

# Letterhead - Personalized

Specifications for personalized letterhead are shown below.

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

## DIMENSIONS

8.5" x 11"  
(exhibit shown at 55%  
of actual size)

## STOCK

TBD

## TYPOGRAPHY

Name:

Whitney Bold 10/12

Title:

Whitney Book 9/10.8

Department:

Whitney Book 9/10.8

Address:

Whitney Book 10/12

Body Copy:

Times New Roman 11/14

## COLORS

Signature:

NYULMC Purple (PMS 2597 U)

NYULMC Gray (PMS Cool Gray 11 U)

Text:

NYULMC Purple (PMS 2597 U) - Name

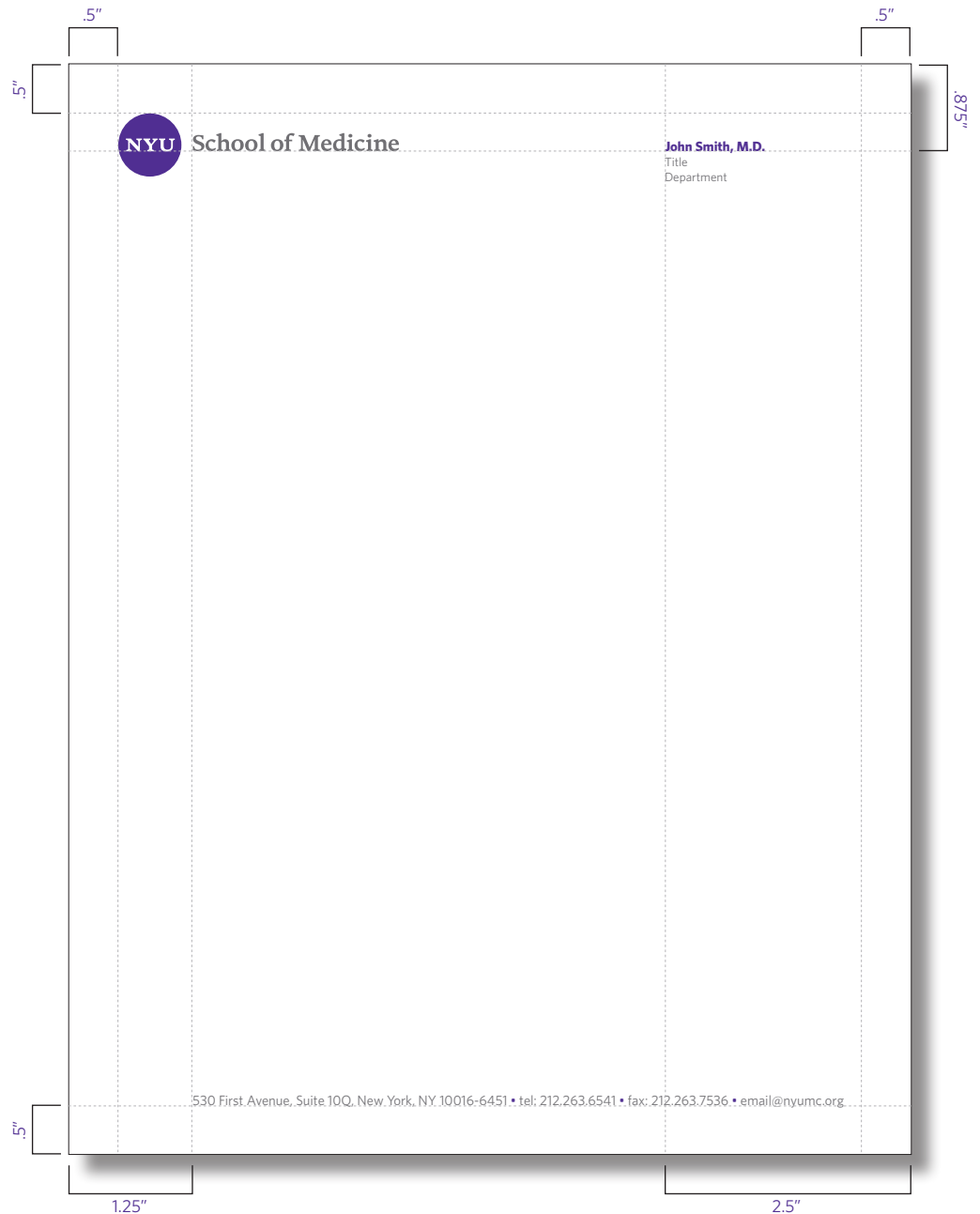
NYULMC Gray (PMS Cool Gray 11 U)

Body Copy:

Black

## REPRODUCTION

Offset lithography, match color



# Letterhead - General

Specifications for general letterhead are shown below.

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

## DIMENSIONS

8.5" x 11"  
(exhibit shown at 55%  
of actual size)

## STOCK

TBD

## TYPOGRAPHY

### Name:

Whitney Bold 10/12

### Title:

Whitney Book 9/10.8

### Department:

Whitney Book 9/10.8

### Address:

Whitney Book 10/12

### Body Copy:

Times New Roman 11/14

## COLORS

### Signature:

NYULMC Purple (PMS 2597 U)

NYULMC Gray (PMS Cool Gray 11 U)

### Text:

NYULMC Purple (PMS 2597 U) - Dept. Name

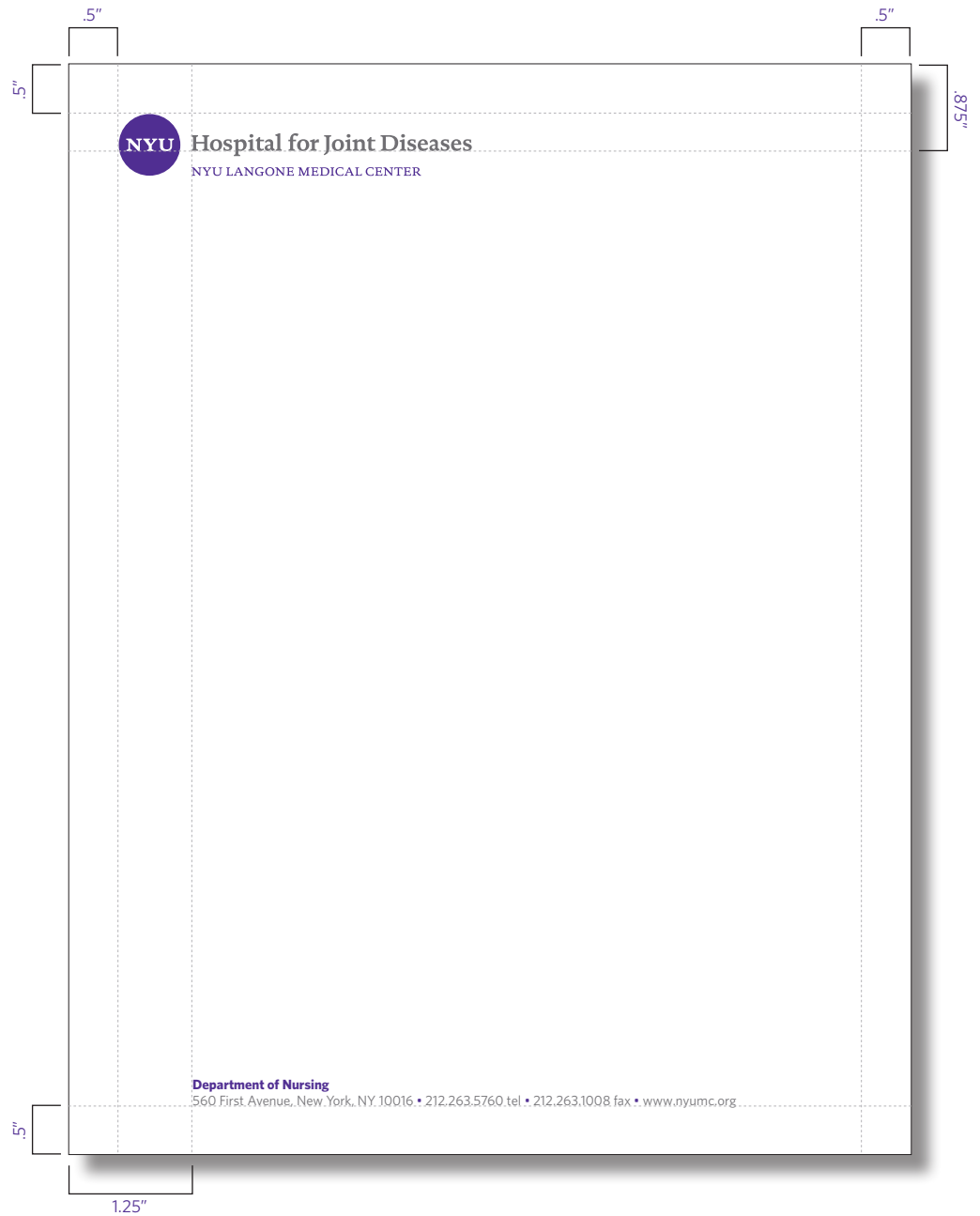
NYULMC Gray (PMS Cool Gray 11 U)

### Body Copy:

Black

## REPRODUCTION

Offset lithography, match color



# Letterhead - Multi-Name

Specifications for the multi-name letterhead are shown below.

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

## DIMENSIONS

8.5" x 11"  
(exhibit shown at 55%  
of actual size)

## STOCK

TBD

## TYPOGRAPHY

Name:  
Whitney Bold 10/11  
Title:  
Whitney Book 9/13  
Department:  
Whitney Book 9/13  
Address:  
Whitney Book 10/12  
Body Copy:  
Times New Roman 11/14

## (ON RIGHT)

Titles:  
Whitney Medium 9/11  
Names:  
Whitney Book 9/11

## COLORS

Signature:  
NYULMC Purple (PMS 2597 U)  
NYULMC Gray (PMS Cool Gray 11 U)  
Text:  
NYULMC Gray (PMS Cool Gray 11 U)  
Body Copy:  
Black

## REPRODUCTION

Offset lithography, match color

