

SIZE

3-1/2" x 2"

PAPER SPECIFICATIONS

80# or 180 g/m²
Premium smooth white card

PRINTING

Offset Lithography
(Do not use Thermography)

TYPOGRAPHIC SPECIFICATIONS

Name: DIN Medium 10.5/12 pt
Title, Departmental Name,
Telephone and Address Block:
DIN Medium 7.5/10 pt

COLORS

Signature: Pantone 485
All other type and rules: Black

LINE RULE

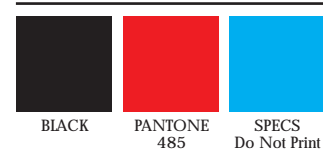
0.5 pt

Landor



PROJECT Eli Lilly Stationery		CLIENT Eli Lilly	
FILE NAME LillyUSCardSpec.ai		VERSION 1	DATE 1/12/2000
JOB NUMBER 100000588		SCALE 100%	
DESCRIPTION Business Card US p 1		DRAWN BY pkc	
LANDOR APPROVAL/CREATIVE	LANDOR APPROVAL/PRODUCTION	PROOFREADER	CLIENT APPROVAL
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PRINTING STATIONS



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