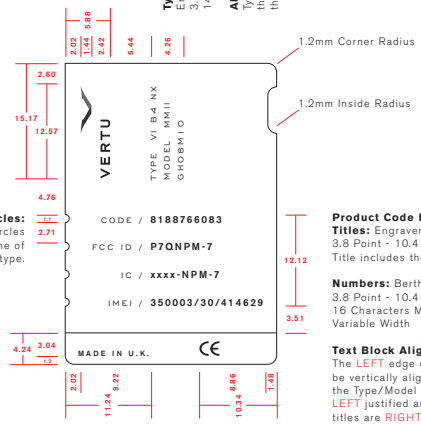
Inside Phone Label



Type/Model Number Font:
Engravers' Gothic BT Regular
3.8 Point - 2.52 Leading - 200 Tracking
14 Characters Max - Variable Width

Alignment:
Type runs vertical, justified LEFT with the LEFT edge of the "T" aligned with the LEFT edge of the logotype.

Half-Circles:
1.1mm Diameter circles align with each line of BOLD code type.

Product Code Fonts:
Titles: Engravers' Gothic BT Regular
3.8 Point - 10.4 Leading - 200 Tracking
Title includes the first slash "/"

Numbers: Berthold Akzidenz Grotesk BE Medium
3.8 Point - 10.4 Leading - 150 Tracking
16 Characters Max (incl. "slashes and dashes")
Variable Width

Text Block Alignments:
The LEFT edge of the product numbers should be vertically aligned with the LEFT edge of the Type/Model text block. The text is all LEFT justified and variable in width. The product titles are RIGHT justified and include the "/" slash.

Made In UK Font:
Berthold Akzidenz Grotesk BE Medium
2.8 Point - 300 Tracking
12 Characters Total - Fixed Width

Text Alignment:
The baseline should be aligned with the CE text. Additionally, the LEFT edge should align with the TOP of the "V" logo above. The RIGHT edge should then be aligned with LEFT edge of the Product Code text block.

CE Numbers:
Hoefler Text Regular
7.46 Point - 50 Tracking
CE is artwork, 0168 is fixed

Text Alignment:
The baseline should be aligned with the Made in U.K. text.