

## 4B.1 Business Card

The specifications below illustrate the positions and measurements of the information fields to appear on the business card for overseas officers. Exact details are shown below. The art work is available from Corporate Communications/Publications and on the corporate identity's website.

- Namecard**  
Size: 90 mm x 55 mm
- 1 Name**  
Font: Frutiger 65 Bold  
Size: 10 point  
Leading: 12 point  
Tracking: 10 point  
Family name should be in uppercase
  - 2 Qualification(s)**  
Font: Frutiger 55 Roman  
Size: 6 point  
Leading: 8 point  
Tracking: 10 point
  - 3 Designation(s)**  
Font: Frutiger 65 Bold  
Size: 7 point  
Leading: 8 point  
Tracking: 20 point
  - 4 Name of Office Relating to Designation Shown.**  
Font: Frutiger 65 Bold  
Size: 7 point  
Leading: 10 point  
Tracking: 10 point
  - 5 Name of Umbrella Office Under Which 4 Falls Under. Address, Telephone Number, Facsimile Number, Email Address, Website Address**  
  
Font: Frutiger 55 Roman  
Size: 7 point  
Leading: 10 point
- \*For points 4 & 5, text should always be aligned left with the last line 5 mm from the bottom.**
- A Chinese Name**  
Font: Hei Ti Jia Zu  
黑体家族  
Size: 10 point  
Leading: 12 point
  - B No Text Beyond This Line**

