



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 1.5 in. 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 9/16 in. 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.

5/8"

7/16"

SIZE
 8-1/2" x 11"

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 LillyUSLetterSpec.ai | | VERSION 1 | DATE 1/12/2000 |
| JOB NUMBER 100000588 | | SCALE 100% | |
| DESCRIPTION Letterhead US | | DRAWN BY pkc | |
| LANDOR APPROVAL/CREATIVE | | LANDOR APPROVAL/PRODUCTION | PROOFREADER |
| | | CLIENT APPROVAL | |
| p 1 | | | |

PRINTING STATIONS



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