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# GRAPHIC STANDARDS & BRAND GUIDELINES

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## 1.0

### Introduction

This manual has been produced as a comprehensive guide to the implementation and maintenance of the DLC Management Corporation visual Identity program.

The visual identity consists of a set of graphic elements: the symbol, the logotype, the corporate typeface and corporate colors. The consistent application of these elements will create a uniform corporate style which clearly and accurately supports the company's identity.

The specification and directives accompanying each item must be strictly adhered to in order to achieve consistency. No deviation, however small, should be made from these standards.

Guidelines for additional corporate branding applications will be added on an ongoing basis. If there are no specifications in this manual for a particular requirement then a proof or layout must be submitted to:

Director of Marketing  
DLC Management Corp.

2.0

Logo Configuration

**General Rule**

The DLC Management Corp. logo consists of a symbol and logotype which must appear together at all times in the one configuration only.

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Standard Format



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Secondary Logo



---

Symbol



---

Standard Format

**#SUCCESS**

---

Other colors:

**#SUCCESS**

**#SUCCESS**

3.0

**Corporate Logotype**

The DLC Management Corp. Logotype is a derivation of ITC Symbol Std Bold with modifications to the width of the letters of D, L and C and to the serifs.

Franklin Gothic is unaltered and used for "MANAGEMENT CORP."

ITC Symbol Std Bold

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**DLC**

Outlined Letterforms

---

DLC

Final Letterforms

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**DLC**

Franklin Gothic

---

**MANAGEMENT CORP.**

Antenna Bold Italic

---

***#SUCCESS***

Outlined Letterforms

---

***#SUCCESS***

**Corporate Headline  
Typeface**

The font family of Antenna and AauxPro Ot have been selected as the complement headline typeface and is to be used for all business papers and text displays.

Antenna Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Antenna Light Italics

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Antenna Bold

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Antenna Bold Italics

---

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

AauxPro OT Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

AauxPro OT Bold

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

AauxPro OT Black

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



**Corporate Body  
Typeface**

The font family of LT Univers has been selected as the complement body typeface and is to be used for all business papers and text displays. Use Arial Regular when LT Univers is not available.

LT Univers 330 Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

LT Univers 331 Light Italic

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

LT Univers 630 Bold

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

LT Univers 631 Bold Italic

---

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Arial Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 4.0

### Corporate Colors

#### Spot Color

The DLC Management Corp. corporate colors are special ink formulations which must be matched exactly for all reproduction purposes when spot colors are available.

#### 4 Color Process

When reproducing the logo in 4 color process, refer to the guidelines below for the proper CMYK screen combinations.

#### Corporate Colors



*Pantone 640 C*



*Pantone 368 C*



*Pantone 445 C*

#### Corporate Colors in Process



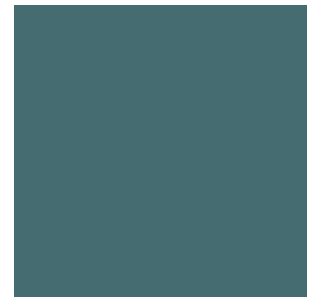
*CMYK Build*  
C: 90; M:9; Y:0; K:12

*RGB Build*  
R: 0, G: 150, B: 206



*CMYK Build*  
C: 63; M:0; Y:92; K:0

*RGB Build*  
R: 103, G: 189, B: 82



*CMYK Build*  
C: 42; M:0; Y:16; K:60

*RGB Build*  
R: 70, G: 110, B: 113

## 4.1

### Supporting Colors

A secondary palette of colors has been developed for use.



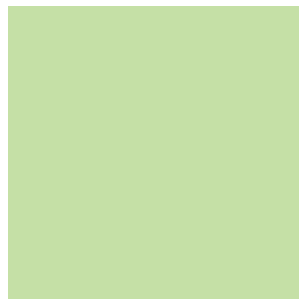
*Pantone 542 C*  
C: 59; M:20; Y:5; K:0



*Pantone 2381 C*  
C: 68; M:32; Y:4; K:0



*Pantone 660 C*  
C: 78; M:43; Y:9; K:0



*Pantone 365 C*  
C: 24; M:0; Y:44; K:0



*Pantone 2256 C*  
C: 44; M:4; Y:66; K:0



*Pantone 2269 C*  
C: 53; M:4; Y:80; K:0



*Pantone 441 C*  
C: 22; M:4; Y:15; K:8



*Pantone 7537 C*  
C: 18; M:8; Y:20; K:24



*Pantone Cool Grey 5 C*  
C: 13; M:9; Y:10; K:27

**4.2 Correct Use of Colors**

**Preferred Color Combination**

Wherever possible, Pantone 640 C, Pantone 368 C and Pantone 445 C should be used.

**Monotone Reproduction**

If only one color is available, the DLC Management Corp. should be presented in Pantone 640 C.

**Single Color Reproduction**

When the corporate colors of the logo are not available, 100% Black is to be used instead.

**Outlined Reproduction**

When the corporate colors of the logo are not available and the alternate reproductions do not show up well.



*Preferred Color Combination*



*Monotone Reproduction*



*Single Color Reproduction*



*Outlined Reproduction - Black*



*Outlined Reproduction - Grey*



*Outlined Reproduction - Blue*

### 4.3 Reversing the Logo

#### Logo Reversing on Background

If the logo is to reverse out of a solid background and the corporate colors are available, the logo should appear in its white outlined form with the DLC Management Corp. name reversing to white. If the background color does not interfere with the legibility of the logo, the logo can be represented in full color.



*Logo with white border and type reversing out of solid background color and printing in Pantone 640 C, Pantone 368 C, and Pantone 445 C.*



*Logo reversing to white out of solid background color.*



*Reversing logo text to white and keeping the logo Pantone 640 C, Pantone 368 C, and Pantone 445 C.*

5.0

**Stationary and Business Papers**

**Introduction**

A set of standard stationery items has been designed to ensure that DLC Management Corp. and individual Shopping Centers all adhere to the visual identity standards and that the corporate identity is consistent. These items include the letterhead, facsimile cover sheet, business cards and envelopes.

**Color**

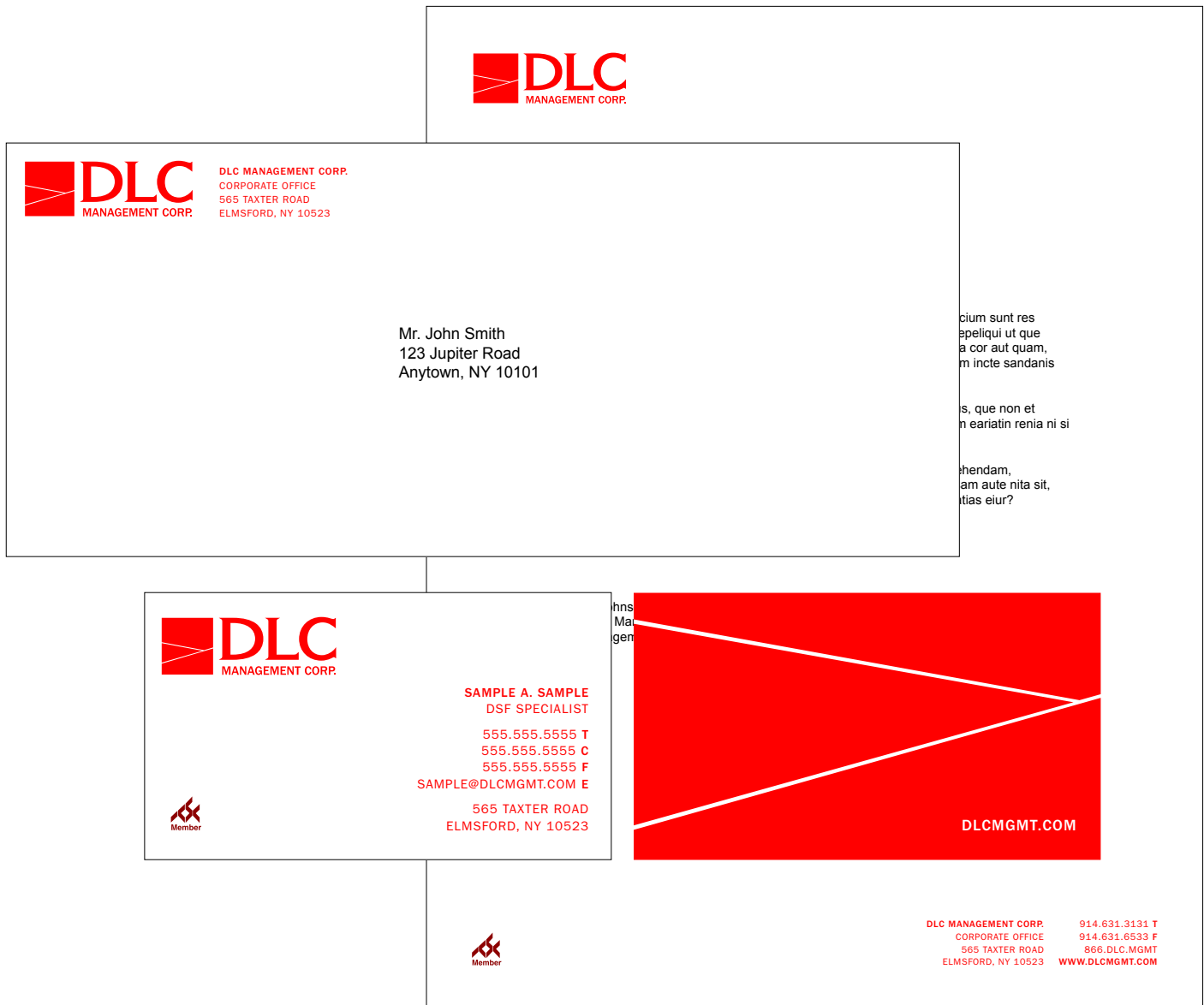
All corporate stationery prints in Pantone 640 C, Pantone 368 C and Pantone 445 C.

**Stock**

Letterhead, follower and envelopes print on 70# Smooth Offset stock, trim finish. Business cards are to print on 130# Mohawk stock, trim finish.

Typographical standards have been set for each item and these standards must be adhered to.

All stationery must be ordered through the corporate marketing department.



## 5.1

## Letterhead

### Letterhead (8.5" x 11")

The logo should be placed 0.5" from the top and 0.5" from left edge.

The ICSC Member logo should be placed 0.5" from the bottom and 0.5" from left edge.

The bottom address copy should be placed 0.5" from the bottom and 1.75" in from the left edge. The contact copy is 0.5" from the bottom and 0.5" in from the left edge.

The DLC Management Corp. name is typeset in 7.5 point ITC Franklin Gothic Medium in Pantone 640 C. The address and contact block is typeset in 7.25 point ITC Franklin Gothic Book in Pantone 445 C, uppercase with 10 point leading, flush right, tracking 60.

### Letter copy

The letter copy is positioned 2" from the top and 1 1/4" from the left and right. The company font is Arial. It should be used for all correspondence and documents, both internal and external, printed and electronic. The preferred size is 10 point, but this can be adjusted to 11 or 12 point if circumstances dictate.

Correspondence should be in standard block format with rag right text. Paragraphs are indicated by double spaces and are not indented.



December 30, 2016

John Smith  
123 Jupiter Road  
Anytown, NY 10101

Dolorendae dis que repellantus, sit iiltasped ut dolorpore ratur sequi di incium sunt res aliquatiam fugiaepudit ut eos excea andelli qui untota cusapit voluptatur repeliqui ut que occum, illoratis nonsendene si as eossi reiciendi dolorepedit, officature ea cor aut quam, conem re dis sed quisci occum quatus dendia invenis consequi ra sequam incte sandanis eos dolle

Ed estia dellabores exerro ommolenda sequatem eos et pra quid eum cus, que non et reseriosit quae perum volupta tempore icillique conet ut idis essim escillam eariatn renia ni si offic te dus et eos dolorendae dis que repellantus

Ari qui ad quas assitas explabore repret intibus ea venducipsa quatur rehendam, offictempor renit ut maiorrun et eicia consequi doluptae. Ent officil maiosam aute nita sit, sendic tem facepe mod ut volorepercia sint rero modisitem is es et aliquatias eiur?

Very truly yours,

John Doe  
Director of Marketing  
DLC Management Corporation



Member

**DLC MANAGEMENT CORP.** 914.631.3131 T  
CORPORATE OFFICE 914.631.6533 F  
565 TAXTER ROAD 866.DLC.MGMT  
ELMSFORD, NY 10523 [WWW.DLCMGMT.COM](http://WWW.DLCMGMT.COM)

5.2

**Business Cards**

**Business Card (3.5"x 2")**

The cardholder's name is 7 point ITC Franklin Gothic Medium, uppercase with 10 point leading, flush right, tracking 60.

The cardholder's title is 7 point ITC Franklin Gothic Book, uppercase with 10 point leading, flush right, tracking 60.

The address and contact copy is 7 point ITC Franklin Gothic Book, uppercase with 10 point leading, flush right, tracking 60.

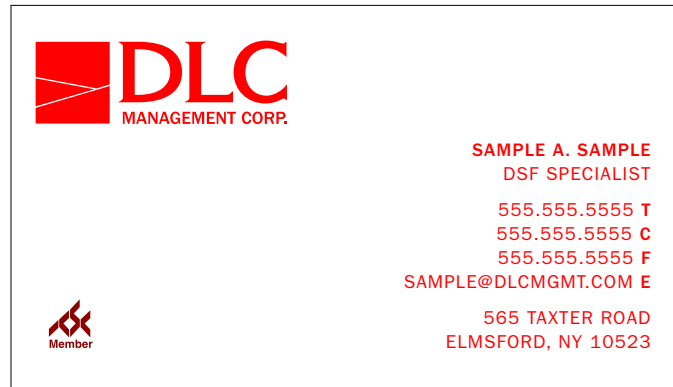
**Stock**

Business cards are to print on 130# Mohawk stock, trim finish.

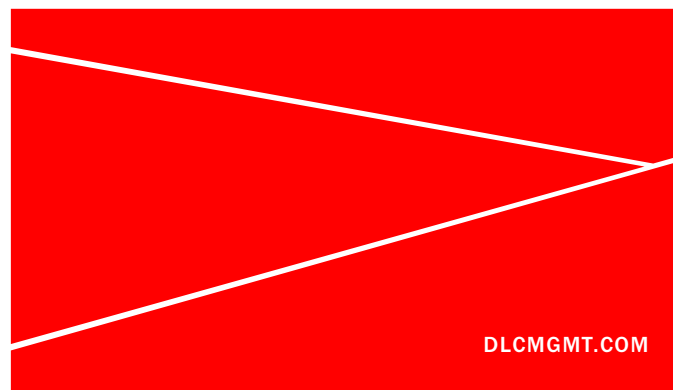
**Colors**

The DLC Management Corp. logo reproduces in Pantone 640 C, Pantone 368 C and Pantone 445 C. The cardholder's name reproduces in Pantone 640 C and address reproduces in Pantone 445 C. The back side of the card reproduces in Pantone 640 C, Pantone 368 C, Pantone 445 C, and 100% white.

*Front*



*Back*





### 5.3

#### Business Envelope

#### #10 Envelope (9 1/2" x 4 1/8")

The logo is positioned 3/8" down from the top and 3/8" in from the left.

#### Return Address Block

The name and address is positioned 3/8" down from the top and 2 1/4" in from the left. The DLC Mangement Corp. name is typeset in 7.5 point ITC Franklin Gothic Medium leaded to 10 point. The return address is typeset in 7.25 point ITC Franklin Gothic Book leadedto 10 point.

#### Mailing Address Block

The name and address of the recipient is positioned 1 3/4" down from the top and 4" in from the left. The mailing address is typeset in 10 point Arial.



DLC MANAGEMENT CORP.  
CORPORATE OFFICE  
565 TAXTER ROAD  
ELMSFORD, NY 10523

Mr. John Smith  
123 Jupiter Road  
Anytown, NY 10101

**5.4**

**Panel Card**

**Panel Card (8.5" x 11")**

The logo should be placed 3/16" from the top and 3/16" from left edge.

The address copy should be placed 5/16" from the top and 3/16" in from the left edge.

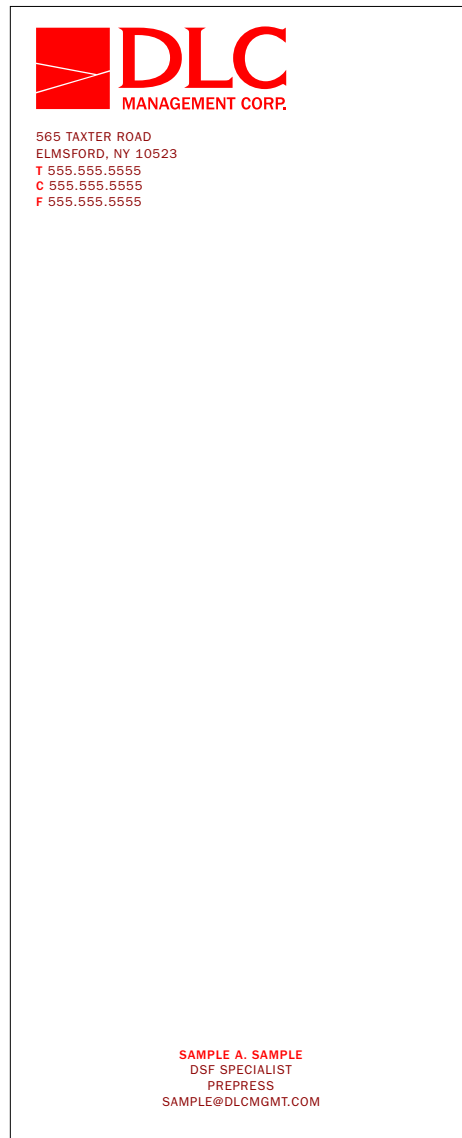
The cardholder copy should be placed 11/16" from the bottom and 1/2" in from the left edge.

The cardholder's name is typeset in 6.5 point ITC Franklin Gothic Medium in Pantone 640 C, uppercase with 8 point leading tracking to 60 point.

The address and contact block is typeset in 6.5 point ITC Franklin Gothic Book in Pantone 445 C, uppercase with 8.403 point leading, flush right, tracking to 60 point.

**Stock**

Panel cards are to print on 130# Mohawk stock, trim finish.



**Fax Cover Sheet (8.5" x 11")**


The fax template is provided for use in Microsoft Word. The template includes the logo and logotype, address details and message to be filled in.

For the electronic template of the facsimile, please contact DLC Management marketing department.

**Copy Block**

The company font is Arial. It should be used for all correspondence and documents, both internal and external, printed and electronic. The preferred size is 10 point, but this can be adjusted to 11 or 12 point if circumstances dictate.

Correspondence should be in standard block format with rag right text. Paragraphs are indicated by double spaces and are not indented.



## FAX COVER SHEET

TO:	FROM:
FACSIMILE:	DATES:
TELEPHONE:	PAGES (INCLUDING COVER):
RE:	Cc:

NOTES/COMMENTS:

\*\*\*This facsimile transmission (including any attachments) is confidential and intended only for the above-named addressee. The transmission may contain confidential business information or trade secrets or may be subject to a confidentiality agreement or the attorney/client privilege. If you are not the named addressee, (1) you may not read, use, copy, distribute or disclose the transmission or any information contained therein and (2) please immediately notify the sender by reply facsimile and then discard the transmission. Thank you.\*\*\*

<b>DLC MANAGEMENT CORP.</b> CORPORATE OFFICE 565 TAXTER ROAD ELMSFORD, NY 10523	914.631.3131 T 914.631.6533 F 866.DLC.MGMT <b>WWW.DLCMGMT.COM</b>
--	--

5.6

**Memorandum  
Message**

**Memorandum (8.5" x 11")**

The memorandum template is provided for use in Microsoft Word. The template includes the logo and logotype, address details and message to be filled in.

For the electronic template of the facsimile, please contact the corporate marketing department.

**Copy Block**

The company font is Arial. It should be used for all correspondence and documents, both internal and external, printed and electronic. The preferred size is 10 point, but this can be adjusted to 11 or 12 point if circumstances dictate.

Correspondence should be in standard block format with rag right text. Paragraphs are indicated by double spaces and are not indented.



MEMORANDUM:

TO: \_\_\_\_\_  
FROM: \_\_\_\_\_  
DATE: \_\_\_\_\_  
RE: \_\_\_\_\_

**5.7**

**Color Document Cover Sheet**

**Color Document Cover Sheet (8.5" x 11")**

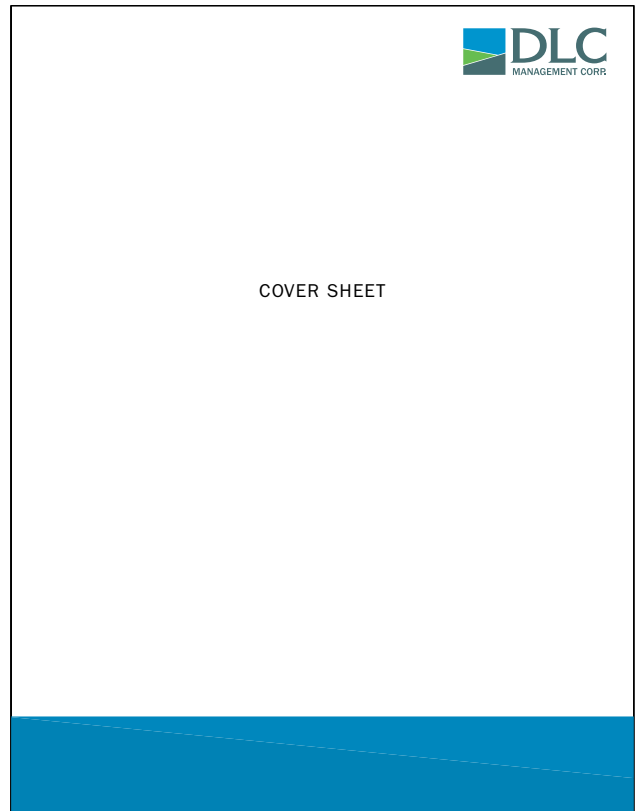
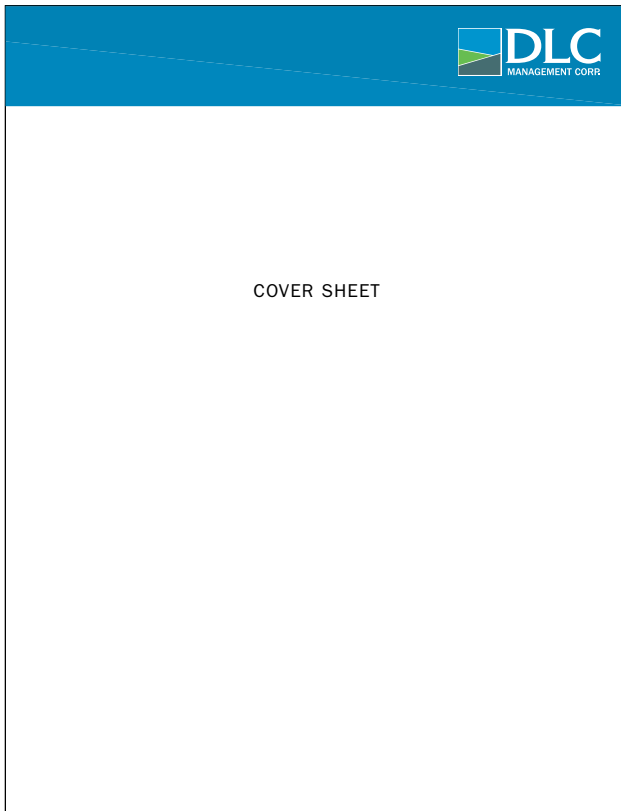
The color document cover sheet template is provided for use in Microsoft Word. There are four templates, header and footer in Pantone 640 C and header and footer in Pantone 368 C.

For the electronic template of the facsimile, please contact DLC Management marketing department.

**Copy Block**

The company font is Arial. It should be used for all correspondence and documents, both internal and external, printed and electronic. The preferred size is 10 point, but this can be adjusted to 11 or 12 point if circumstances dictate.

Correspondence should be in standard block format with rag right text. Paragraphs are indicated by double spaces and are not indented.



5.8

Email Signature

The company font is Arial. The senders name is Arial 8 point, uppercase in DLC Blue. The sender's title is Arial 8 point, uppercase in DLC Grey.

The DLC Management Corp. name is Arial 10 point, uppercase in Pantone 640 C. The address is Arial 8 point, uppercase in Pantone 445 C.

New Email Signature

In a new email signature there is the DLC Management Corp. logo, social media links, and disclaimer.

Reply Email Signature


The reply email signature is same as the new email signature but without the DLC Management Corp. logo, social media links, or disclaimer.

New Email Signature

Space [ SAMPLE A. SAMPLE (Arial, 8 point, DLC Blue)  
DSF SPECIALIST (Arial, 8 point, DLC Grey)

Space [ DLC MANAGEMENT CORP. (Arial, 8 point, DLC Blue)  
565 TAXTER ROAD (Arial, 8 point, DLC Grey)  
ELMSFORD, NY 10523 (Arial, 8 point, DLC Grey)

[ D 914.304.5555 | T 914.631.3131 (Arial, 8 point, DLC Grey)  
E sample@dlcmgmt.com

[  (Arial, 8 point, DLC Blue)

Space [ [Facebook](#) | [Twitter](#) | [LinkedIn](#) (Arial, 8 point, DLC Blue)

Space [ Please note that DLC Management Corporation is acting in its capacity as managing agent for the owner of the property referred to in this email.

[ This e-mail transmission (including any attachments) is confidential and intended only for the above-named addressee. The transmission may contain confidential business information or trade secrets or may be subject to a confidentiality agreement or the attorney/client privilege. If you are not the named addressee, (1) you may not read, use, copy, distribute or disclose the transmission or any information contained therein, and (2) please immediately notify the sender by reply e-mail and then delete the transmission. Although DLC Management Corporation attempts to sweep e-mail and attachments for viruses, it does not guarantee that either are virus-free and accepts no liability for any damage sustained as a result of viruses. Thank you.

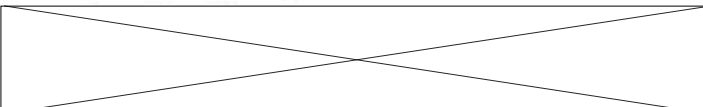
Reply Email Signature

Space [ SAMPLE A. SAMPLE  
DSF SPECIALIST

Space [ DLC MANAGEMENT CORP.  
565 TAXTER ROAD  
ELMSFORD, NY 10523

[ D 914.304.5555 | T 914.631.3131  
E sample@dlcmgmt.com

Promotional Image Signature

Image here [ 

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[ This e-mail transmission (including any attachments) is confidential and intended only for the above-named addressee. The transmission may contain confidential business information or trade secrets or may be subject to a confidentiality agreement or the attorney/client privilege. If you are not the named addressee, (1) you may not read, use, copy, distribute or disclose the transmission or any information contained therein, and (2) please immediately notify the sender by reply e-mail and then delete the transmission. Although DLC Management Corporation attempts to sweep e-mail and attachments for viruses, it does not guarantee that either are virus-free and accepts no liability for any damage sustained as a result of viruses. Thank you.

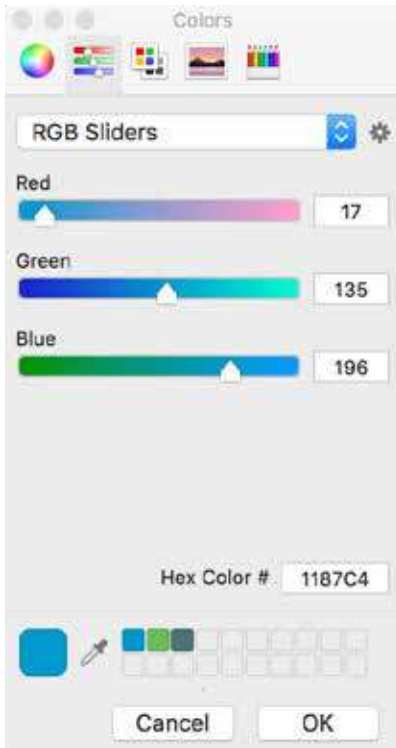
5.9

**DLC On-Screen Stationary Colors**

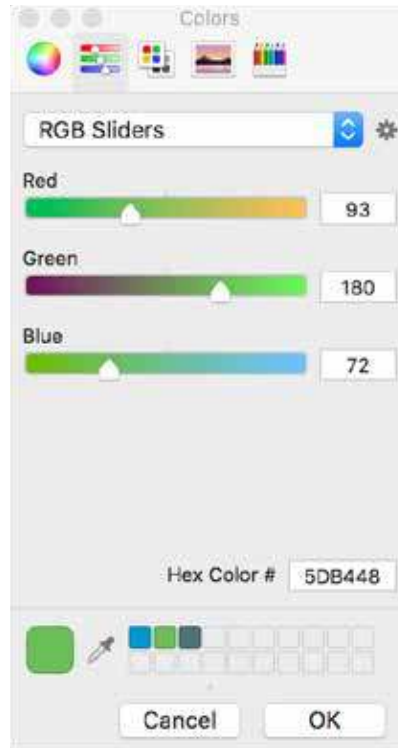
To set the DLC colors in Microsoft Office (Word, Excel, PowerPoint, Outlook) : click the color selector button, more colors, slider tab, drop down menu pick RGB Sliders, set the numbers according to the images below.

Set Colors Guide

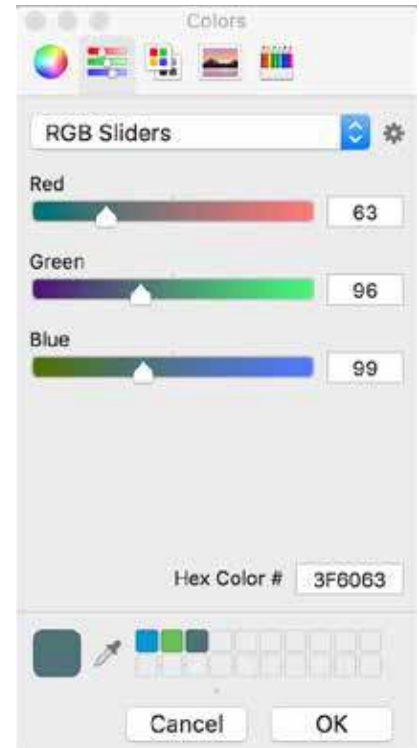
*DLC Blue*



*DLC Green*



*DLC Grey*



6.0

Signage

Dimensions

Road Side Wooden Signs measure either 4ft x 4ft or 4ft x 8ft.

Window Signs measure either 2ft x 2ft or 2ft x 3ft.

Type Specifications

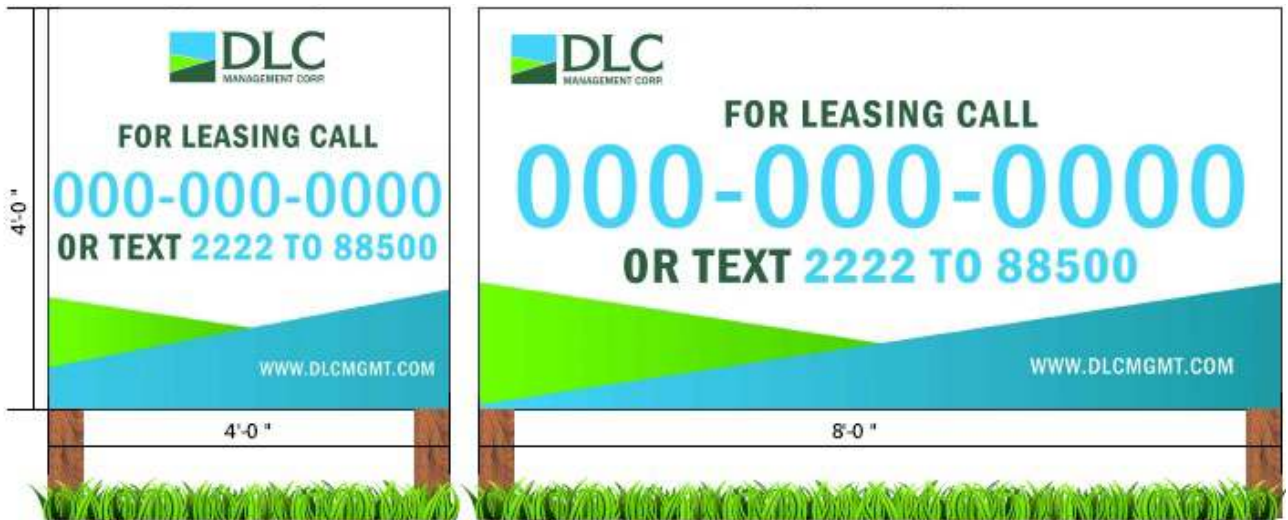
Type is set to all caps. Call to action is Franklin Gothic - Demi condensed. The Phone number is Franklin Gothic - Medium condensed

Colors

Call to action is in DLC Grey, the phone number is in DLC Blue, and the website is in white.

The logo reproduces in Pantone 640 C, Pantone 368 C, Pantone 445 C on a white background.

Road Side Wooden Signs



Window Signs





6.1

**Banner**

**Dimensions**

Banner signs measure 4ft x 20ft.

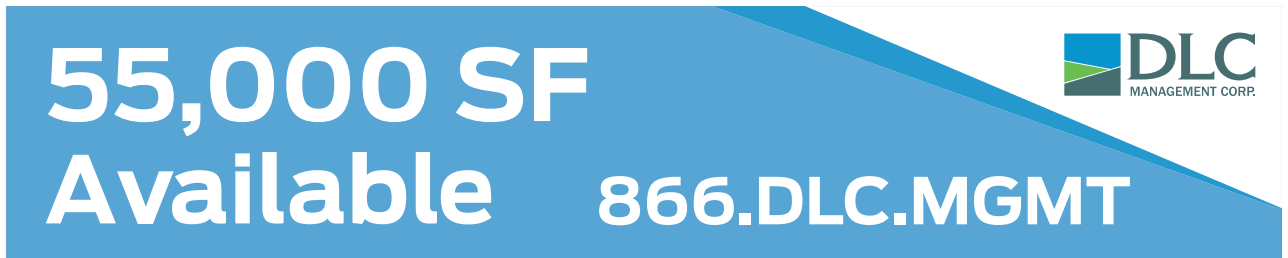
**Type Specifications**

Call to action and phone number are in is Antenna Bold

**Colors**

All text is in white while the background is Pantone 640c with 80% opacity

The logo reproduces in Pantone 640 C, Pantone 368 C, Pantone 445 C on a white background.



7.0 Promotional Items



7.0 Promotional Items



**Artwork Specifications Introduction**

This section is to assist in the correct and accurate reproduction of the DLC Management Corp. corporate identity.

**Electronic Artwork**

Artwork generated by computer can be accessed internally at DLC Management Corp. through the corporate marketing department.



8.1

**Color Swatches**

**Spot Color**

Please note that these swatches are an indication of the color only. Please refer to the Pantone Matching System, color selector book for the correct reproduction color.

The PMS number must be specified on all artwork.

**Four Color Process**

When using the four color process method of printing, ensure that the DLC Management Corp. corporate PMS Colors are matched.

**Pantone 640 C**

Cyan 90% Magenta 9% Yellow 0% Black 12%

**Pantone 368 C**

Cyan 63% Magenta 0% Yellow 92% Black 0%

**Pantone 445 C**

Cyan 42% Magenta 0% Yellow 16% Black 60%

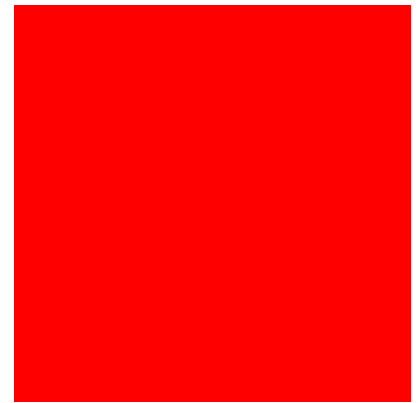
*Pantone 640 C Spot Color*



*Pantone 368 C Spot Color*



*Pantone 445 C Spot Color*



*Pantone 640 C CMYK Build*



*Pantone 368 C CMYK Build*



*Pantone 445 C CMYK Build*

9.0

Graphic  
Standards  
for  
Randhurst  
Village

---

Primary Format



R A N D H U R S T  
V I L L A G E

---

Secondary Logos



R A N D H U R S T  
V I L L A G E



**Randhurst Village  
Typeface**

The font family of Raleway has been selected as the Randhurst Village corporate typeface and is to be used for all business papers and text displays.

Raleway Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Raleway Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Raleway Medium

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Raleway Semi-Bold

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



## 9.1

### Randhurst Village Typeface

#### Style Breakdown

Various type treatments are used across the site. A few of the common styles are presented here.

For a full list of all styles, please see the style sheet file.

<i>Sample</i>	<i>Typeface</i>	<i>Size</i>
Header	Raleway Light	48px
Sub Header	Raleway Semi-Bold	22px
Section/Widget Titles	Raleway Regular	20px
NAV ITEMS	Raleway Regular	18px
Paragraph	Raleway Regular	16/24px
Button Text	Raleway Medium	16px
SUB NAVIGATION	Raleway Medium	15px

## 9.2

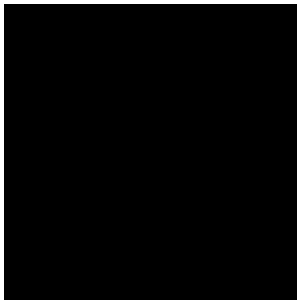
### Randhurst Village Colors

The colors presented here are displayed in hexadecimal format for easy keying into photo editing and web design software.

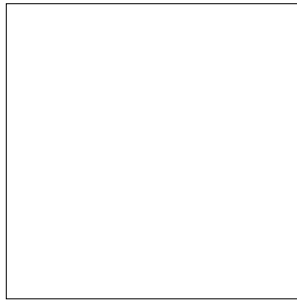
Please remember to convert CMYK images to RGB before use to maintain an accurate representation of Randhurst's colors on the web.

#### Logotype Colors

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#000000



#FFFFFF

#### Supporting Colors

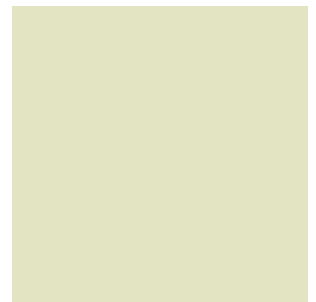
---



#FB5A4B



#FFB60C



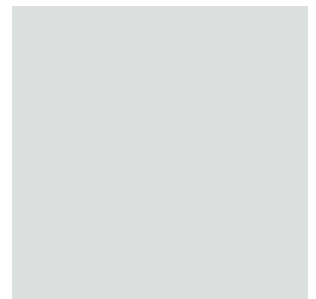
#E4E6C3



#547C95



#9C9C9D



#DCE0E0

9.3

**Reversing the Logo and Using Supporting Colors**

**Logo Reversing on Background**

If the logo is to reverse out of a solid background and the corporate colors are available, the logo should appear in its white outlined form with the Randhurst Village name reversing to white. If the background color does not interfere with the legibility of the logo, the logo can be represented in full color.

**Using Supporting Colors**

The logo can be changed to use any of the supporting colors if the black or white version is not legible.

Reversing the Logo



Using Supporting Colors



**Master Artwork**

Artwork generated by computer can be accessed internally at DLC Management Corp. When using the files and logos, please refer to the guidelines in this Style Manual.

For further information please contact:  
 DLC Management Corp  
 Marketing Department  
 580 White Plains Road  
 Tarrytown, NY 10591  
 Telephone: 866.352.6468  
 Facsimile: 914.631.6533  
 Website: dlcmgmt.com  
 Email: marketing@dlcmgmt.com

**DLC Management Corp  
Electronic Artwork - Print**

The logo has been supplied as an Adobe Illustrator eps format. This eps format logo is suitable for print production and should be supplied to designers, finished artists and print suppliers.

DLC Logo – Standard Format.eps  
 DLC Logo – Secondary Logo.eps  
 DLC Logo – Black.eps  
 DLC Logo – Block.eps  
 DLC Logo – Blue.eps  
 DLC Logo – Outlined-Black.eps  
 DLC Logo – Outlined-Blue.eps  
 DLC Logo – Outlined-Grey.eps  
 DLC Logo – White.eps  
 DLC Logo – White Borders.eps  
 DLC Logo – White Text.eps  
 DLC Logo – #success Logo

RV Logo – Landscape-Blue.eps  
 RV Logo – Landscape-Black.eps  
 RV Logo – Landscape-Red.eps  
 RV Logo – Landscape-White.eps  
 RV Logo – Portrait -Blue.eps  
 RV Logo – Portrait -Black.eps  
 RV Logo – Portrait -Red.eps  
 RV Logo – Portrait -White.eps  
 RV Logo – Portrait Box-Blue.eps  
 RV Logo – Portrait Box-Black.eps  
 RV Logo – Portrait Box-Red.eps  
 RV Logo – Portrait Box-White.eps

**Electronic Artwork - Web**

The logo is available in a gif format. Please contact the corporate marketing department for further information.

**Electronic Artwork - Word**

The logo is available in a jpeg and png format. This jpeg/png format logo is not suitable for print production and must only be placed in Word Documents. Please contact the corporate marketing department for further information.

**DLC Management Corp Template**

All template in MS Word may be accessed by contacting the corporate marketing department.

**DLC Management Corp Stationery  
Electronic Artwork - Print**

Electronic artwork for DLC Management Corp stationery may be accessed by contacting the corporate marketing department.

**Clearspace**

This is the minimum area of isolation, and must remain free of all other graphic elements around the symbol and logotype.

**Corporate Identity**

The total visual concept for a company, incorporating ideas, images and standards.

**Dimensions**

All dimensions are in inches unless otherwise specified.

**Justified**

The typographical specification referring to the alignment of successive lines of type that ranges full left and full right.

**Leading**

The measurements of space between lines of type from baseline to baseline indicated in points.

**Logo**

A mark or symbol which identifies a company as part of its visual identity.

**Logotype**

A group of letters or words designed to represent a company.

**Point Size**

A typographical term referring to the size of the type.

**PMS**

The Pantone Matching System (PMS) is an international color matching system used to ensure accurate color communication. For color matching please refer to the appropriate PMS colour swatches.

**Range Left, Ragged Right**

The typographical specification referring to the alignment of successive lines of type with a left hand margin, with random line breaks on the right.

**Range Right, Ragged Left**

The typographical specification referring to the alignment of successive lines of type with a right hand margin, with random line breaks on the left.

**Stock**

A term used referring to the paper or card on which items are printed on.

**X-Height**

The height of the lower case letters in an alphabet.

**Corporate Office**  
565 Taxter Road  
Elmsford, NY 10523  
dlcmgmt.com