



Addressee's Name
 Title
 Company Name
 Street Address
 City, State Zip Code
 Country

Dear Addressee,

When typing a letter, follow this page as a guide. It is an example of a typical format for Lilly correspondence. In your word processor, set left margin at 30mm. The body of the letter is typed in 12 point Celeste Roman, if available. Left align all text, do not justify text.

The date is 14mm. below the bottom line rule, and begins at the left margin. Skip two lines before typing the addressee's name and address and flush left with the date line. Skip two lines before typing the salutation. Skip one line after the salutation; thereafter, always skip one line between paragraphs.

Do not indent at the beginning of paragraphs.

Skip one line between the last line of the last paragraph and the closing. Skip four or five lines between the closing and the sender's typed name to allow enough space for the sender's signature.

Sincerely,

Sender's Name

SN:tn

Answers That Matter.

16mm

11.5mm

SIZE
210mm x 297mm

PAPER SPECIFICATIONS
24# or 80 g/m²
Premium smooth white bond

PRINTING
Offset Lithography
(Do not use Thermography)

TYPOGRAPHIC SPECIFICATIONS
Address Block: DIN Medium 8/10 pt
Web Address: DIN Medium 11/12 pt

COLORS
Signature: Pantone 485
All other type and rules: Black

LINE RULE
0.5 pt

Landor



PROJECT Eli Lilly Stationery		CLIENT Eli Lilly	
FILE NAME LillyA4LetterSpec.ai		VERSION 1	DATE 2/22/2000
JOB NUMBER 100000588		SCALE 100%	
DESCRIPTION Letterhead A4		DRAWN BY pkc	
LANDOR APPROVAL/CREATIVE		LANDOR APPROVAL/PRODUCTION	PROOFREADER
		CLIENT APPROVAL	

PRINTING STATIONS



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