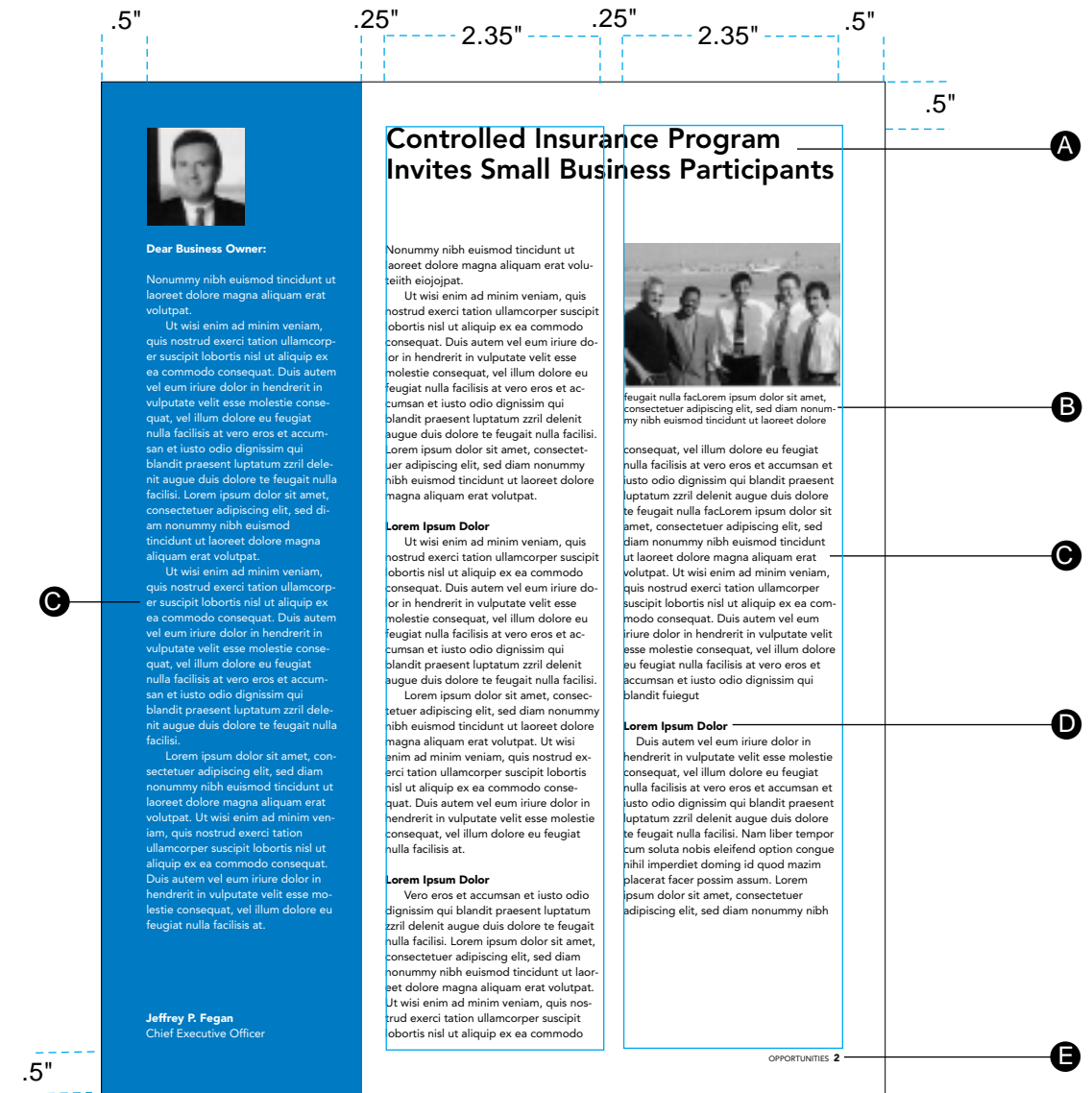




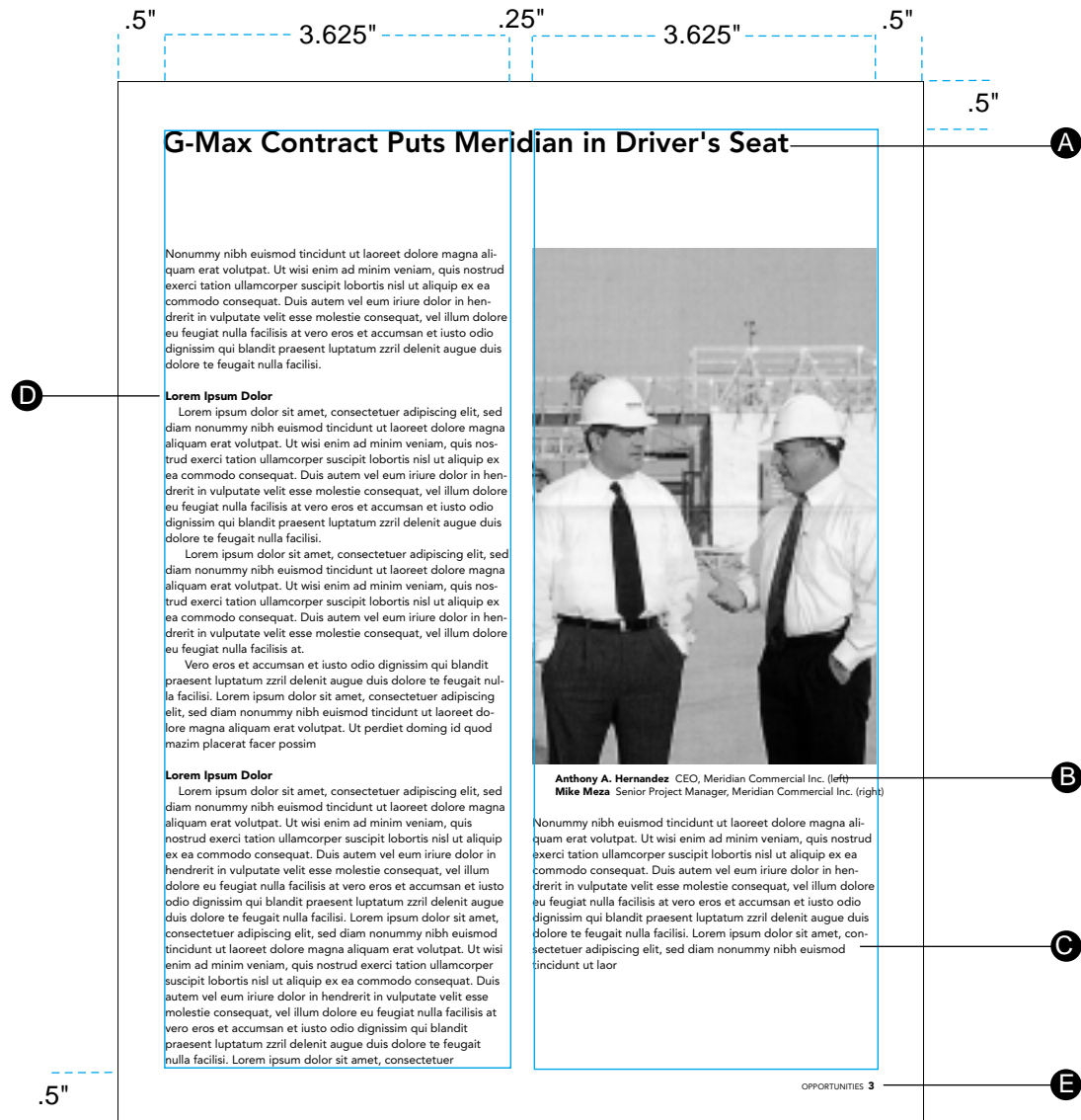
cover with 3 columns

These technical specifications shall be used for reference in creating Newsletter layouts. All Logo files must be downloaded from the Downloads section of the DFW Online Brand Identity Guidelines. Blue lines in layout indicate the layout grid.



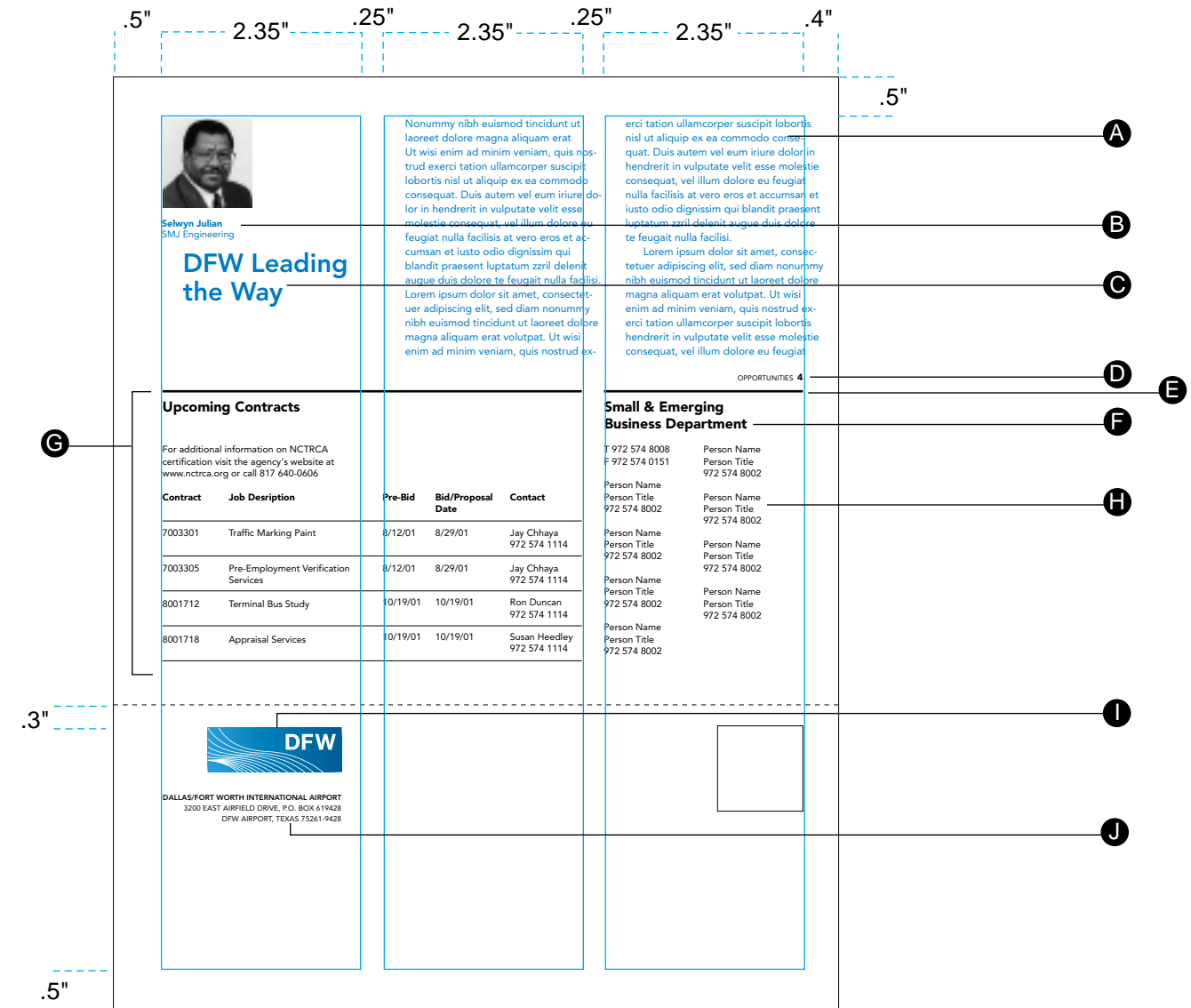
typical 3 column page with feature column

- | | | | | | | |
|--|--|---|--|---|--|--|
| <p>A. DFW Logo
The Logo is 1.25" wide.</p> <p>B. Newsletter Title
Pantone Process Blue U or Pantone 300C
Windows: Avenir 35
Mac : Avenir 35 Light
ALL CAPS
Flush left
Tracking: -15
The Title should be the same height as Logo.</p> <p>C. Publication Information
Windows: Avenir 55
Mac: Avenir 55 Roman
Mixed case
9/12pt
Flush left</p> | <p>D. Headline
Windows: Avenir 55
bolded
Mac: Avenir 85 Heavy
Mixed case
22/24pt
Flush left</p> <p>E. Body Text
Windows: Avenir 55
Mac: Avenir 55 Roman
Mixed case
9/12pt
Flush left</p> | <p>F. Paragraph Heads
Windows: Avenir 65
bolded
Mac: Avenir 95 Black
Mixed case
9/12pt
Flush left</p> <p>G. Photo Caption
Windows : Avenir 65
bolded
& Avenir 55
Mac: Avenir 95 Black & Avenir 55 Roman
Mixed case
8/10pt
Flush right</p> | <p>H. Table of Contents Text
Windows : Avenir 65
bolded
Mac: Avenir 95 Black
Mixed case
9/12pt
Flush right</p> <p>I. Page Footer
Windows: Avenir 55 & Avenir 65 bolded
Mac: Avenir 55 Roman & Avenir 95 Black
ALL CAPS
6pt (newsletter name)
9pt (page number)
Flush right</p> | <p>A. Headline
Windows: Avenir 55
bolded
Mac: Avenir 85 Heavy
Mixed case
22/24pt
Flush left</p> <p>B. Photo Caption
Windows: Avenir 55
Mac: Avenir 55 Roman
Mixed case
8/9pt
Flush left</p> | <p>C. Body Text
Windows: Avenir 55
Mac: Avenir 55 Roman
Mixed case
9/12pt
Flush left</p> <p>D. Paragraph Heads
Windows: Avenir 65
bolded
Mac: Avenir 95 Black
Mixed case
9/12pt
Flush left</p> | <p>E. Page Footer
Windows: Avenir 55 & Avenir 65 bolded
Mac: Avenir 55 Roman & Avenir 95 Black
ALL CAPS
6pt (newsletter name)
9pt (page number)
Flush right</p> |
|--|--|---|--|---|--|--|



2 column page for larger photos or charts

- A. **Headline**
Windows: Avenir 55 bolded
Mac: Avenir 85 Heavy
Mixed case
22/24pt
Flush left
- B. **Photo Caption**
Windows : Avenir 55
Mac : Avenir 55 Roman
Mixed case
8/10pt
Flush left
- C. **Body Text**
Windows: Avenir 55
Mac: Avenir 55 Roman
Mixed case
9/12pt
Flush left
- D. **Paragraph Heads**
Windows: Avenir 65 bolded
Mac: Avenir 95 Black
Mixed case
9/12pt
Flush left
- E. **Page Footer**
Windows: Avenir 55 & Avenir 65 bolded
Mac: Avenir 55 Roman & Avenir 95 Black
ALL CAPS
6pt (newsletter name)
9pt (page number)
Flush right



back page with 3 columns, horizontal article and chart, and mailing panel

- A. **Body Text**
Pantone Process Blue U or Pantone 300C
Windows: Avenir 55
Mac: Avenir 55 Roman
Mixed case
9/12pt
Flush left
- B. **Photo Caption**
Pantone Process Blue U or Pantone 300C
Windows: Avenir 55
Mac : Avenir 55 Roman
Mixed case
8/10pt
Flush left
- C. **Headline**
Pantone Process Blue U or Pantone 300C
Windows: Avenir 55
Mac: Avenir 85 Heavy
Mixed case
22/24pt
Flush left
- D. **Page Footer**
Windows : Avenir 55 & Avenir 65 bolded
Mac : Avenir 55 Roman & Avenir 95 Black
ALL CAPS
6pt (newsletter name)
9pt (page number)
Flush right
- E. **Separator Rule**
Stroke weight: 2 pts.
- F. **Small Headline**
Windows: Avenir 65 bolded
Mac: Avenir 95 Black
Mixed case
12/14pt
Flush left
- G. **Table**
Windows: Avenir 65 bolded & Avenir 55
Mac: Avenir 95 Black & Avenir 55 Roman
Mixed case
8/10pt
The rules inside the table are stroke weight .5 pts.
- H. **Department Listing Text**
Windows: Avenir 55
Mac: Avenir 55 Roman
Mixed case
8/10pt
Flush left
- I. **DFW Logo**
The Logo is 1.5" wide.
- J. **Airport Address**
Refer to "No. 10 Envelope" on the Stationery page in the Communications section of the Online Brand Identity Guidelines for Address specifications.