

DexaFit Stationery **Print Specifications**
(all stationery stock should match in whiteness and finish)

Letterhead



Letterhead
11H X 8.5W
Color:
2/C No Bleed
PMS Blue 2995
(90C/15M/0Y/0K)
Black–100K
Gray–60%K
Stock
24# smooth writing or
80# vellum text, ultrawhite

#10 Envelope:
4.125H X 9.5W
Color:
2/C No Bleed
PMS Blue 2995
(90C/15M/0Y/0K)
Black–100K
Gray–60%K
Stock
24# smooth writing or
80# vellum text, ultrawhite
Square Flap (if possible)

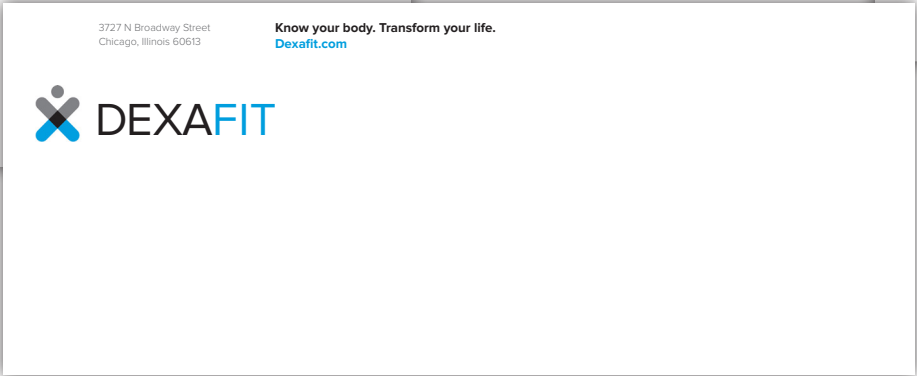
Business Card
2H X 3.5W
Color:
2/C No Bleed/ 1/C Full Bleed
PMS Blue 2995
(90C/15M/0Y/0K)
Black–100K
Gray–60%K
Stock
120# ultrawhite,
smooth cover stock
Rounded Corners
1Pica



Business Card
(Full Size)



#10 Envelope



Sell Sheet/Front Side





Know your body.
Transform your life.

DEXAFIT




DexaFit helps you take control of your health and live a happier, more fulfilling life. Our biomechanical testing and support empowers you to finally achieve the health and fitness goals you thought were impossible.

"It's not only a great measurement tool but a great way to stay motivated. I'm glad I didn't accept myself as someone who is lazy, out of shape and makes excuses. There's no hiding with DexaFit."
MARSHALL, DEXAFIT CLIENT

Going beyond weight and understand your health at the deepest level possible...

- + Quickly learn your body fat, lean mass, and bone health with 98% accuracy using DEXA technology
- + Easily discover your cardio fitness level and metabolic health with the same technology trusted by medical, health, and fitness professionals as the most accurate and reliable.
- + KNOW with absolute certainty whether your diet and fitness plan is right for your body and goals!

Sell Sheet/Back Side



What Story Does Your Body Tell?

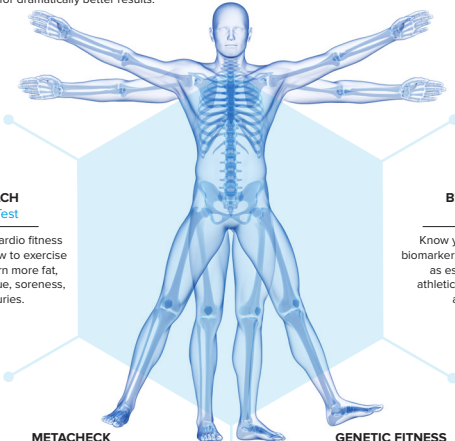
	STEP 1	STEP 2	STEP 3
HEALTH AND FITNESS TRACKING ON AUTOPILOT	Measure Discover how your body composition, fitness, and metabolic health compares to optimal. Customize a plan right for you.	Track Trust your plan works! Accelerate decision-making, enhance planning, and improve motivation.	Discover Simple testing packed with powerful insights! Learn what plans get the best results for others like you.

DXA
Body Composition Scan

Know the exact location and percentage of fat, bone and lean muscle throughout your body to fine-tune and supercharge your training and diet for dramatically better results.

CROWD FITNESS
Counseling, Support, and More

Harness the power of the crowd and our trusted network of professionals. We match you with the support you need to reach your goals sooner!



CARDIOCOACH
VO₂ Fitness Test

Pinpoint your precise cardio fitness level and discover how to exercise more effectively, burn more fat, and train with less fatigue, soreness, and fewer injuries.

BLOOD PANEL
Testing

Know your levels of 20 key biomarkers identified by scientists as essential to superior athletic performance, health and wellbeing.

METACHECK
Resting Metabolic Rate Analysis

Know the precise number of calories your body burns at rest, your metabolic health, and how to tailor a diet and exercise plan that helps you lose fat, build muscle, and feel better!

GENETIC FITNESS
Testing

Explore how your genetics and environment influence your fitness to get in the best shape of your life!

Visit www.DexaFit.com
to find your nearest DexaFit location and discover how to transform your life today!

Size:

Trimmed to 8.5W X 11 inches

Colors:

4/Color, 2-sided

Blue should match CMYK specification—

90C/15M/0Y/0K

Gray Specification—60K

Full Bleed on front side/2-sided bleed on back side

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Consider protective gloss coating on front side

Stock:

100# Gloss Text sheet, Bright White*

(or match the same stock weight as Test Card Series..depending on how they are used)

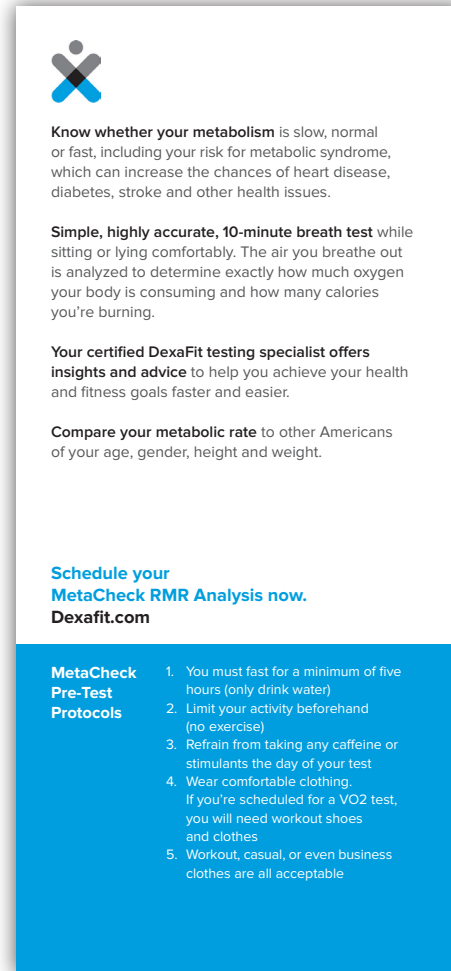
* whiteness should match across all literature, staying within the same paper brand

DexaFit Test Card Series **Print Specifications**

Card 1/ Front Side



Card 1/ Back Side



Size:

Trimmed to 3.625W X 8 inches

Colors:

4/Color, 2-sided

Blue should match CMYK specification—
90C/15M/0Y/0K

Gray Specification—60K

Full Bleed on both sides

—
Consider protective gloss coating on front side

Stock:

100# Gloss, Card/cover weight stock, Bright White*

* whiteness should match across all literature, staying within the same paper brand

Card 2/ Front Side



Card 3/ Front Side

