

Yankee Institute of Public Policy

Stationery Style Guide

Business Cards 3.25 x 2"

Letterhead - 8.5 x 11"

#10 window envelope

#10 standard envelope

Monarch Letterhead (personalized) - 7.25 x 10.5"

Envelope (3.875 x 7.5")

Correspondence Cards - 4.25 x 6.25" flat

Envelope 6.5 x 4.75"





Copy Guidelines

STAFF NAME - GENTIUM BASIC BOLD, 10 pt/W12, upper case

Staff Title - Minion Pro Semi bold Italic, 10 pt/12, title case

Address Line - Minion Pro Medium, 8 pt/18, title case

phone line: Minion Pro Medium, 8 pt/9.6, lower case

Email Line: Minion Pro Medium 8 pt/9.6 | *Minion Medium Italic* 8 pt/9.6, title case

Logo 1.75"
Margin .1825" from top edge
Margin .75" from side edge

Colors:
PMS 294 (blue)
PMS 1795 (red)

Text box: 3.125"
Margin .1825" from bottom edge
Margin: .25" from side edge
(bottom, left, right)

Colors:
PMS 294

BUSINESS CARD
3.5" X 2"

Logo 2.75"
Margin .5" from top edge
Margin 2.7" from each side
Colors:
PMS 294 (blue)
PMS 1795 (red)



Copy
Margin 2" from top
Margin 1" from side edges
Minion Pro Medium 12 pt
Colors:
100% Black

February 20, 2015

Mr. Important Addressee
Successful Business
123 Main Street
Anywhere Town, CT 06840

Dear Mr. Addressee,

Perupid evenda volum, coribustrume nimet elesectati consequia dolecum sum ute voluptatur am eum eaquis invel illit, il ea vel eos es acidignam fugiam est, sero cus, est fuga. Ut pro que re non porecusam, volore pelene magnam voles repe vent maximodit idebis nia quiandebit verum qui-
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Sincerely,

Signature

Formal Name
Title

216 Main Street, Hartford, CT 06106 | (860) 282-0722 | www.YankeeInstitute.org
Improving Lives Through Freedom and Opportunity

Address Line
Margin .325" from bottom, 1" from edge
Minion Pro Medium 10 pt/12, title case
Tag line:
Minion Pro Semi bold Italic 10 pt/12, title case
Colors: PMS 294

STANDARD LETTERHEAD
8.5" X 11" (shown at 75%)

Logo 2.75"
Margin .25" from top edge
Margin 1.55" from side edge
Colors:
PMS 294 (blue)
PMS 1795 (red)



YANKEE INSTITUTE
for Public Policy

CAROL PLATT LIEBAU
President

STAFF NAME
Gentium Basic Bold 12 pt/14
Staff Title
Minion Pro Semi bold Italic 12 pt/14
Color: PMS 294

June 20, 2014

Copy
Margin 2.25" from top
Margin 1" from side edges
Minion Pro Medium 12 pt
Color: 100% Black

Mr. John Smith
Successful Business
123 Main Street
Anywhere Town, CT 06840

Dear Mr. Smith,

Perupid evenda volum, coribustrume nimet elesectati consequia dolecum sum ute voluptatur am eum eaquis invel illit, il ea vel eos es acidignam fugiam est, sero cus, est fuga. Ut pro que re non porecusam, volore pelene magnam voles repe vent max-imodit idebis nia quiandebit verum quiatu saesecat assed que pliquid elest, quae molorib usdaerae excest ea aut volupta simende ntores sincidem nessitiumet quam quasper sperspi enetum seratus a dolest voloribus ditatus, atempos sit aut fugiam, officiumquod ut officil molorro rporemp oremporeium vent a volenim odipis quam lam simi, adiaecab iur alique netur, ut quaersp istiass itatis magniet explaccat. Borem alique nima volest etur alita deribus.

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Sincerely,

Signature

Formal Name
Title

Copy
Margin .3125" from bottom
Margin .55" from side edges
Minion Pro Medium 10 pt/12
Tagline
Minion Pro Semi bold Italic 10 pt/12
Color: PMS 249

216 Main Street, Hartford, CT 06106
office: (860) 282-0722 | mobile: (203) 321-5404 | Carol@YankeeInstitute.org | www.YankeeInstitute.org
Improving Lives Through Freedom and Opportunity

EXECUTIVE LETTERHEAD
Monarch 7.25" X 10.5" (shown at 75%)



Logo 2"
Margin .25" from top edge
Margin 2" from each side
Colors:
PMS 294 (blue)
PMS 1795 (red)

CORRESPONDENCE CARD
6.25" x 4.375" flat card



216 Main Street, Hartford, CT 06106



216 Main Street, Hartford, CT 06106



216 Main Street, Hartford, CT 06106

Standard #10 (4.125" x 9.5")
Monarch # 7 3/4 (3.875" x 7.5")
Notecard (6.5" x 4.75")

Logo 1.65"
Margin .25" from top edge
Margin .25" from side edge

Colors:
PMS 294 (blue)
PMS 1795 (red)

Return Address
Minion Pro Medium 10 pt/12

Color:
PMS 294 (blue)

ENVELOPES
(shown at 75%)