

# Corporate Letterhead

General— use Ryder corporate stationery is shown below.

Follow specifications as illustrated below for all business correspondence. When corporate letterhead is used for flyers, posters or direct mail applications the same standards apply.

## Specifications

### Dimensions

8-1/2" x 11"

### Typography

Address: *Univers Condensed Regular 9/12*  
Body of Letter: *Times Regular*

### Colors

Logotype: *Ryder Red*  
Symbol: *Black (100%)*  
Descriptor: *Black (100%)*  
Address: *Black (100%)*  
Secondary Symbol: *Black (3%)*  
at 133 line screen on the paper specified below

### Paper

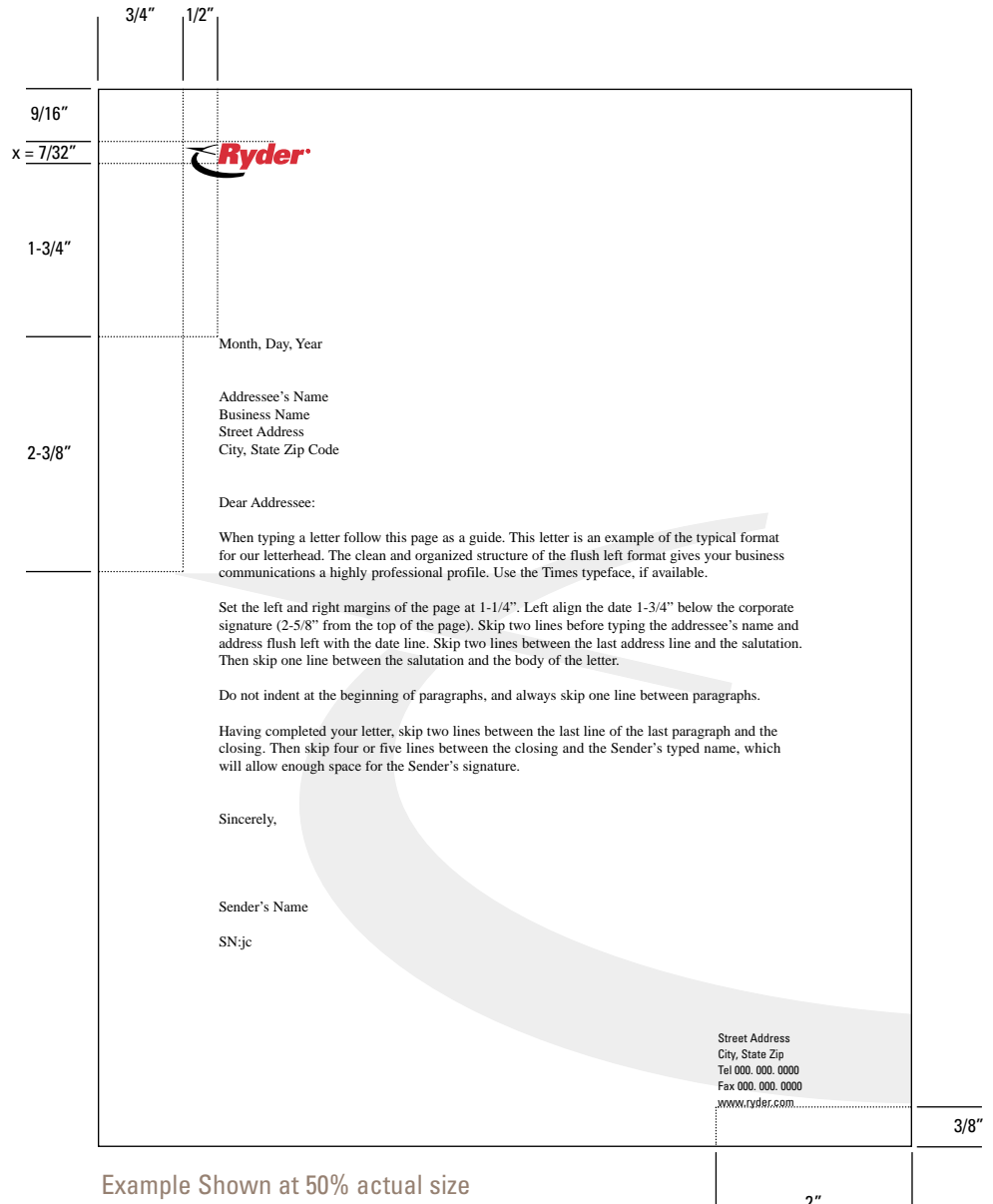
Gilbert, Newtech 22lb. Writing

### Printing

Refer to **ordform.doc.**  
Not to be reproduced locally.

### Typing Format

The body of the letter describes correct typing format



# Executive Letterhead

Personalized stationery is available for executive management.

Executive letterhead follows the same layout as that for standard corporate letterhead, however, paper with a custom watermark

of the secondary symbol is used, and it is engraved rather than offset printed.



## Specifications

### Dimensions

8-1/2" x 11"

### Typography

Name: *Univers Condensed*

**Bold 9/12**

Title: *Univers Condensed*

*Regular 9/12*

Address: *Univers Condensed*

*Regular 9/12*

Body of Letter: *Times Regular*

### Colors

Logotype: *Ryder Red*

Symbol: *Black (100%)*

Descriptor: *Black (100%)*

Name: *Black (100%)*

Title: *Black (100%)*

Address: *Black (100%)*

Secondary Symbol: *Black (3%)*

### Paper

Gilbert, 100% Cotton, Cockle

Finish, White, 24lb. Writing

### Printing

**Refer to ordform.doc.**

**Not to be reproduced locally.**

### Typing Format

The body of the letter describes correct typing format

# Executive Monarch Letterhead

Executive monarch stationery is of a distinctive size and is available for personalized correspondence at the executive level only.

Ryder monarch stationery is engraved and uses a custom watermark of the secondary symbol, as does executive letterhead.

These details as well as its size set it apart from standard corporate letterhead.

## Specifications

### Dimensions

7-1/4" x 10-1/2"

### Typography

Name: *Univiers Condensed*

*Bold 8.5/12*

Title: *Univiers Condensed*

*Regular 8.5/12*

Address: *Univiers Condensed*

*Regular 8.5/12*

Body of Letter: *Times Regular*

### Colors

Logotype: *Ryder Red*

Symbol: *Black (100%)*

Name: *Black (100%)*

Title: *Black (100%)*

Descriptor: *Black (100%)*

Address: *Black (100%)*

Secondary Symbol: *Watermark*

### Paper

Gilbert, 100% Cotton, Cockle

Finish, White, 24lb. Writing


### Printing

Refer to **ordform.doc.**

Not to be reproduced locally.

### Typing Format

The body of the letter describes correct typing format

	1"	2-1/2"	
1/2"			23/32"
x = 7/32"			<i>Jane A. Sample</i> Vice President
1-13/16"	Month, Day, Year		
2-5/16"	Addressee's Name Business Name Street Address City, State Zip Code		
	Dear Addressee:  When typing a letter follow this page as a guide. This letter is an example of the typical format for a letterhead. The clean and organized structure of the flush left format gives your business communications a highly professional profile. Use the Times typeface, if available.  Set the left and right margins of the page at 1". Left align the date 1-13/16" below the corporate signature (2-5/8" from the top of the page). Skip two lines before typing the addressee's name and address flush left with the date line. Skip two lines between the last address line and the salutation. Then skip one line between the salutation and the body of the letter.  Do not indent at the beginning of paragraphs, and always skip one line between paragraphs.  Having completed your letter, skip two lines between the last line of the last paragraph and the closing. Then skip four or five lines between the closing and the Sender's typed name, which will allow enough space for the Sender's signature.  Sincerely,  Sender's Name  SN:jc		
		Street Address City, State Zip Tel 000. 000. 0000 Fax 000. 000. 0000 www.ryder.com	3/8"

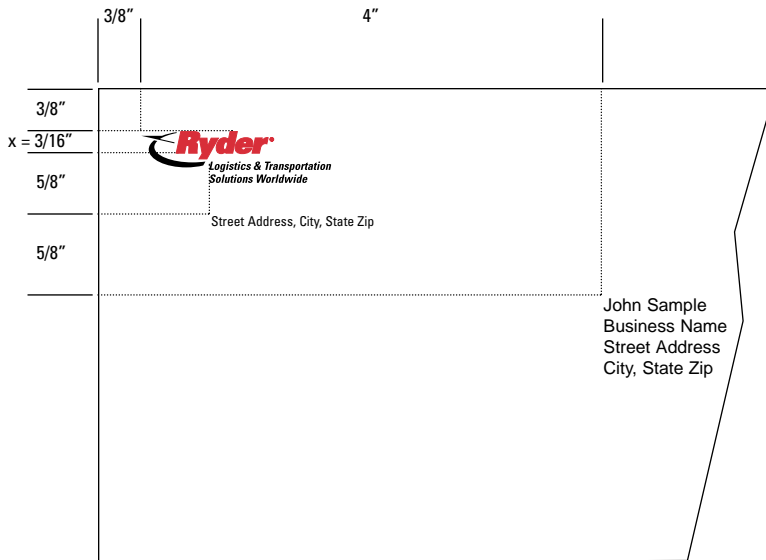
Example Shown at 50% actual size

2"

# Corporate Envelope

Standard Ryder envelopes feature the *Ryder* lock-up and return address in a specific configuration on the front.

Follow these guidelines for other envelopes as well, such as window envelopes.



Example Shown at 60% actual size

## Specifications

### Dimensions

9-1/2" x 4-1/8"

### Typography

Address: *Univers Condensed*

*Regular 8.5/11*

Mailing Address: *Times Regular*

### Colors

Logotype: *Ryder Red*

Symbol: *Black (100%)*

Descriptor: *Black (100%)*

Address: *Black (100%)*

### Paper

Gilbert, Newtech 22lb. Writing

### Printing

Refer to **ordform.doc**.

**Not to be reproduced locally.**

### Typing Format

The body of the letter describes correct typing format

# Executive Envelope

Envelopes for executives utilize a printed return address on the back flap, signaling a more distinguished corporate look.

## Specifications

### Dimensions

9-1/2" x 4-1/8"

### Typography

Address: *Univers Condensed*

Regular 8.5/11

Mailing Address: *Times Regular*

### Colors

Logotype: *Ryder Red*

Symbol: *Black (100%)*

Descriptor: *Black (100%)*

Address: *Black (100%)*

### Paper

Gilbert, 100% Cotton, Cockle Finish, White, 24lb. Writing

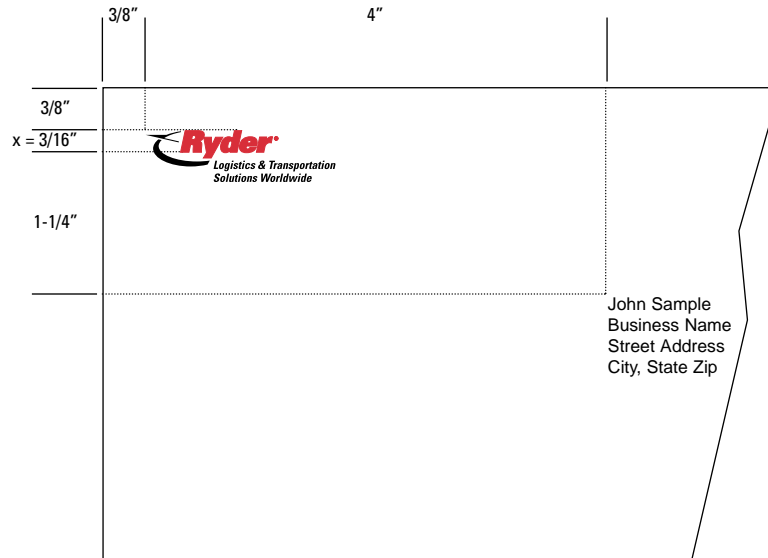
### Printing

Refer to [ordform.doc](#).

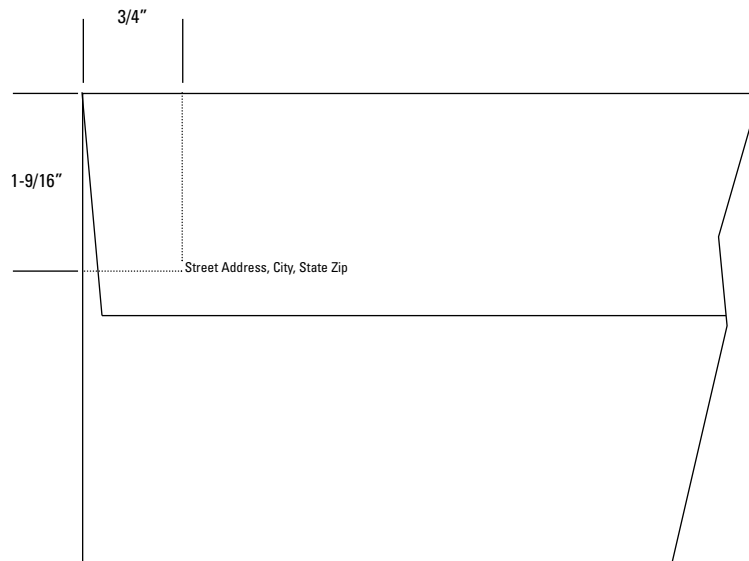
Not to be reproduced locally.

### Typing Format

The body of the letter describes correct typing format

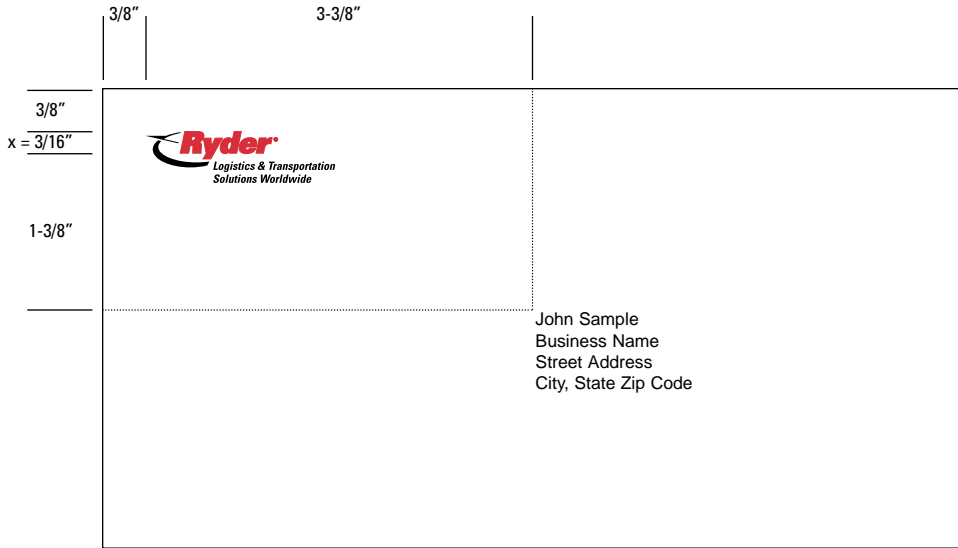


Example Shown at 60% actual size

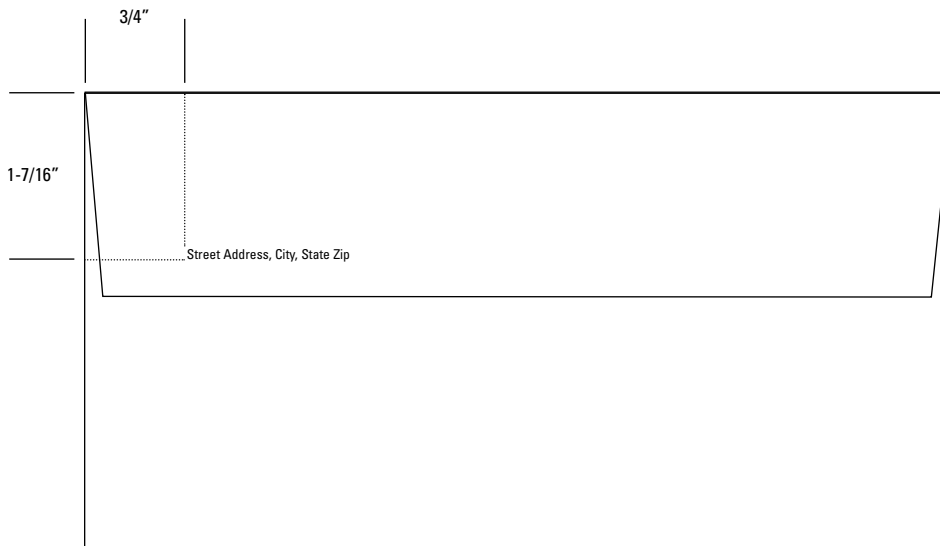


Example Shown at 60% actual size

# Executive Monarch Envelope



Example Shown at 60% actual size



Example Shown at 60% actual size

## Specifications

### Dimensions

7-1/2" x 4" (Monarch square flap)

### Typography

Address: *Univers Condensed*

*Regular 8.5/11*

Mailing Address: *Times Regular*

### Colors

Logotype: *Ryder Red*

Symbol: *Black (100%)*

Descriptor: *Black (100%)*

Address: *Black (100%)*

### Paper

Gilbert, 100% Cotton, Cockle  
Finish, White, 24lb. Writing

### Printing

**Refer to ordform.doc.**

**Not to be reproduced locally.**

### Typing Format

The body of the letter describes  
correct typing format

# Business Cards

Limited space on business cards requires careful attention to logo clear space and alignment of elements. Keeping the address block copy to minimum ensures the prominence of the *Ryder* brand. Please include only authorized phone, fax, pager numbers and e-mail address.

These are the only acceptable dimensions and specifications for Ryder business cards. The back of the card can only be used to print other languages when necessary.

## Corporate Business Card Specifications

**Dimensions**  
3-1/2" x 2"

**Typography**  
Name: *Univers Condensed Bold 7.5/11*  
Title: *Univers Condensed Regular 7.5/11*  
Address: *Univers Condensed Regular 7.5/11*

**Colors**  
Logotype: *Ryder Red*  
Symbol: *Black (100%)*  
Name: *Black (100%)*  
Title: *Black (100%)*  
Descriptor: *Black (100%)*  
Address: *Black (100%)*

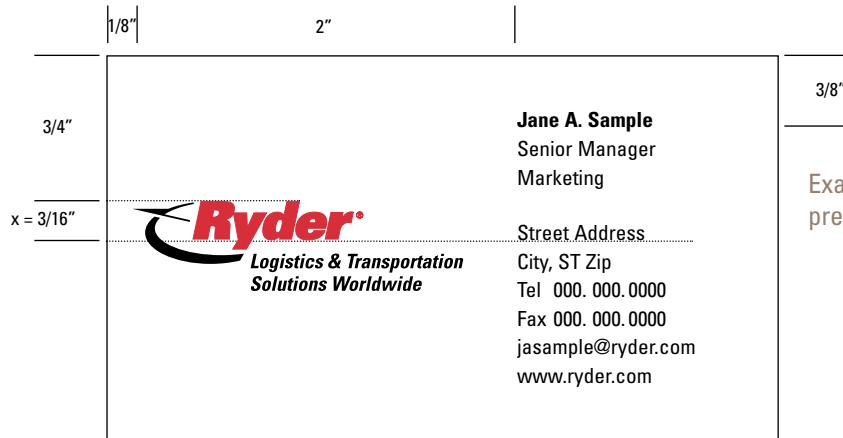
**Paper**  
Astrolite, Bright White 80lb. Cover (Smooth Finish)

**Printing**  
Refer to **bcordform.doc**.  
Not to be reproduced locally.

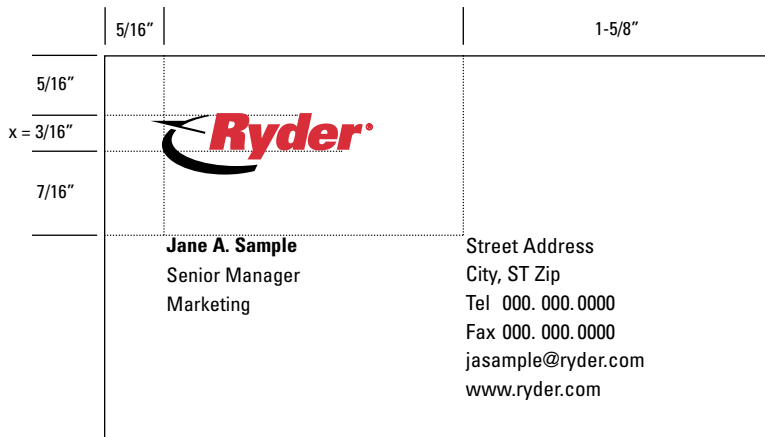
**The Executive Business Card uses the same dimensions and specifications as the Corporate Business Card shown above, with the following exceptions:**

**Paper**  
Gilbert, 100% Cotton, Cockle Finish, White, 24 lb. Writing

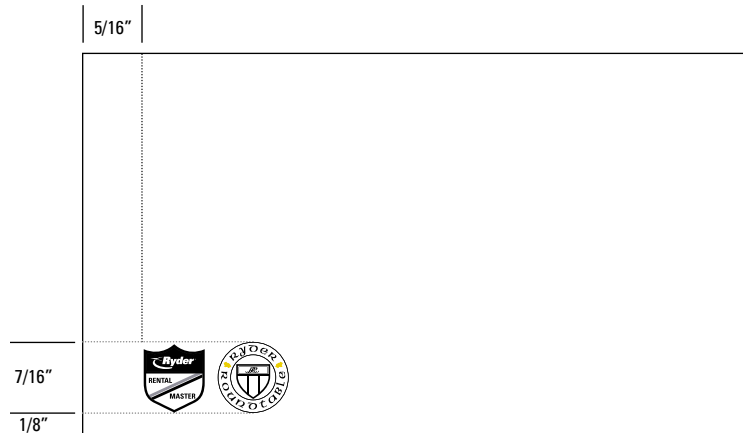
**Printing**  
Refer to G/A order form



Example shown is preferred use.

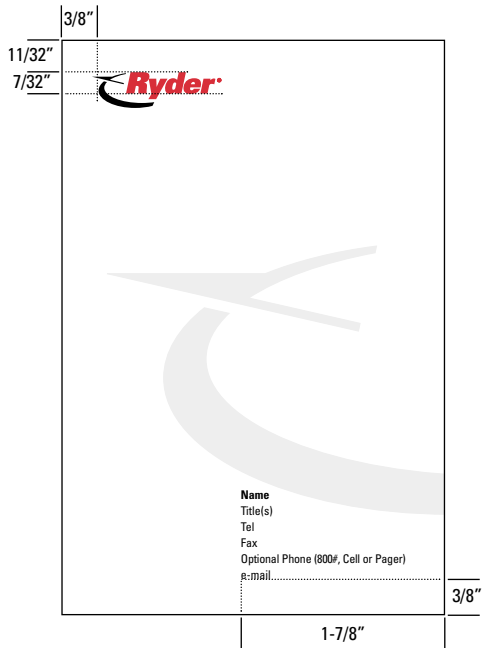


Example shown is secondary use, when more than two phone numbers are required.

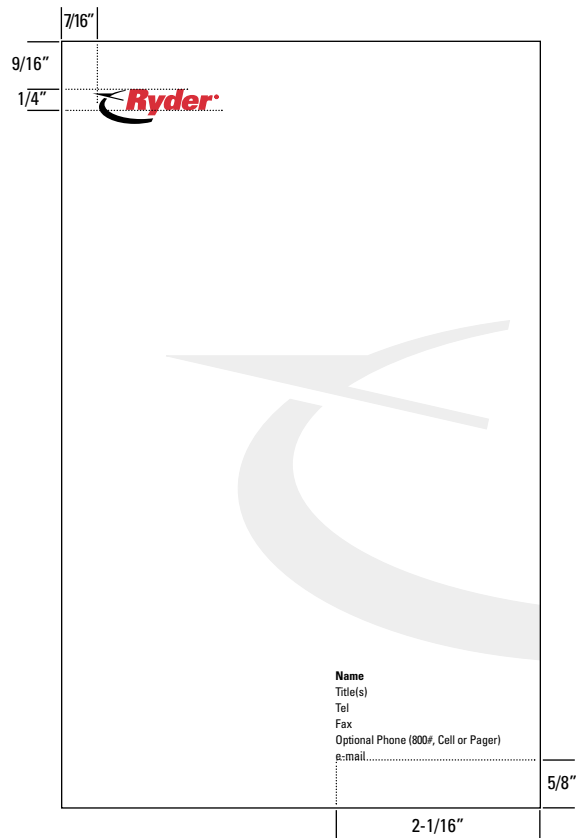


Example shown is for association insignia's position on both preferred and secondary versions of business card.

# Note Pads



Example Shown at 50% actual size



Example Shown at 50% actual size

## Specifications

### Dimensions

4" x 6"

### Typography

Name: *Univers Condensed*

*Bold 9/12*

Title: *Univers Condensed*

*Regular 9/12*

Address: *Univers Condensed*

*Regular 9/12*

### Colors

Logotype: *Ryder Red*

Symbol: *Black (100%)*

Name: *Black (100%)*

Title: *Black (100%)*

Address: *Black (100%)*

Secondary Symbol: *Black (3%)*

### Paper

Gilbert, 100% Cotton, Cockle Finish, White, 24lb. Writing

### Printing

Refer to **ordform.doc**.

**Not to be reproduced locally.**

## Specifications

### Dimensions

5" x 8"

### Typography

Name: *Univers Condensed*

*Bold 9/12*

Title: *Univers Condensed*

*Regular 9/12*

Address: *Univers Condensed*

*Regular 9/12*

### Colors

Logotype: *Ryder Red*

Symbol: *Black (100%)*

Name: *Black (100%)*

Title: *Black (100%)*

Address: *Black (100%)*

Secondary Symbol: *Black (3%)*

### Paper

Gilbert, 100% Cotton, Cockle Finish, White, 24lb. Writing

### Printing

Refer to **ordform.doc**.

**Not to be reproduced locally.**

# Binder Cover – Vertical

## Specifications

### Dimensions

8-1/2" x 11"

### Typography

Name: *Times*

*Bold Italic 16/20*

Title: *Times*

*Italic 24/29*

Date: *Times*

*Italic 14/18*

### Colors

Logotype: *Ryder Red*

Symbol: *Black (100%)*

Descriptor: *Black (100%)*

Name: *Ryder Red (100%)*

Title: *Black (100%)*

Address: *Black (100%)*

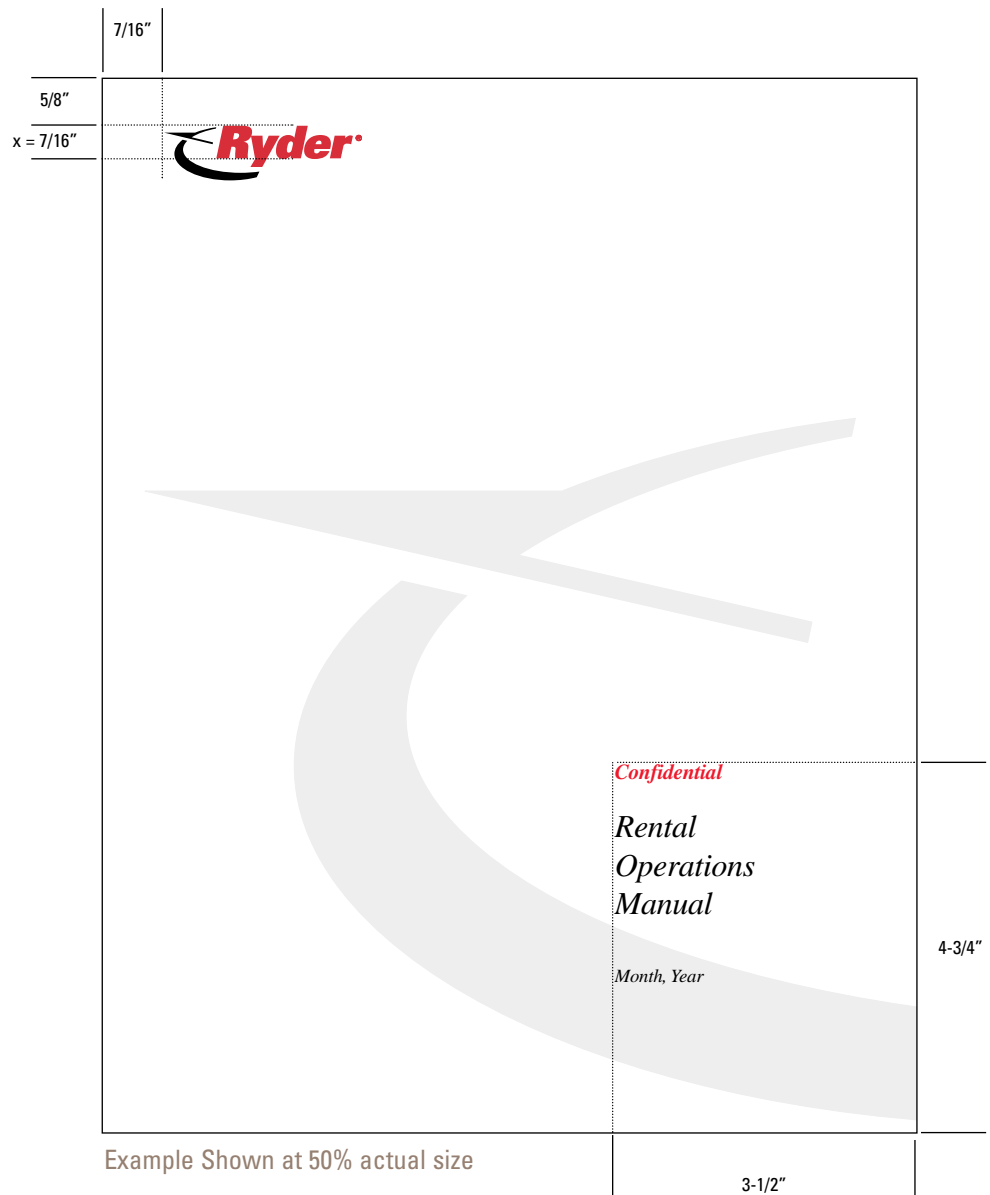
Secondary Symbol: *Black (3%)*

### Paper

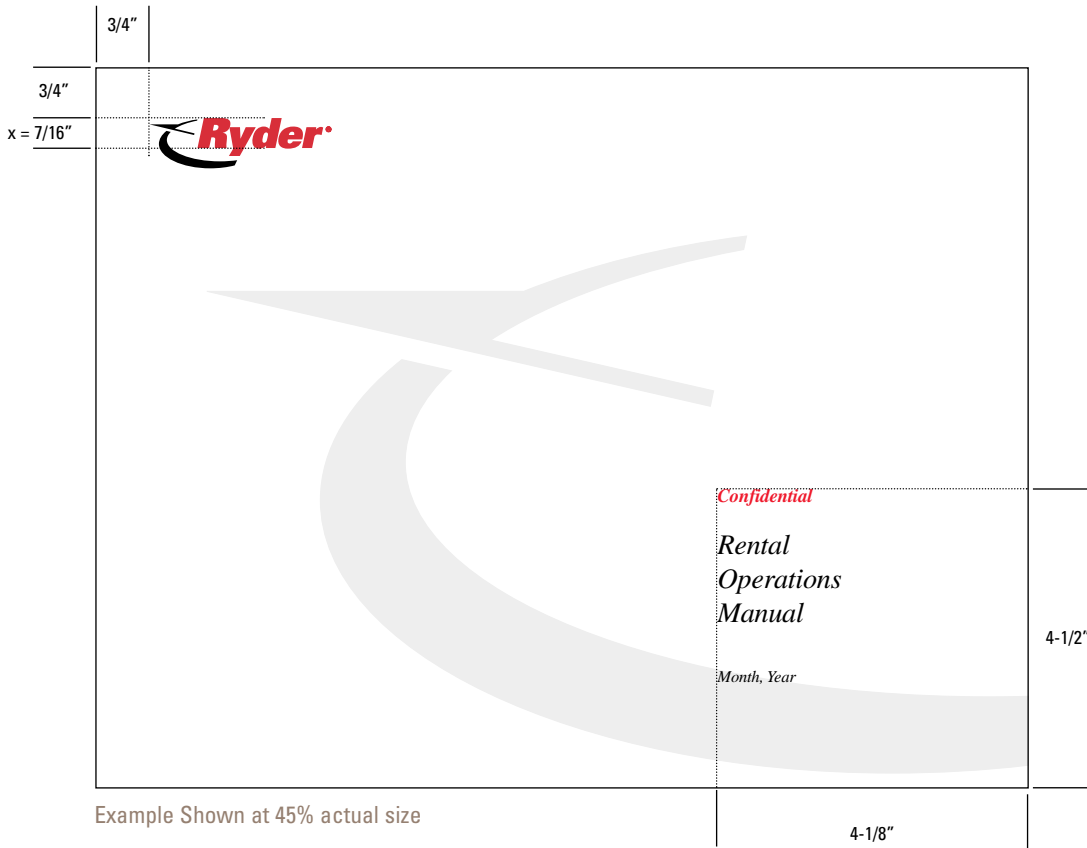
TBD

### Printing

Refer to G/A



# Binder Cover – Horizontal



## Specifications

### Dimensions

11" x 8-1/2"

### Typography

Name: *Times*

*Bold Italic 16/20*

Title: *Times*

*Italic 24/29*

Date: *Times*

*Italic 14/18*

### Colors

Logotype: *Ryder Red*

Symbol: *Black (100%)*

Descriptor: *Black (100%)*

Name: *Ryder Red (100%)*

Title: *Black (100%)*

Address: *Black (100%)*

Secondary Symbol: *Black (3%)*

### Paper

TBD


### Printing



# Electronic Memo Sheet

When creating a memo for internal use – not to be used for Customer Correspondence.

This Microsoft Word “smart” document is located in the Documents folder in section VII of the Graphic Elements CD, file name **memosht.doc**. Using Windows Explorer move the files to your hard drive for future use.

1.25"	1.5"	
.63"		<b>memo</b>
.61"		
2.625"	Date:	
	To:	
	From:	
	Subject:	
		www.ryder.com
		.5"
	Example Shown at 50% actual size	1.25"

## Specifications

### Dimensions

8-1/2" x 11"

### Typography

Header: *Univers Condensed Bold 60/35*

Tagline: *Univers Condensed Bold 12/14*

Body of memo: *Times 10/26 (.5 point underline)*

Name: *Univers Condensed Bold 9/12*

Title: *Univers Condensed Regular 9/12*

Address: *Univers Condensed Regular 9/12*

### Colors

Header: *Black (50%)*

Logotype: *Black (100%)*

Symbol: *Black (100%)*

Descriptor: *Black (100%)*

Tagline: *Black (100%)*

Body of memo: *Black (100%)*

Name: *Black (100%)*

Title: *Black (100%)*

Address: *Black (100%)*