

WEB AND MARKETING STANDARDS

**MEDIA USAGE STYLE GUIDE
ANNEX 3**

Envelopments® Dealer/Designer agrees to abide by the following *Envelopments® Media Usage and Style Guide* as provided at www.envelopments.com/legal and as may be modified by Envelopments® as necessary under Notice to Dealer/Designer. Dealer/Designer acknowledges that compliance with such Standards are required in addition to those presented in the Dealer Network Agreement (“DNA”).

Photo Usage:

All photos supplied by Envelopments, Inc. need to be used in the manner they are supplied by Envelopments, Inc., hence, no altering, rotating, flipping or changing of colors. However, you may resize or crop the image. You also may include text over images, providing the text does not compromise the integrity of the Envelopments® Brand. Photos from our current portfolio are available, but you may need to alter the file type, file size, and/or color profile to meet your requirements. We also suggest creating your own portfolio of custom work and photographing them in a like manner for your website.

All photos supplied by Envelopments, Inc. must be identified near the photo (minimum 6pt type) as follows: “© 2008 [correct year] Envelopments, Inc. All rights reserved.”

- Photos are available in**
File type: JPEG Format
Image size: 12 x 12”
Resolution: 300dpi
Color mode: 8-bit RGB

Font Usage:

All usage of plain text fonts will be in strict accordance with the *Envelopments® Media Usage and Style Guide* as provided at www.envelopments.com/legal and as may be modified by Envelopments as necessary under Notice to Dealer/Designer.

- HTML Text and Font Usage:**
Headline [11pt Arial Bold] – Subtext [11pt Arial Regular]
Standard text [11pt Arial Regular]

Usage of Trademarks and Logos:

All trademarks and logos need to be used in the form and manner they are supplied by Envelopments, Inc., -specifically, no altering, rotating, flipping or changing of colors of images will be permitted.

Special Characters

- Envelopments® Requires usage of Registered symbol ‘®’
- Pocket Folds® Requires usage of Registered symbol ‘®’
- Portable Pockets® Requires usage of Registered symbol ‘®’
- Envelopolds™ Requires usage of Trademark symbol ‘™’
- Anna Griffin® Requires usage of Registered symbol ‘®’
- QuicKutz® Requires usage of Registered symbol ‘®’
- Mix & Match Requires usage of Ampersand symbol ‘&’

Envelopments® Logos

File Format	Black Logo	White Logo
JPEG	Small – 72dpi	Small – 72dpi
	Medium – 150dpi	Medium – 150dpi
	Large – 300dpi	Large – 300dpi
GIF	Small – 72dpi	Small – 72dpi
	Medium – 150dpi	Medium – 150dpi
	Large – 300dpi	Large – 300dpi
PNG	Small – 72dpi	Small – 72dpi
	Medium – 150dpi	Medium – 150dpi
	Large – 300dpi	Large – 300dpi
AI	Legacy 8	Legacy 8
EPS	Legacy 8	Legacy 8