

Business Card

Specifications for the U.S. business card are shown below.

Position elements only as demonstrated here, using authorized reproduction art. Insist on high-quality standards from your suppliers and printers.

DIMENSIONS

3.5" x 2"

(exhibit shown at actual size)

STOCK

TBD

TYPOGRAPHY

Name:

Whitney Bold 9/10.8

Title:

Whitney Book 8/9.6

Address:

Whitney Book 8/9.6

Contact Info:

Whitney Book 8/9.6

COLORS

Signature:

NYULMC Purple (PMS 2597 U)

NYULMC Gray (PMS Cool Gray 11 U)

Text:

NYULMC Purple (PMS 2597 U) - Name

NYULMC Gray (PMS Cool Gray 11 U)

REPRODUCTION

Offset lithography, match color

