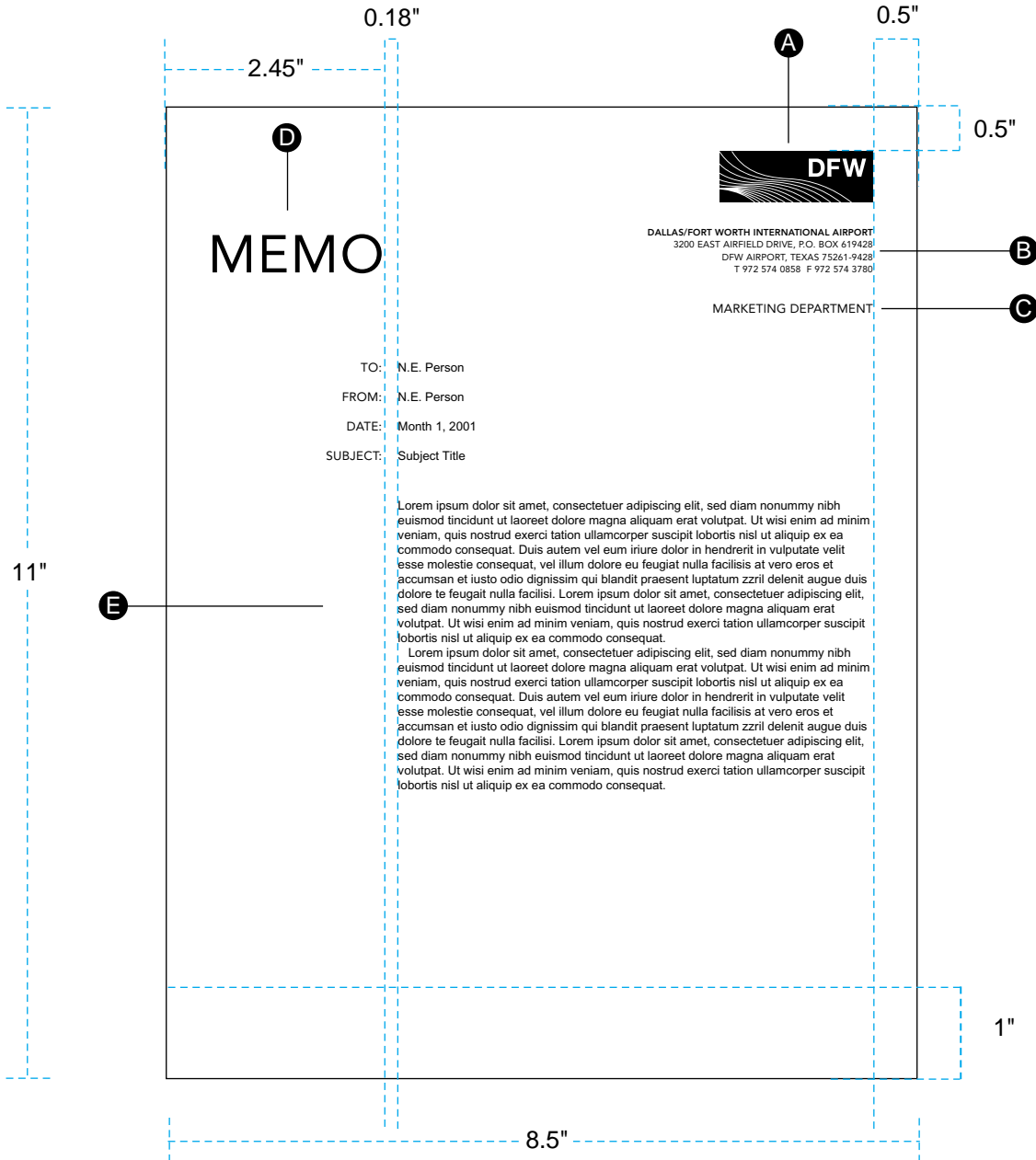


# DFW MEMO SPECIFICATIONS

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 Logo is placed in the correct position at the correct size. DO NOT ALTER.
- B.
  - 7.5pt Avenir 55 bolded ("Heavy" on Mac Platform) and Avenir 55 ("Roman" on Mac platform) ALL CAPS
  - 10pt leading
  - Spacing "Normal"
- C. The department name can be amended.
  - 10pt Avenir 55 ("Roman" on Mac platform) ALL CAPS
  - Spacing "Normal"
- D. The MEMO heading should not be altered.
  - 43pt Avenir 55 ("Roman" on Mac platform)
- E.
  - 10pt Avenir 55 ("Roman" on Mac platform)
  - 11pt leading (single space)
  - Spacing "Normal"

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