MEMORANDUM

To: The University Community  
From: University Relations  
Date: 2/5/03  
Re: Placing elements on the page

UI letterhead is designed to be set up “flush left,” which means all copy should begin at the left of the page.

Take a look at these samples and you will see that placing the elements at the left give the document a more organized and orderly appearance than it would if elements are centered or flush right.

This memo is set in the Palatino typeface. The University does not require a standard typeface for letters and other documents. Use the fonts available on your system; whatever appeals to you. Type with serifs, such as Times or Palatino, are more formal and businesslike. Type without serifs (san serif), such as Arial or Helvetica, are less formal.

Additional logos can be placed at the bottom of the letterhead. Logos align left with the bar at the top of the letterhead. Horizontal logos must be no larger than 5/8 inch high by 2 1/2 inch wide. Square logos must be no larger than 3/4 inch by 3/4 inch. Text/Wordmarks may appear to the right of square and horizontal logos. Vertical logos must be no larger than 3/4 inch by 1 inch. Text may not appear next to vertical logos.

*Different printers have varying print margins. Do not drop the bottom margin lower than 1/2 inch on the page. The right-hand margin is flexible (1/2 to 1 inch). Logo placement must be within the position guides graphically illustrated at right.