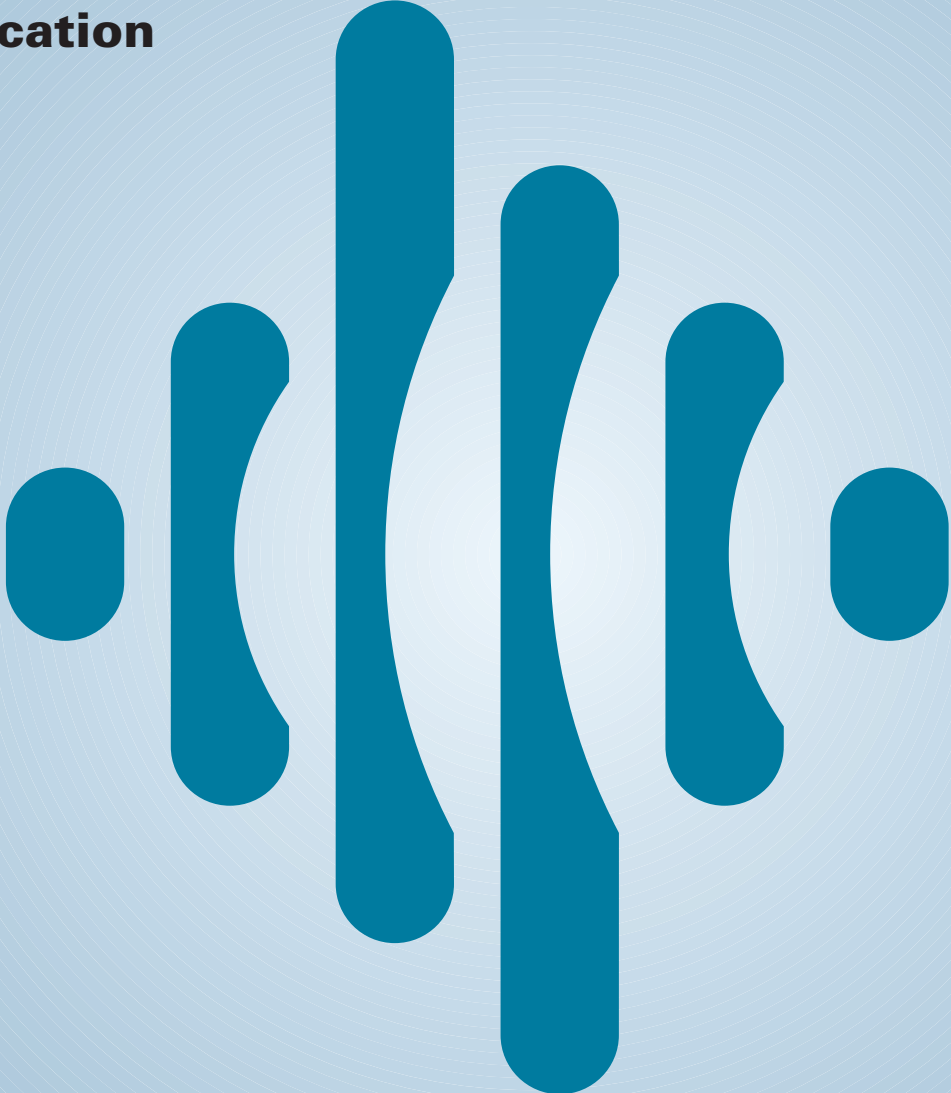
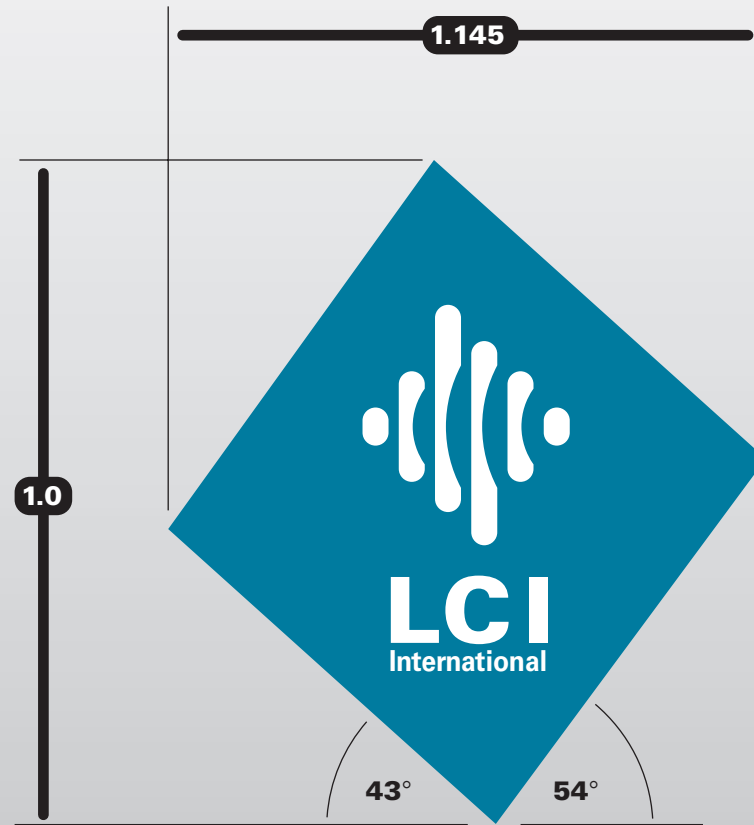


Identification



Exterior Sign



Material

The sign and base are cultured marble with a finished surface. The identifier is brushed aluminum, custom formed and welded, adhered to the sign.

Color

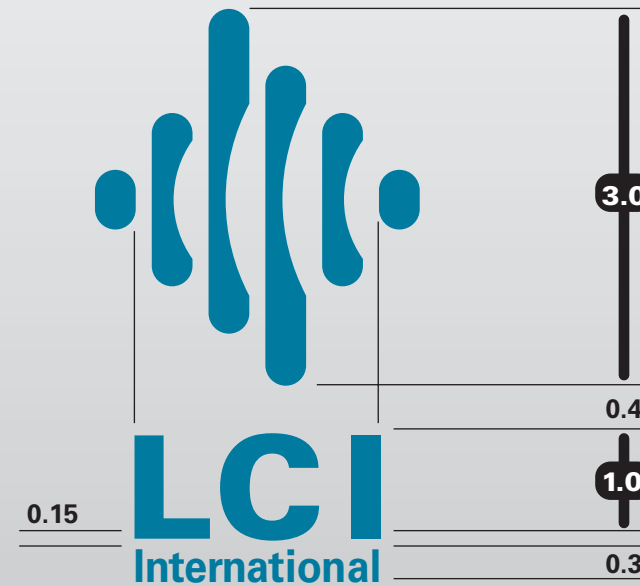
The cultured marble is colored to the corporate color. The identifier is the color of natural aluminum—an alloy that is bright, silver-white in appearance.

Position

The sign is located on the ground in a highly visible location. Size may be adjusted to fit the site.



Company Identifier



parent symbol
for sizes one
inch or larger.



variation
for very small
applications.



variation
smaller than
parent. rounded
caps drop out
for clarity.

Typefaces

'LCI' is to be printed in only the typeface Univers 75 Black, and 'International' is Univers 65 Bold.

Color

Pantone 3155 is the corporate color. The identifier should appear in this solid color, or reversed in a field of the color.

Spacing

Both type elements must fall between lines extending from the inside of the outer elements of the logo. The spacing between all three elements is specified on the diagram.

Secondary Elements

The descriptive phrase, 'Worldwide Telecommunications,' using Univers 45 Light, should appear with the company identifier in a manner similar to the examples in the manual.

Contents

- 1 Company Identifier
- 2 Type Styles
- 3 Business Card
- 4 Second Sheet
- 5 Envelope
- 6 Mailing Label
- 7 Business Card
- 8 Exterior Sign
- 9 Interior Sign

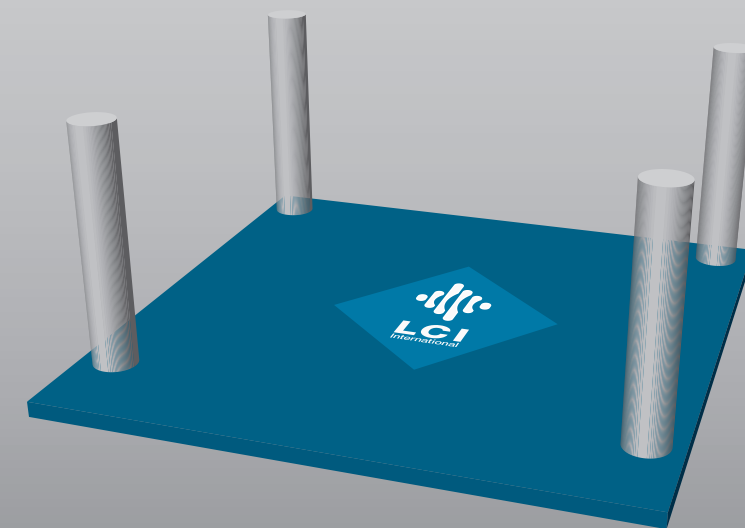
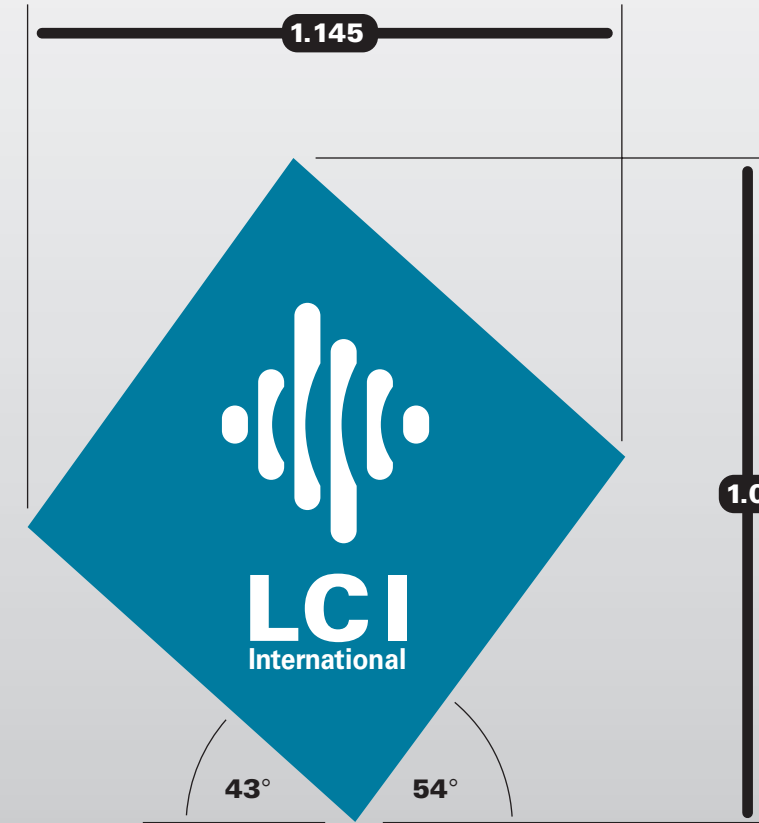
Introduction

The Identification Standards Manual is a tool for using the LCI International corporate identification system.

Those recreating the company logo should consult this manual and follow the guidelines as closely as possible.

This manual does not specify every possible usage of the company logo, but the basic elements, grid system and, if nothing else, the spirit of the corporate identification system should be carried through every product associated with LCI International.

Interior Sign



Material

The carpet is Prince Tech, made of 100% BASF Zeftron, soil hiding nylon. Pile height is 0.312 inches, solid cut pile.

Color

The identifier is Platinum, SR4036, the parallelogram shape is Srata Blue, SR 4025 (the corporate color, and the base carpet is Pacific Blue, SR 4017.

Position

The identifier is custom inlaid in the parallelogram shape located in the center of the buildings main lobby facing the front entrance. The size will be determined by the lobby arrangement.

Type Styles

Univers 75 Black
This font is reserved for the LCI letters or titles and headers of equal importance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers 65 Bold
This font is for emphasis in a body of Univers 45 Light type or subheadings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers 55 Regular
This font is standard for small passages of text, or type that is larger than 12 point.

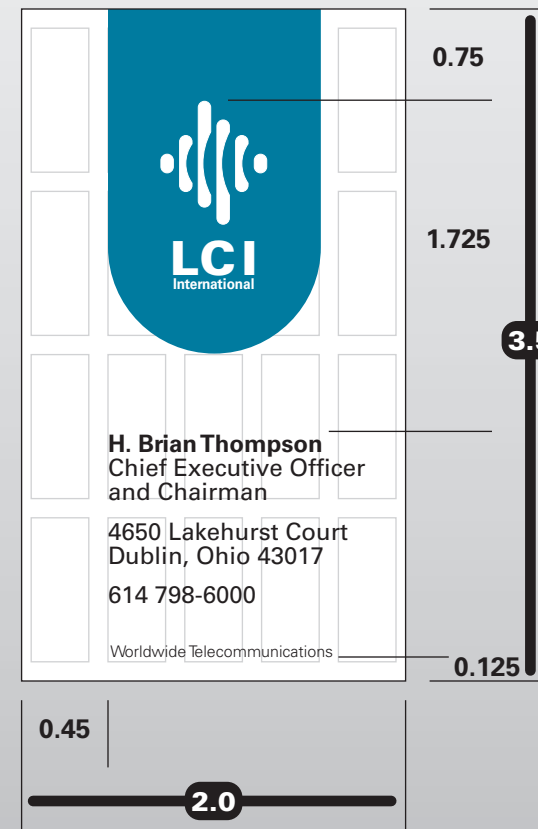
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univers 45 Light
This font is standard large bodies of text and the descriptive phrase.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Note: Univers in its oblique form should be avoided unless for emphasis within a body of text.

Business Card



Typefaces
The name appearing on the business card is Univers 65 Bold, 9/9, justified left. All other information on the business card is Univers 55 Regular, 9/9, justified left. The descriptive phrase is 6 point Univers 45 Light.

Position
The company identifier and descriptive phrase are aligned on the center of the business card. Other elements fall on the grid at the specified measurements.

Grid
The margins are 0.1 inches on top and bottom and 0.05 inches left and right. The grid unit is 0.3 by 0.75 inches with a 0.1 horizontal and vertical gutter.

Stock
The business card is oriented vertically on Strathmore Script, Bright White, Wove 65lb.

Second Sheet

		8.5			
		1.8	3.5	5.0	6.7
11	0.6				
	2.35				
	2.85				
	8.25		January 16, 1995 Andre Murnieks Page 2 of 2 This too would also help lower unemployment. I was quick to reject programs such as giving money to gifted students with special interests because I felt that this was unnecessary spending that would contribute to inflation. For the most part of the simulation, I managed to keep unemployment rates very low and inflation low too. At one point, both the unemployment rate and inflation were at 0%, and I was able to get reelected.		
			Foreign aid to other countries was just one variable that the simulation failed to account for. It didn't provide any programs to help other countries for national disasters, nor did it provide any programs for emergency relief for natural disasters that might occur in the states. The simulation also didn't cover the president's duties of nominating justices for the Supreme Court or any kind of campaigning tactics the president might use to get reelected. (Except adopting programs for the sole benefit of getting reelected).		
		In my experience with this simulation, the strategy needed to win reelection was exactly the whole point of the simulation; to control spending and budget cutting in an attempt to lower unemployment and keep inflation under control. By adopting programs that would keep unemployment down and keep inflation down, I was doing exactly what I think I would be doing if I was president. I managed to get my unemployment rate and inflation down to 0% and get reelected. Just by making decisions that were in the best interest of the country, I didn't need to implement any policies to get reelected. All the decisions that I made, I made because			
	9.85	Sincerely,  H. Brian Thompson Chief Executive Officer and Chairman			
	9.95				

Typefaces
The body type is Univers 45 Light, 10/13 with a 0.8 inch gap between paragraphs. There are two lines between the closing and the signature. The descriptive phrase is 7.5 point, Univers 45 Light.

Position
The company identifier and descriptive phrase are aligned on the center of the second sheet. Other elements fall on the grid at the specified measurements.

Grid
The margins are 0.1 inches on all sides. The header and footer measure 0.85 inches from the margin. The grid unit is 1.5 by 1.7 inches with a 0.1 horizontal gutter and a 0.2 vertical gutter.

Stock
The second sheet is Strathmore Script, Bright White, Wove 24lb.

Envelope

		4.125			
		0.1	0.35	0.15	
9.5	2.65				
	2.975				
	3.625				
	7.6	4650 Lakehurst Court Dublin, Ohio 43017			

Typefaces
The return address is Univers 55 Regular, 10/10, justified left. Univers 65 Bold, 14/14, justified left is recommended for the address. The descriptive phrase is 8 point Univers 45 Light.

Position
The company identifier and descriptive phrase are aligned on the center of the envelope. Other elements fall on the grid at the specified measurements.

Grid
The margins are 0.1 inches on all sides, except the bottom margin which is 0.15 inches. The grid unit is 1.8 by 0.7 inches with a 0.1 horizontal and vertical gutter.

Stock
The envelope is Strathmore Script, Bright White, Wove 24lb.

Mailing Label

Typefaces

The return address is Univers 55 Regular 10/10, left justified. The address is Univers 65 Bold, 14/14, left justified. The descriptive phrase is 7.5 point Univers 45 Light.

Position

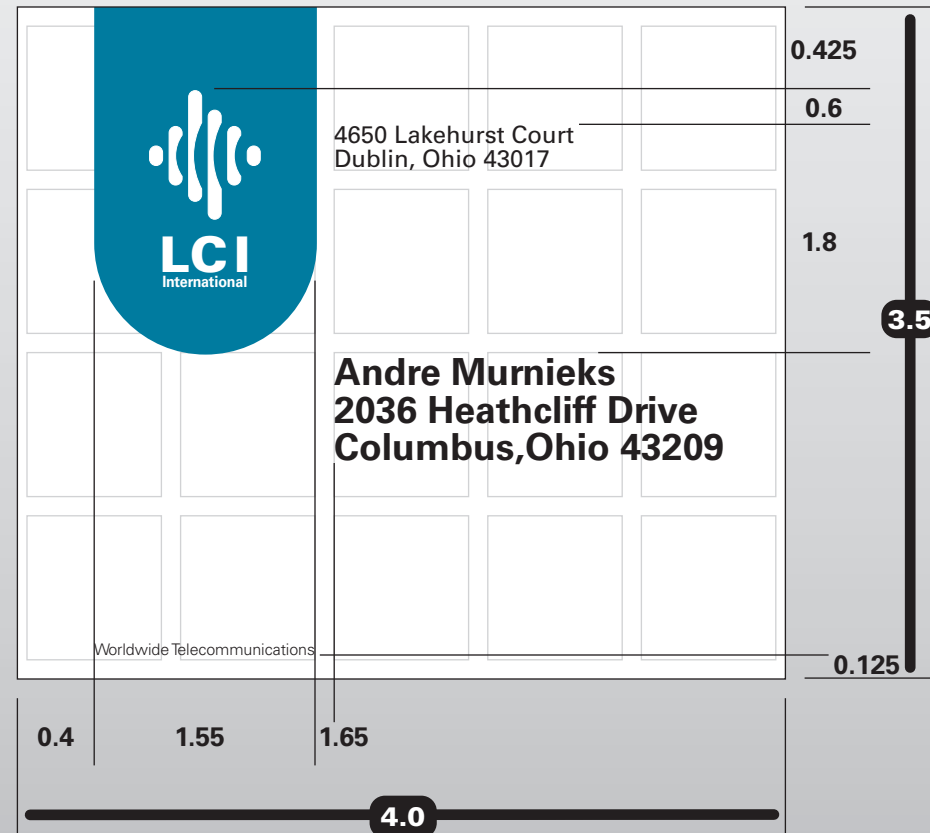
The company identifier and descriptive phrase are aligned as shown on the mailing label. Other elements fall on the grid at the specified measurements.

Grid

The margins are 0.1 inches on the top and bottom, and 0.05 inches on the left and right. The grid unit is 0.7 by 0.75 inches with a 0.1 horizontal and vertical gutter.

Stock

The mailing label is white Crack 'n Peel, self adhesive labels.



Letterhead

Typefaces

The return address is Univers 55 Regular 10/10, left justified. The body type is Univers 45 Light, 10/13 with a 0.8 inch gap between paragraphs. There are two lines between the closing and the signature. The descriptive phrase is 7.5 point Univers 45 Light.

Position

The company identifier and descriptive phrase are aligned on the center of the letterhead. Other elements fall on the grid at the specified measurements.

Grid

The margins are 0.1 inches on all sides. The header and footer measure 0.85 inches from the margin. The grid unit is 1.5 by 1.7 inches with a 0.1 horizontal gutter and a 0.2 vertical gutter.

Stock

The letterhead is Strathmore Script, Bright White, Wove 24lb.

