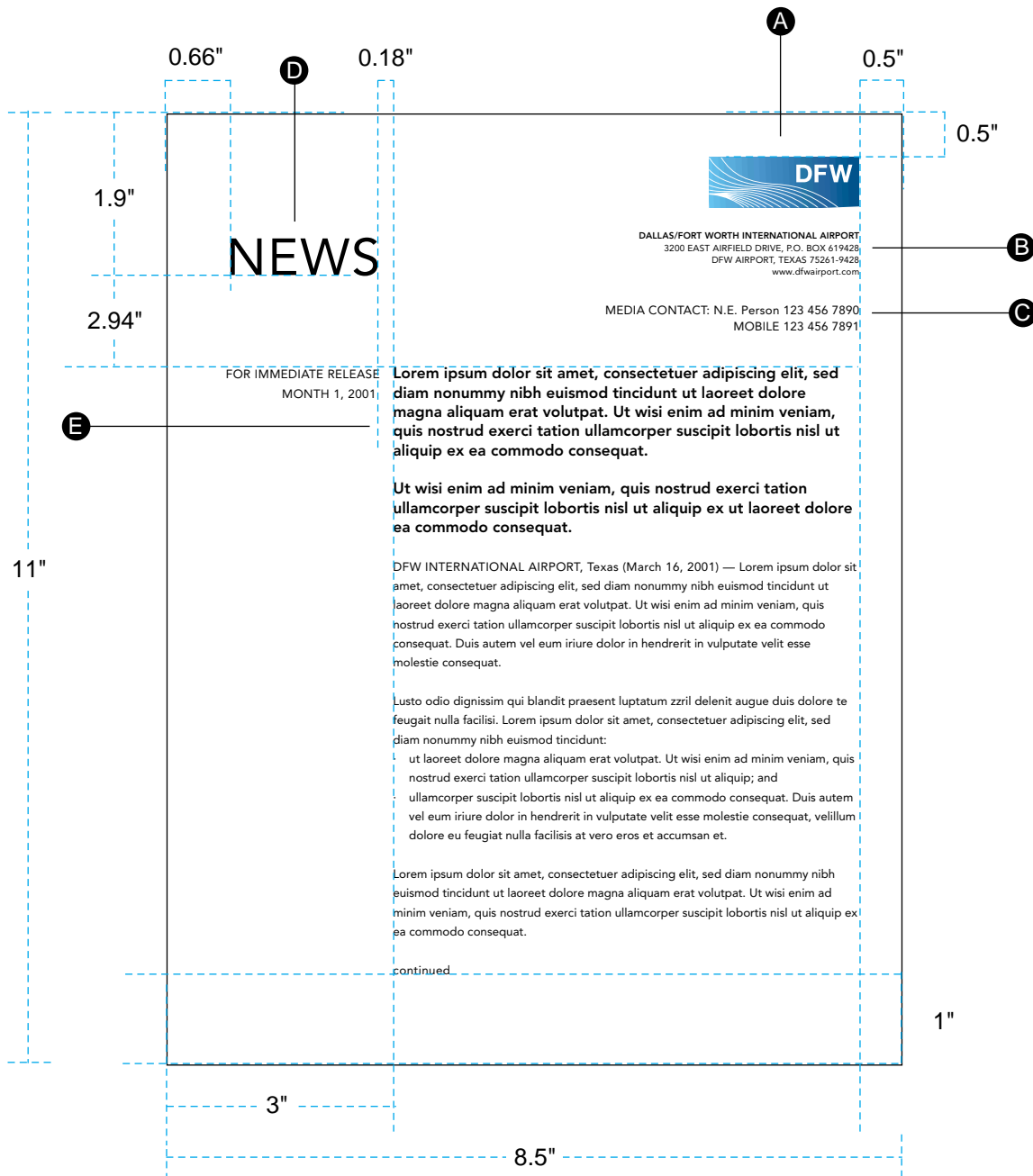


# DFW NEWS SHEET SPECIFICATIONS

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 News Sheet.
  - 7.5pt Avenir 55 bolded ("Heavy" on Mac Platform) and Avenir 55 ("Roman" on Mac platform)
  - 10.5pt leading
  - Tracking of 2
  - Black ink
- C. Contact information can be amended.
  - 10pt Avenir 55 ("Roman" on Mac platform) ALL CAPS
  - 13pt leading
  - Spacing "Normal"
- D. The NEWS heading is offset printed on the News Sheet.
  - 44pt Avenir 55 ("Roman" on Mac platform)
  - Kerning of 4
  - Black ink
- E. To add your own text, a Microsoft® Word template for the News Sheet can be downloaded from the DFW Online Brand Identity Guidelines.

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

The News Sheet prints on Fox River Starwhite Sirius Smooth 24lb. Writing.