Space Ad Colors and Fonts
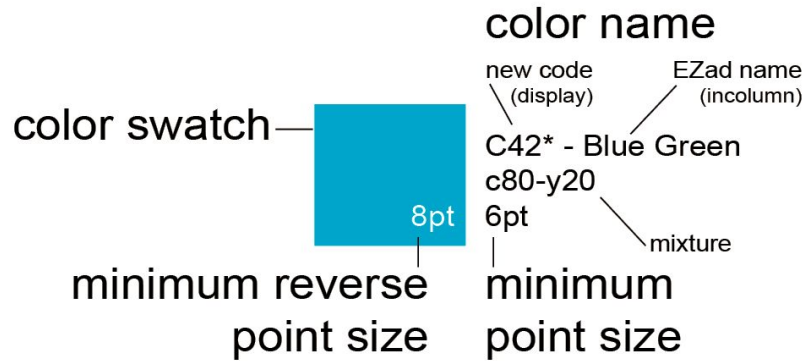
Colors Allowed

These colors are allowed in Space Ads with the color code of CLW (Color on White)

C66 – Black k100 7pt 6pt	**C17 – Sienna Brown** c20-m100-y100 10pt 8pt	**C42 – Blue Green** c80-y20 8pt 6pt
C67 white	**C20 – Red Brown** c30-m80-y70 10pt 8pt	**C43 – Med Blue** c100-y20 8pt 6pt
C68 background yellow	**C21 – Wine** c30-m100-y40 10pt 8pt	**C47 – Blue** c100 7pt 6pt
C6 – Orange m60-y100 8pt 6pt	**C24 – Dark Brown** c50-m75-y80 10pt 8pt	**C49 – Dark Blue** c100-m20-k7 10pt 8pt
C7 – Burnt Orange m80-y100 8pt 6pt	**C34 – Green** c100-y100 8pt 6pt	**C55 – Purple** c70-m80 8pt 6pt
C8 – Red m100-y55 8pt 6pt	**C35 – Dark Green** c100-m30-y90 10pt 8pt	**C58 – Grape** c50-m80 8pt 6pt
C10 – Magenta m100 6pt 6pt	**C40 – Teal** c80-y40 8pt 6pt	**C59 – Plum** c30-m100 8pt 6pt

If the color code is CLY, the allowed colors are C66 (black), C8 (red), C47 (blue) and C34 (green)

color name

new code   EZad name
(display)   (incolumn)

color swatch —

C42* - Blue Green
c80-y20
6pt   mixture

8pt

minimum reverse   minimum
point size   point size

* design sensibility rules suggest that a one point rule
should appear around any text in this color.

Fonts Allowed

The following list of fonts can be used in all Space Ads at sizes 6 to 36 points:

AachenBT B

Aldine721BT

AlternateGothicNO2BT

AmericanGaramondBT BI

AuroraBT B

AvantGardeITCbyBT BI

AvantGardeITCbyBT-Demi I

AvantGardeITCbyBT-Medium I

BALLOONBT

BellCentennialBT-SubCaption

BellGothicBT B

BellGothicBT-Black

BrushScriptBT

BUSORAMAITCBYBT-BOLD

BUSORAMAITCBYBT-MEDIUM

Century725BT B

CenturySchoolbookBT BI

CenturySchoolbookBT-BoldCond

CheltenhamBT

ClarendonBT B

Courier10PitchBT BI

DomBT BI

Dutch801BT BI

Dutch801BT-ExtraBold I

Dutch801BT-SemiBold I

FranklinGothicBT

FranklinGothicBT-Condensed

FranklinGothicITCbyBT I

Freehand471BT

Freehand575BT

FuturaBT BI

FuturaBT-BoldCondensed I

FuturaBT-ExtraBlack I

FuturaBT-ExtraBlackCondensed I

FuturaBT-Heavy I

FuturaBT-Medium I

FuturaBT-MediumCondensed

GaramondITCbyBT BI

GaramondITCbyBT-LightNarrow I

GaramondITCbyBT-Narrow BI

GaramondITCbyBT-Ultra I

GeometricSlab703BT B

GeometricSlab703BT-XtraBoldCond

GoudyOldStyleBT BI

Humanist521BT BI

Humanist521BT-Condensed B

Humanist531BT B

Humanist531BT-BlackA

Humanist531BT-UltraBlackA

ImpressBT

LydianBT BI

MisterEarlBT

News702BT BI

News706BT BI

NewsGothicBT **BI**
NewsGothicBT-Condensed **BI**
NewsGothicBT-Demi **I**
NewsGothicBT-ExtraCondensed **B**
NewsGothicBT-Light **I**
OrandaBT **B**
OzHandicraftBT
PTBarnumBT
SBCentennialAddress
SchadowBT
SnellBT-Black
SnellBT-Bold
Swiss721BT **BI**
Swiss721BT-Black **I**

Swiss721BT-BlackCondensed **I**
Swiss721BT-BlackExtended
Swiss721BT-Condensed **BI**
Swiss721BT-Extended **B**
Swiss721BT-Heavy **I**
Swiss721BT-LightCondensed **I**
Swiss721BT-Medium **I**
Swiss721BT-Compressed
TiffanyITCbyBT-Demi **I**
TiffanyITCbyBT-Light **I**
WindsorBT
ZapfCalligraphic801BT **BI**
ZapfHumanist601BT **BI**