



Direct Mail Marketing
forPrinters.com

Fonts used in the Ink Inc. packages

We're often asked what fonts we use to create each of our direct mail packages. The list below details the fonts we use on all of our different Ink Inc. products.

In choosing fonts, we've made every effort to limit ourselves to the most common fonts available, in hopes that most printers won't need to buy any fonts when they start printing our packages. However, if you do not currently own a license for these font families and do not want to purchase the entire group of fonts, we encourage you to at least purchase licenses for the body copy fonts which we've denoted with an asterisk (*) and substitute your own fonts for the headlines.

Ideally, we'd love it if no one had to worry about the fonts on their Ink Inc. packages. Unfortunately, Adobe's licensing agreement explicitly states that we cannot include their fonts with the packages we send. Since Adobe's lawyers are a lot bigger than ours, we have no choice but to comply. Therefore, we cannot and will not supply fonts you may be missing.

For more information about Adobe's licensing guidelines and restrictions, visit:

<http://www.adobe.com/type/browser/legal/index.html>

http://www.adobe.com/type/browser/legal/pdfs/EULA5seat_USEnglish02.03.04.html

If you have questions please contact our customer service department at 1-800-736-0688.

All packages, except Facts of Life:

Helvetica LT Std Black
Helvetica LT Std Black Condensed
Helvetica LT Std Black Condensed Oblique
Helvetica LT Std Black Oblique
Helvetica LT Std Bold
Helvetica LT Std Bold Condensed
Helvetica LT Std Bold Condensed Oblique
Helvetica LT Std Condensed*
Helvetica LT Std Condensed Oblique*
Helvetica LT Std Light*
Helvetica LT Std Light Condensed*
Helvetica LT Std Light Condensed Oblique*
Helvetica LT Std Oblique*
Helvetica LT Std Roman*
Times LT Std Bold
Times LT Std Bold Italic
Times LT Std Italic*
Times LT Std Roman*
ITC Zapf Dingbats Std Medium*

Facts of Life only:

Aachen Std Bold
Franklin Gothic Std No. 2 Roman
ITC Clearface Std*
ITC Clearface Std Heavy
ITC Clearface Std Italic*
ITC Franklin Gothic Std Book*
ITC Franklin Gothic Std Heavy

*used in body copy.