

QUICKGUIDE

16th March 2018

Stationary

 **DWS**

Business cards

Core stationery principles

Our stationery sets high standards for quality and consistency. You can download open Indesign stationery templates from the DWS brand portal. Never create stationery from scratch.

Please note:

The business card details for employees who are part of the Global Coverage Group have to include their personal details setting “Global Coverage Group” above the functional title or specific functional description. Depending on the content, this can be combined as shown.



A. With corporate title

Name
Corporate Title
Global Coverage Group – Functional Title

Name
Corporate Title
Global Coverage Group
Functional Title

B. Without corporate title

Name
Global Coverage Group – Functional Title

Name
Global Coverage Group
Functional Title

Print Specifications Business Cards

Paper stock: Soporset Premium Offset 400 g/qm
(or similar quality if Soporset is not available).

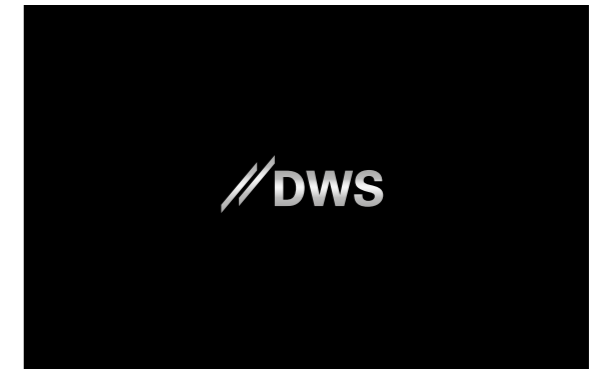
Front

White
Content: printed in black
Logo print: silver matte hot foil stamping
(samples shown here are visualized using a metallic effect)

Back

Two designs are available:

1. Black printed in CMYK with bleeds
Protection: Matte invisible lamination
Logo print: silver matte hot foil stamping
(samples shown here are visualized using a metallic effect)



2. White
Logo print: silver matte hot foil stamping
(samples shown here are visualized using a metallic effect)



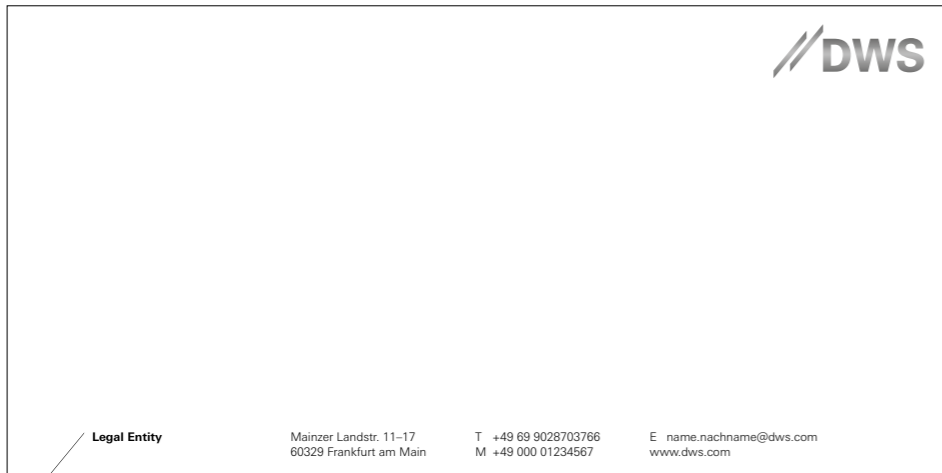
Compliment Cards

Print Specifications Compliment card

Paper stock: Soporset Premium Offset 250g/qm
(or similar paper quality if Soporset is not available)
Logo print: Silver matt hot foil stamping

Front

White
Content: printed in black
Logo print: silver matte hot foil stamping
(samples shown here are visualized using a metallic effect)



Back

Two designs are available:

1. Black printed in CMYK with bleeds
Protection: Matte invisible lamination
Logo print: silver matte hot foil stamping
(samples shown here are visualized using a metallic effect)



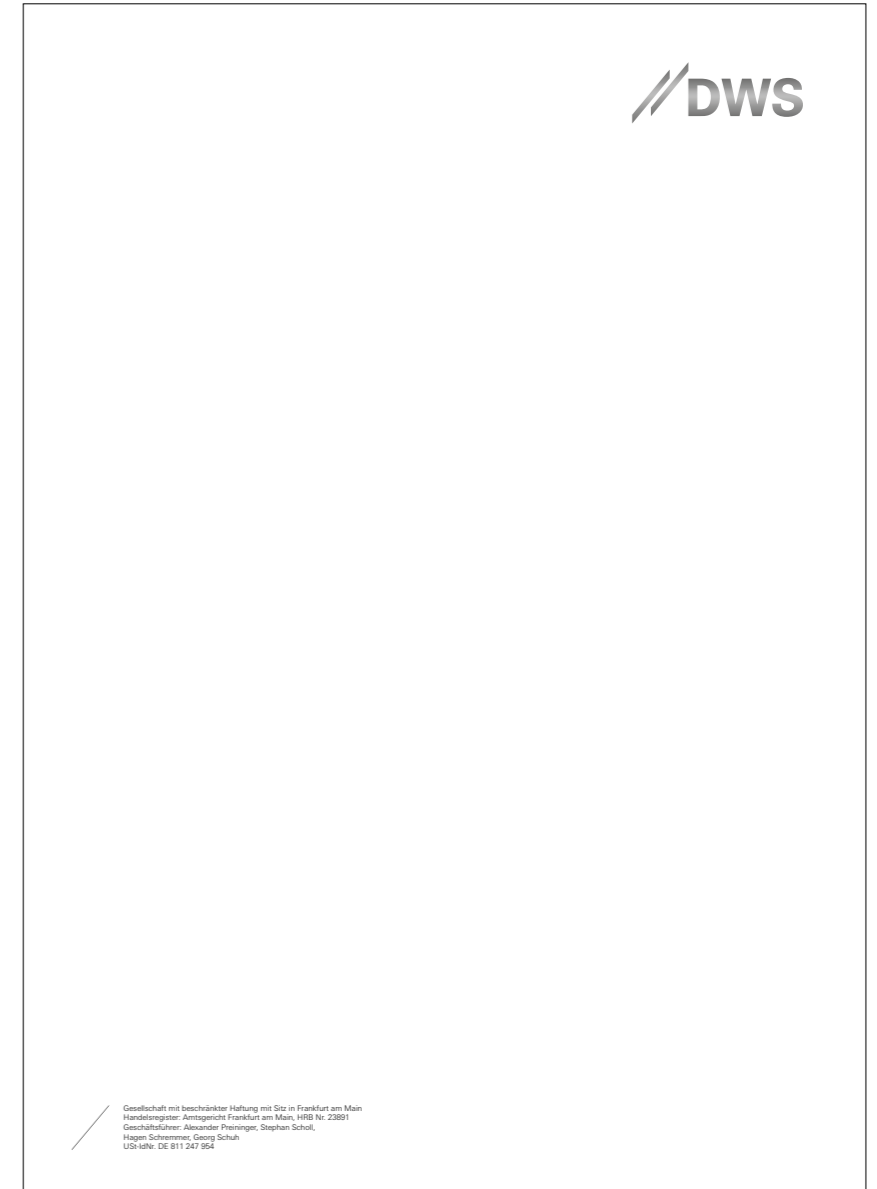
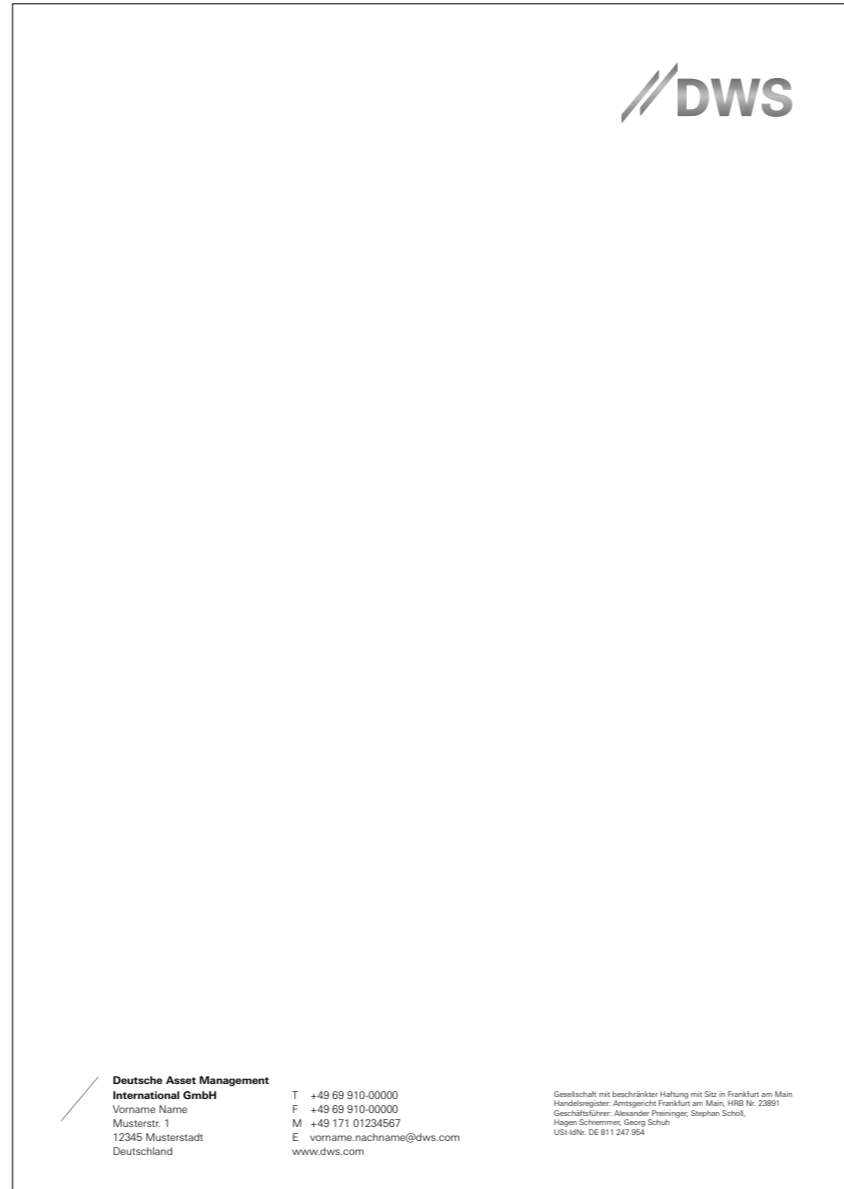
2. White
Logo print: silver matte hot foil stamping
(samples shown here are visualized using a metallic effect)



Letterheads

Print Specifications Letterhead

Paper stock: Soporset Premium Offset 120g/qm.
Logo print: PMS 877, no gradation
(or similar paper quality if Soporset is not available).
Legal footer applied as placeholder.

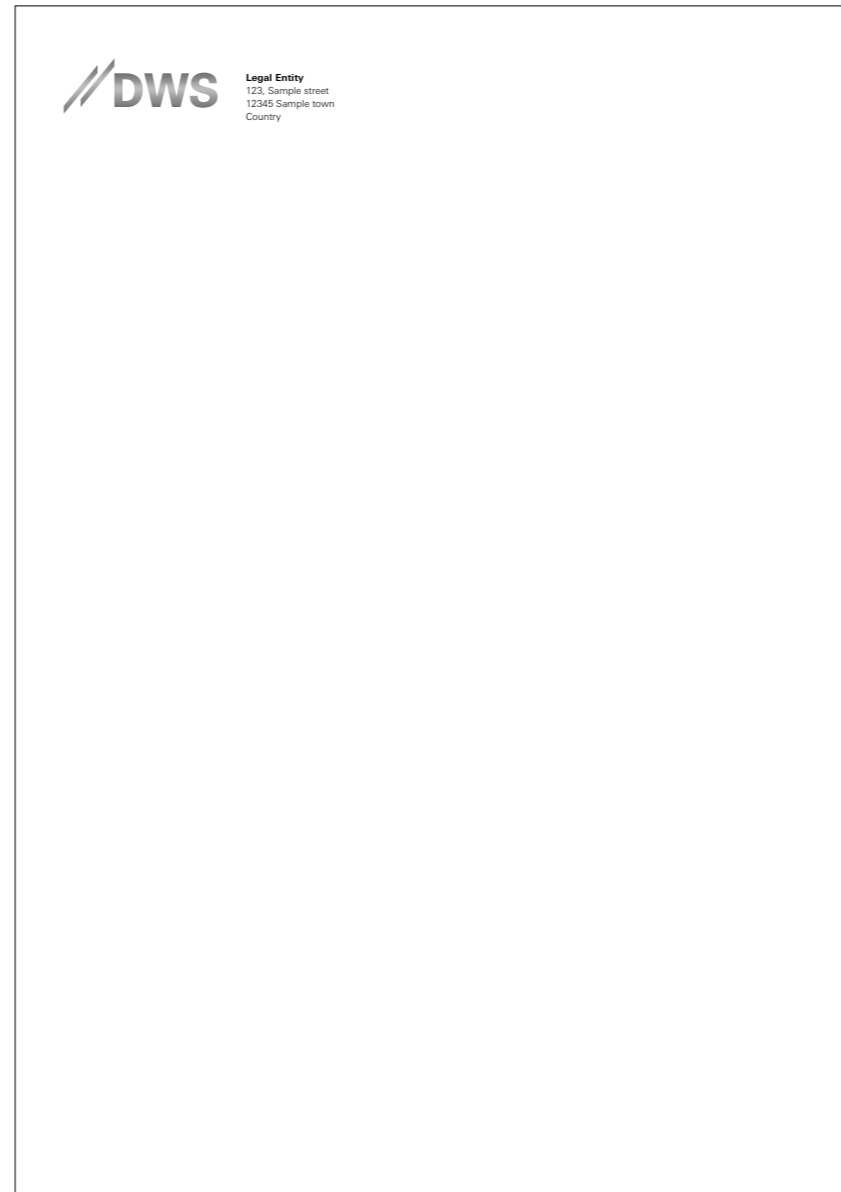


Envelopes



Print Specifications C4 envelope

Paper stock: Soporset Premium Offset 120g/qm
(or similar paper quality if Soporset is not available).
Logo print: PMS877, no gradation



Print Specifications DL envelope

Paper stock: Soporset Premium Offset 120g/qm
(or similar paper quality if Soporset is not available).
Logo print: PMS877, no gradation