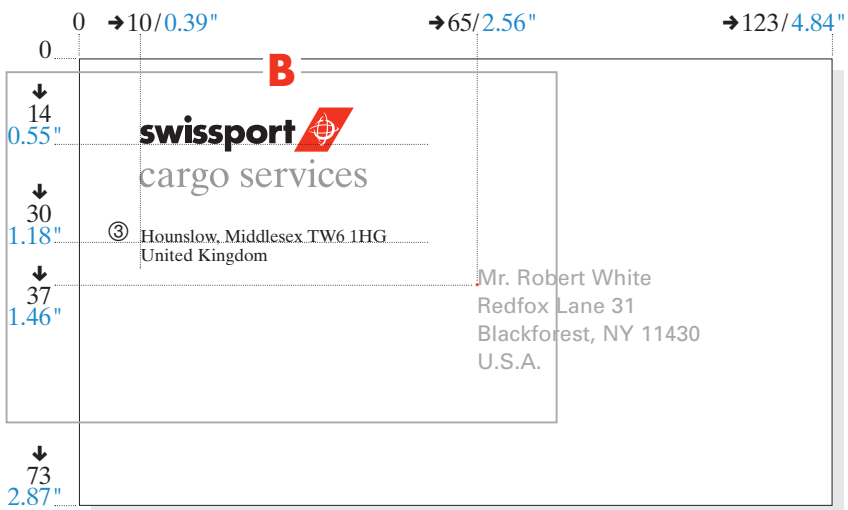
A

- ① **Logo**
Color version
75% of standard size

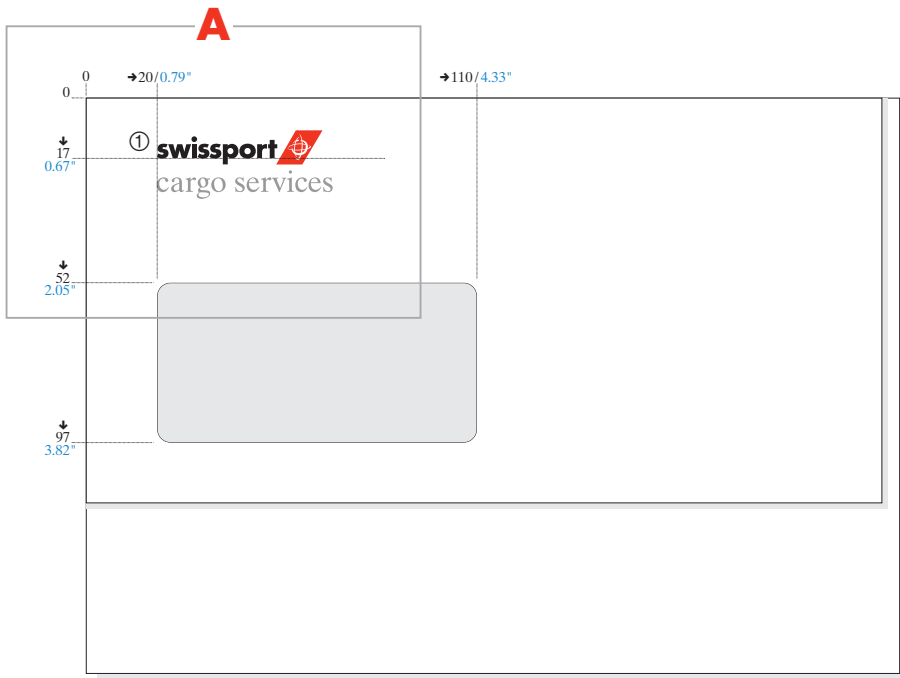
- ② **Address mark**
Small visible dot.

B

- Optional
- ③ **Sender address**
Typeface: Times Ten Roman
Size: 8 pt
Leading: 3.1 mm
Color: Black



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



Formats

C6/5: 224 x 114 mm

C5: 229 x 162 mm

or US equivalent

The address window is always on the left.

A

① Logo

Color version

Standard size

B

Optional

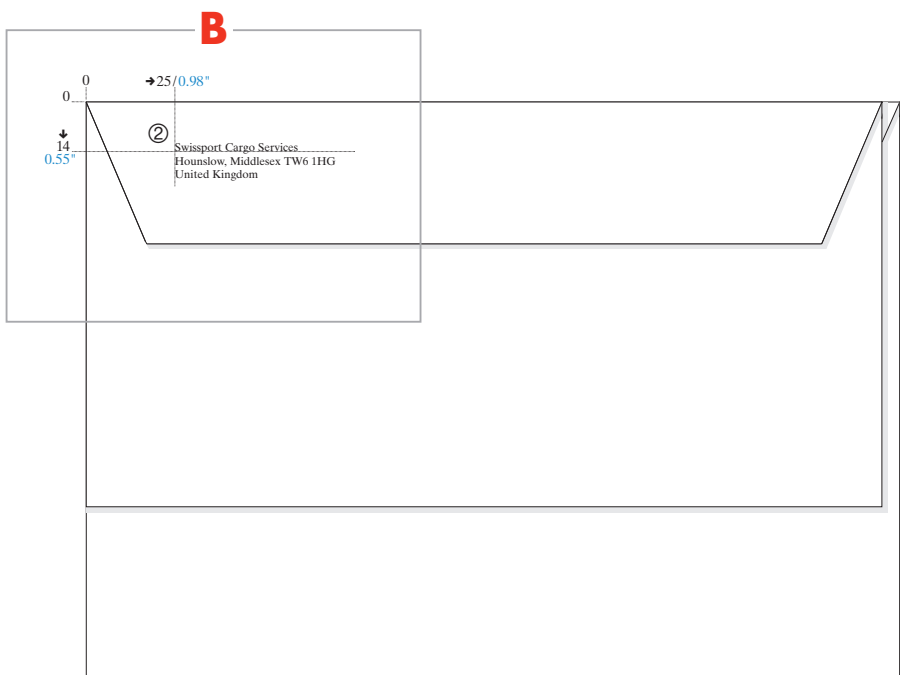
② Sender address

Typeface: Times Ten Roman

Size: 9 pt

Leading: 3.75 mm

Color: Black



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



Formats

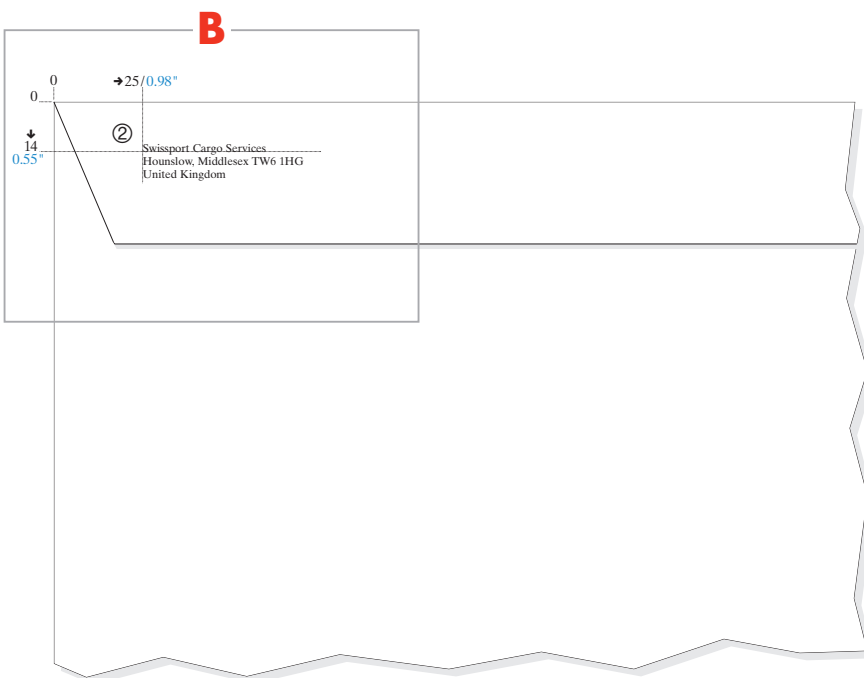
C4: 324 x 229 mm
or US equivalent

A

- ① **Logo**
Color version
122 % of standard size

B

- Optional
- ② **Sender address**
Typeface: Times Ten Roman
Size: 9 pt
Leading: 3.75 mm
Color: Black



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