



x=height of Logo



These technical specifications shall be used for reference in creating Recruitment Advertising layouts. All Logo files must be downloaded from the Downloads section of the DFW Online Brand Identity Guidelines. Blue lines in layout ARE NOT part of the layout; they indicate the layout grid.

Specifications are identical for both ad layouts. The layout on the left has a three line headline; the layout on the right has a two line headline. See the guidelines for headline color.

A. DFW Logo & Logotype. Special Configuration is locked and must not be split apart or modified in any way.

B. Small text headline
 Windows use: Avenir 55 (bolded)
 Mac use: Avenir 85 Heavy
 ALL CAPS
 7/9
 Flush right
 Track 20
 9 points between headline & body

C. Headline
 Windows use: Avenir 55
 Mac use: Avenir Roman 55
 Mixed case
 28/29
 Flush left
 Track 20

D. Body Text
 Windows use: Avenir 55
 Mac use: Avenir Roman 55
 Mixed case
 7/9
 Flush right
 Track 20

E. URL
 Windows use: Avenir 55 (bolded)
 Mac use: Avenir 85 Heavy
 7/9
 Flush right
 Track 20



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A. DFW Logo & Logotype, Special Configuration is locked and must not be split apart nor changed in any manner.

B. Small text headline
 Windows use: Avenir 55 (bolded)
 Mac use: Avenir 85 Heavy
 ALL CAPS
 7/9
 Flush right
 Track 20
 9 points between headline & body

C. Headline
 Windows use: Avenir 55
 Mac use: Avenir Roman 55
 Mixed case
 28/29
 Flush left
 Track 20
 Black

D. Body Text
 Windows use: Avenir 55
 Mac use: Avenir Roman 55
 Mixed case
 7/9
 Flush right
 Track 20

E. Large Body Text
 Windows use: Avenir 55
 Mac use: Avenir Roman 55 Mixed case
 10/12
 Flush left
 Track 20
 Black

F. URL
 Windows use: Avenir 55 (bolded)
 Mac use: Avenir 85 Heavy
 Flush left
 Track 20
 Black