

Stationery

Lamarr Limited Business Card

FRONT:

- **Logo:** 1.75" H x 1" W, Right Centered
- **Vertical Black Gradient:** 25% Opacity, 1.25" W, Left Aligned, 1/8" Bleed
- **Rectangular Code Motif:**
(follow proportions and composition of the rectangles as viewed on the example to the right.)

Color: Submariner Gray

Solid Rectangles Left to right:
10 Rows at 100% Opacity
4 Rows at 60% Opacity &
3 rows at 30% Opacity

Linear Code Motif:
To be die cut.

BACKSIDE:

- **Solid Black Field:**
1/8" bleed, Enigma Black
- **Address:**
Optima Regular, 9 pt, Submariner Gray, Center Aligned on left half of card.

(Images to the right are to scale.)

3.5"

2"

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Letterhead

- **Size:** 8.5 x 11" (Image to the right is not to scale.)
- **Logo:** 3/8" from top, center aligned.
- **Address:** 14 pt Optima Regular in Submariner Gray
- **Rectangular Code Motif:**
(Follow the composition for the rectangles as viewed on the example to the right. For proportions, refer to the size of the motif indicated on the business card.)
- **Alignment:** Left, with a 1/8" bleed.
- **Color:** Submariner Gray
- **Solid Rectangles Left to right:**
10 Rows at 100% Opacity
4 Rows at 60% Opacity &
3 rows at 30% Opacity
- **Linear Code Motif:**
To be die cut.

Usage

When using this letterhead for correspondence, use Optima Regular in 11 pt. The font color to be used for text is Submariner Gray. If a heading is needed, use the font Grotica 2012 in 30 pt and in Enigma Black. If a subheading is needed, Optima Bold in 18 pt and in Naval Blue should be used. (Enigma Black ink can be used as a suitable alternative for Submariner Gray if unavailable.)

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BUSINESS ENVELOPE

- **Size:** 9 1/2" x 4 1/8" (Image above is not to scale.)
- **Logo:** Upper Left Corner - 2" H x 1 1/2" W and 1/4" from left and top edges.
- **Flap:** Enigma Black with 1/8" bleed. Lamarr Limited address in Submariner Gray using Optima Regular 14 pt, center justified and 3/8" from top of flap.
- **Rectangular Code Motif:** Refer to Letterhead image and use horizontally across the lower edge of the envelope as a wrap-around. Use the business card example for proper scaling of the motif. Fill all die cut spaces with Enigma Black, remembering to use corresponding opacity percentages for rows.

USAGE

When addressing correspondence, use Optima Regular in 18 pt with Enigma Black ink.

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