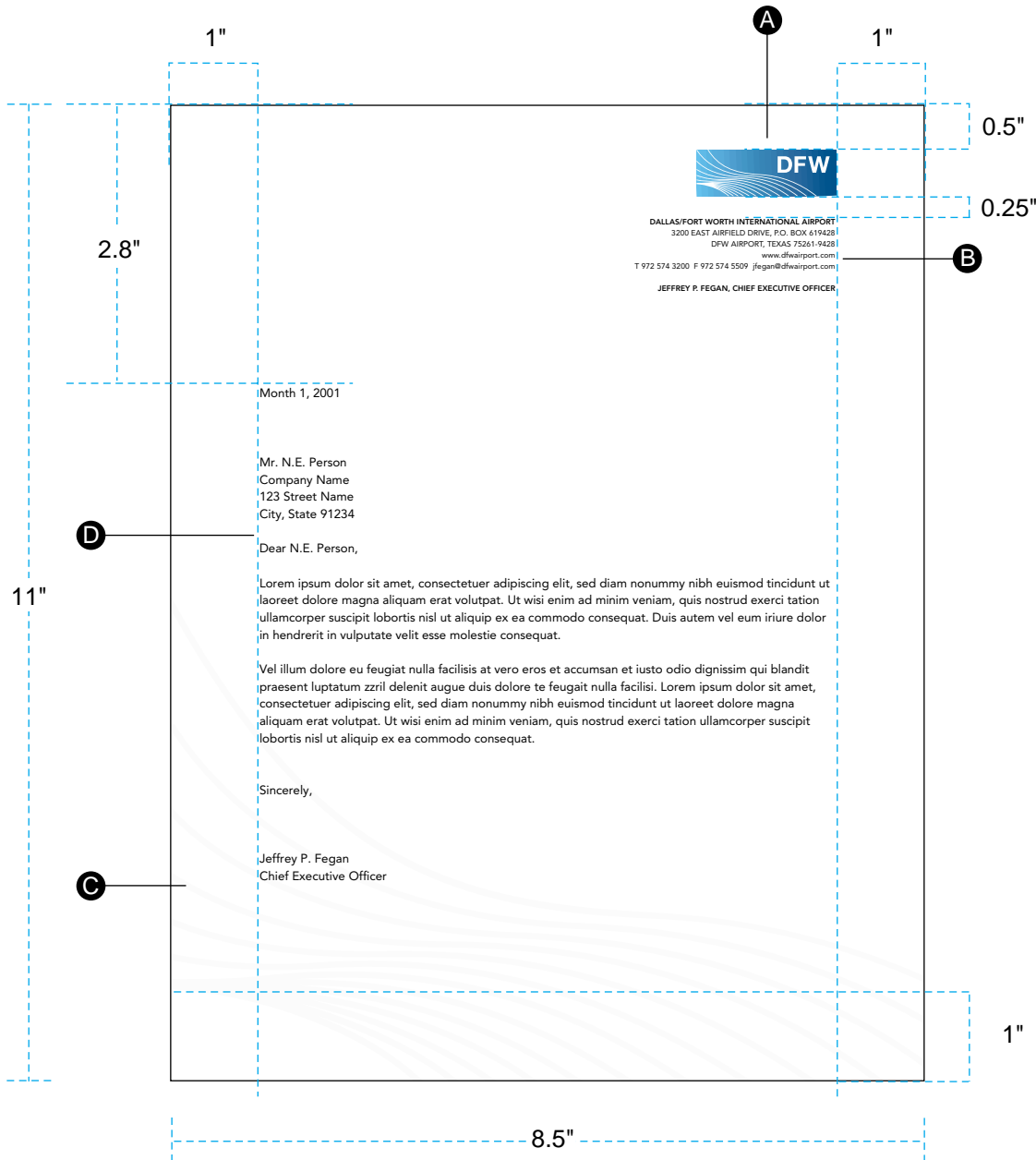


DFW CEO LETTERHEAD SPECIFICATIONS

SIZE: 8.5" X 11"



All files must be downloaded from the DFW Online Brand Identity Guidelines. These specifications are for reference only.

- A. The DFW Offset Gradient Logo (L_Off.eps) must be used and can be downloaded from the DFW Online Brand Identity Guidelines. When downloading the DFW Logo, it is important to read the attached "Read Me" file for clear instructions on offset printing.
- B. This information is offset printed on the letterhead.
 - 6.25pt Avenir Heavy and Avenir Roman
 - 9pt leading
 - Tracking of 2
 - Black ink
- C. Chemical watermark appears in the paper stock. DO NOT PRINT. Contact DFW for paper stock supplier. The DFW Letterhead prints on Fox River Starwhite Sirius Smooth 24lb. Writing.
- D. To add your own letter text, a Microsoft® Word template for the DFW Letterhead can be downloaded from the DFW Online Brand Identity Guidelines.

NOTE ON SECOND SHEETS:

Letters that continue onto additional pages must use the offset printed second sheets, with a 2 inch top margin and 1 inch side and bottom margins.

NOTE: Illustration is at 50% of actual size; all specifications are at 100%.