

4.1A Business Card: Staff (without Photo)

Namecard

Size: 90 mm x 55 mm

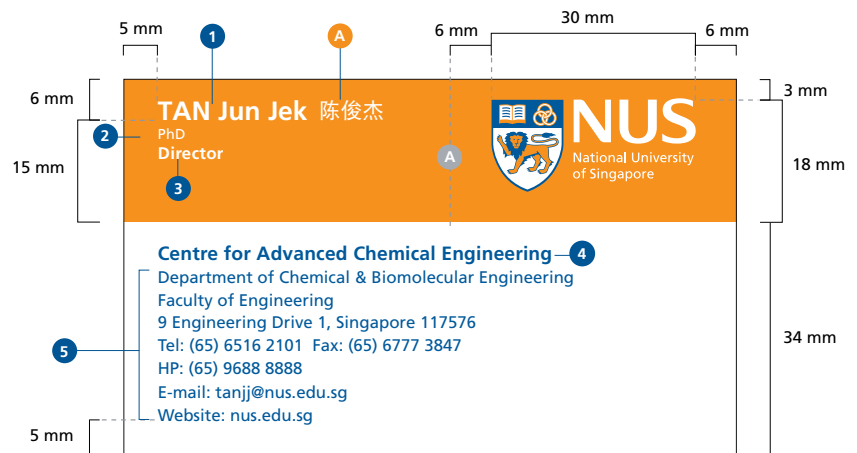
- 1 **Name**
Font: Frutiger 65 Bold
Size: 11 point
Leading: 10 point
Tracking: 10 point
Family name should be in uppercase
 - 2 **Qualification(s)**
Font: Frutiger 55 Roman
Size: 6 point
Leading: 8 point
Tracking: 10 point
 - 3 **Designation(s)**
Font: Frutiger 65 Bold
Size: 7 point
Leading: 8 point
Tracking: 20 point
 - 4 **Name of Office Relating to Designation Shown.**
Font: Frutiger 65 Bold
Size: 8 point
Leading: 9.5 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: 9.5 point
 - 6 **Name of Department Relating to Designation Shown.**
Font: Frutiger 65 Bold
Size: 7 point
Leading: 9.5 point

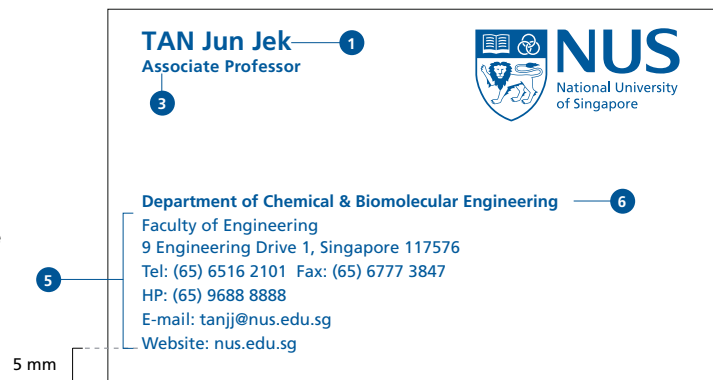
* For points 4, 5 & 6, text should always be aligned left with the last line 5 mm from the bottom.
- A **Chinese Name**
Font: DFP Hei Std W5
Size: 9 point
Leading: Auto

* If the English name is too long, move the Chinese name down to the second line at point 2.
- B **Chinese Name (Back of namecard)**
Font: DFP Hei Std W9
Size: 11 point
Leading: Auto
- C **Chinese Designation(s)**
Font: DFP Hei Std W5
Size: 7 point
Leading: 10 point
- D **Name of NUS**
Font: DFP Hei Std W9
Size: 8 point
Leading: 9.5 point
- E **Name of Office Relating to Designation Shown.**
Font: DFP Hei Std W5
Size: 7 point
Leading: 9.5 point
- F **Name of Umbrella Office**
Font: DFP Hei Std W5
Size: 7 point
Leading: 9.5 point
- A **No Text Beyond this Line**

The specifications below illustrate the positions and measurements of the information fields to appear on the business card. Exact details are shown below. The artwork is available from the Office of Corporate Relations and the Office of Estate and Development.



Front



Reverse Side
For Cross-roles Only



Reverse Side
For Chinese Information

Cross-roles
When faculty staff holds an administrative role in addition to his teaching role, each position appears on different sides of the card. The main role should appear on the same side as the corporate masthead.

4.1B Business Card: Staff (with Photo)

Namecard
Size: 90 mm x 55 mm

- 1 Name**
Font: Frutiger 65 Bold
Size: 11 point
Leading: 10 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: 8 point
Leading: 9.5 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: 9.5 point
- 6 Name of Department Relating to Designation Shown.**
Font: Frutiger 65 Bold
Size: 7 point
Leading: 9.5 point

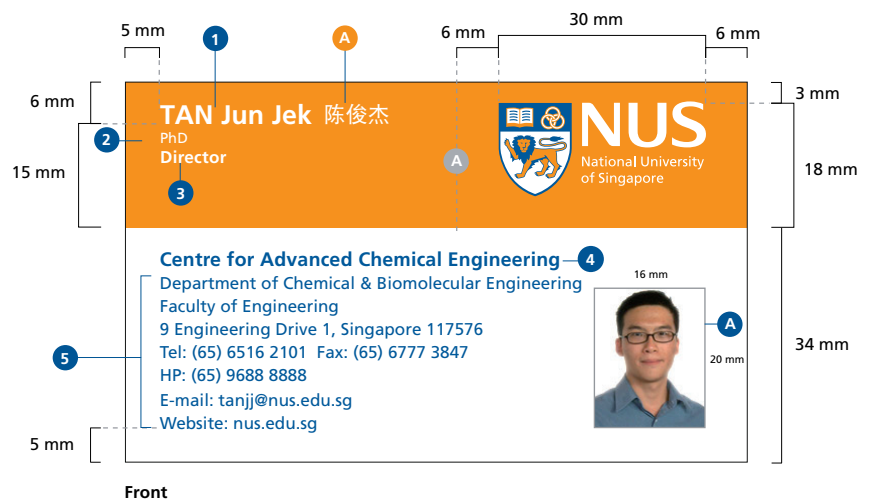
* For points 4, 5 & 6, text should always be aligned left with the last line 5 mm from the bottom.

- A Chinese Name**
Font: DFP Hei Std W5
Size: 9 point
Leading: Auto
- * If the English name is too long, move the Chinese name down to the second line at point 2.**
- B Chinese Name (Back of namecard)**
Font: DFP Hei Std W9
Size: 11 point
Leading: Auto
- C Chinese Designation(s)**
Font: DFP Hei Std W5
Size: 7 point
Leading: 10 point
- D Name of NUS**
Font: DFP Hei Std W9
Size: 8 point
Leading: 9.5 point
- E Name of Office Relating to Designation Shown.**
Font: DFP Hei Std W5
Size: 7 point
Leading: 9.5 point
- F Name of Umbrella Office**
Font: DFP Hei Std W5
Size: 7 point
Leading: 9.5 point
- A No Text Beyond this Line**

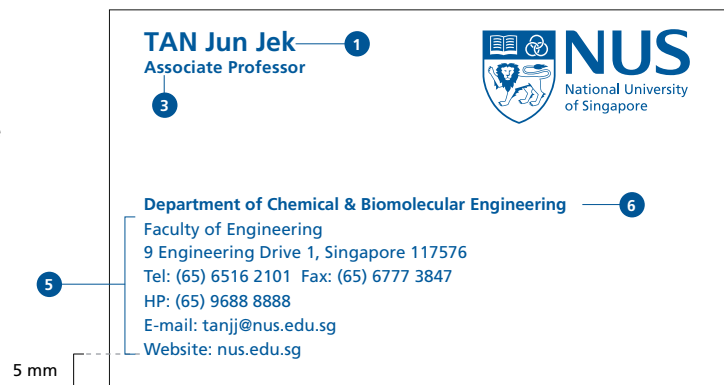
- A Photo**
Size: 20 mm x 16 mm
Colour: 4 colour
(Colour passport size photo against white background to be provided, soft copy must be at least 300dpi.)

Cross-roles
When faculty staff holds an administrative role in addition to his teaching role, each position appears on different sides of the card. The main role should appear on the same side as the corporate masthead.

The specifications below illustrate the positions and measurements of the information fields to appear on the business card. Exact details are shown below. The artwork is available from the Office of Corporate Relations and the Office of Estate and Development.



Front



Reverse Side
For Cross-roles Only



Reverse Side
For Chinese Information

4.1C Business Card: Student (without Photo)

Namecard

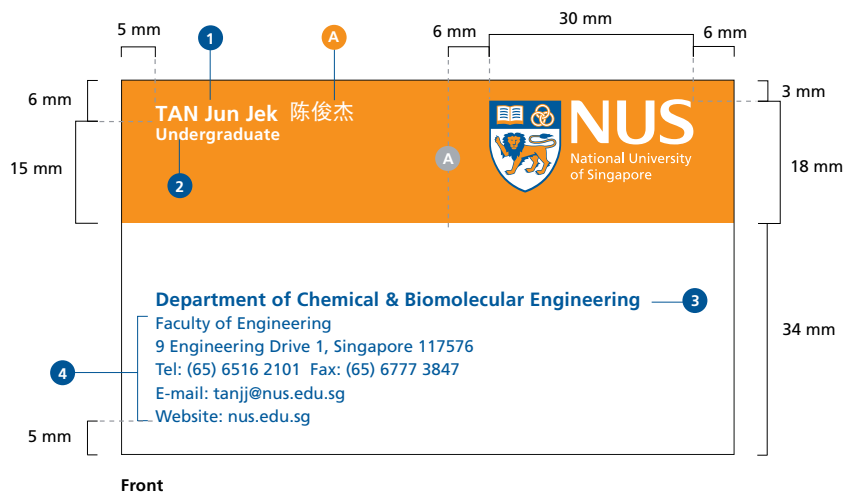
Size: 90 mm x 55 mm

- 1 **Name**
Font: Frutiger 65 Bold
Size: 11 point
Leading: 12 point
Tracking: 10 point
Family name should be in uppercase
 - 2 **Designation(s)**
Font: Frutiger 65 Bold
Size: 7 point
Leading: 8 point
Tracking: 20 point
 - 3 **Name of Department Relating to Designation Shown.**
Font: Frutiger 65 Bold
Size: 8 point
Leading: 9.5 point
Tracking: 10 point
 - 4 **Name of Faculty Under Which 3 Falls Under. Address, Telephone Number, Facsimile Number, Email Address, Website Address**

Font: Frutiger 55 Roman
Size: 7 point
Leading: 9.5 point
- * For points 3 & 4, text should always be aligned left with the last line 5 mm from the bottom.

- A **Chinese Name**
Font: DFP Hei Std W5
Size: 9 point
Leading: Auto
- * If the English name is too long, move the Chinese name down to the second line at point 2.
- B **Chinese Name (Back of namecard)**
Font: DFP Hei Std W9
Size: 11 point
Leading: Auto
 - C **Chinese Designation(s)**
Font: DFP Hei Std W5
Size: 7 point
Leading: 10 point
 - D **Name of NUS**
Font: DFP Hei Std W9
Size: 8 point
Leading: 9.5 point
 - E **Name of Department Relating to Designation Shown.**
Font: DFP Hei Std W5
Size: 7 point
Leading: 9.5 point
 - F **Name of Faculty Under Which E Falls Under.**
Font: DFP Hei Std W5
Size: 7 point
Leading: 9.5 point
 - A **No Text Beyond this Line**

The specifications below illustrate the positions and measurements of the information fields to appear on the business card. Exact details are shown below. The artwork is available from the Office of Corporate Relations and the Office of Estate and Development.



4.1D Business Card: Student (with Photo)

Namecard

Size: 90 mm x 55 mm

- 1 Name**
Font: Frutiger 65 Bold
Size: 11 point
Leading: 12 point
Tracking: 10 point
Family name should be in uppercase
 - 2 Designation(s)**
Font: Frutiger 65 Bold
Size: 7 point
Leading: 8 point
Tracking: 20 point
 - 3 Name of Department Relating to Designation Shown.**
Font: Frutiger 65 Bold
Size: 8 point
Leading: 9.5 point
Tracking: 10 point
 - 4 Name of Faculty Under Which 3 Falls Under. Address, Telephone Number, Facsimile Number, Email Address, Website Address**

Font: Frutiger 55 Roman
Size: 7 point
Leading: 9.5 point
- * For points 3 & 4, text should always be aligned left with the last line 5 mm from the bottom.

- A Chinese Name**
Font: DFP Hei Std W5
Size: 9 point
Leading: Auto
- * If the English name is too long, move the Chinese name down to the second line at point 2.
- B Chinese Name (Back of namecard)**
Font: DFP Hei Std W9
Size: 11 point
Leading: Auto
- C Chinese Designation(s)**
Font: DFP Hei Std W5
Size: 7 point
Leading: 10 point
- D Name of NUS**
Font: DFP Hei Std W9
Size: 8 point
Leading: 9.5 point
- E Name of Department Relating to Designation Shown.**
Font: DFP Hei Std W5
Size: 7 point
Leading: 9.5 point
- F Name of Faculty Under Which E Falls Under.**
Font: DFP Hei Std W5
Size: 7 point
Leading: 9.5 point
- A No Text Beyond this Line**

- A Photo**
Size: 20 mm x 16 mm
Colour: 4 colour
(Colour passport size photo against white background to be provided, soft copy must be at least 300dpi.)

The specifications below illustrate the positions and measurements of the information fields to appear on the business card. Exact details are shown below. The artwork is available from the Office of Corporate Relations and the Office of Estate and Development.

