



LifeRing
Empower your sober self.

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Dear Friends,

I've attached a Microsoft Word template and document formatted to be used as LifeRing letterhead for your use.

This is an interim letterhead. Please use it until the LifeRing logo and signature have been revised and until the style guidelines are complete. To ensure consistency, please also follow these rules:

- Letterhead must carry the board-approved LifeRing logo at the upper left. The logo is 4 inches long (width) by 1 inch high.
- Customized local area logos may be used on the letterhead only if they have been provided by the Service Center or Visibility Team.
- The full-color institutional logo should be used on all LifeRing letterhead. When full-color is not available, it is acceptable to use grey-scale.
- The full organizational name and trademark symbol, along with the service center address, service center phone, service center email and web address is centered in 9 point Tahoma on two lines at the bottom of the letterhead.
- The typeface that should be used for the body of letters is 10 point Tahoma. If you do not have Tahoma installed on your computer, please use Arial or Helvetica. If you prefer a larger type, you may use 11 point in the body of the letter.
- The return address and other contact information of the individual sending the letter is set in bold 9 point Tahoma in the upper right of the letter, one inch to the right of the logo.
- Web addresses of local areas may be included in the upper left below the individual's email address when the local area has a website.
- The paper stock for letterhead is white with a smooth finish. Please do not use colored papers.

Thanks for your patience as we develop these resources!

Sincerely,

Lynn Cullens

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