Public Telephone Instruction Card Manual

Bell System

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Introduction

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This public telephone instruction card manual introduces the first universally applicable standard for language, graphics, and overall card design. Its clear and consistent directions familiarize the user with phone operation and available features and services. In addition to the key objectives of increased customer convenience and efficiency in production, the program is intended to be compatible with new developments in hardware design.

As new and developing services become increasingly sophisticated, a unified set of instructions is essential to guide the frequent as well as the infrequent user through the various steps in placing a call. Further, today's public phone user has become more traveled and frequently has been faced with the complexities of regional service differences within the Bell System. The new format provides for all existing service variations throughout Bell companies and anticipates individual and local problems as well as the demands of new services. It applies proven solutions to instruction card problems and insures time and cost economies in the generation and approval process of new cards.

The new instruction card format is the result of a year's development and testing program conducted jointly by Bell Laboratories human factors specialists, telephone equipment and graphic designers, and AT&T marketing, public relations, product planning and operator services managers. Field trials as well as laboratory testing have borne out the communicative value of the new symbols, wording, and layout, which were all under close study throughout the program.

These standards are designed for the existing format of horizontal upper and lower instruction cards for standard coin telephones and for the single card formats of Charge-a-Call. Variations have been considered and examples of these also are shown.

The upper card is the primary focus of the customer's attention when he or she approaches the phone with questions about its use. It was therefore the primary focus of attention in designing these instruction card innovations.

In the interest of better service to the public by presenting a consistent format for instructions, the Bell System encourages other telephone companies to adopt this new design standard for use in their public telephone environments.

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New Symbols and Glyphs

The use of nonverbal cues to help operate the telephone offers a quick reference to frequent users who have become familiar with the symbols and glyphs (or graphic illustrations). Such cues also aid unfamiliar or non-English-reading users in understanding how to use public telephones. As these symbols are reinforced by media exposure and educational promotion by the Bell System, they will gradually become more familiar to the general public.

Color is used symbolically. Whenever a telephone can be operated without a coin, blue is used. Thus, dial-tone-first, Charge-a-Call and post pay instructions are headed with a wide, *blue* band at the top of the upper card. Coin-first cards use *brown*. These colors are to be tightly controlled to foster recall and recognition. The same symbolic color is used on the lower card, as explained in the section "Lower Cards" on page 5. No other colors except blue and brown are acceptable for the types of telephones described above. (The color red is reserved for signaling emergency telephone numbers.)

The symbol identifying the particular mode of operation of each basic phone service is featured prominently in the upper card. This symbol is always depicted in white on the strong color band. A legend, or description, of the

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capability of the particular type of basic phone service, including whether access is with or without a coin, always accompanies the symbol. (Illustration 1, 2 & 3)

Dialing sequence is expressed graphically without words. The sequentially numbered glyphs convey whether a coin deposit must precede the dial tone. (Illustration 4 & 5)

Dialing cues for 0+, 1+, and operator-dialed long-distance combinations are shaped differently to flag the need to dial these digits. Once learned, these flags allow the knowledgeable user to spot those dialing requirements quickly. The flags also use the same color code as the upper card. For the unfamiliar user, the shape and color of the dialing cues emphasize that portion of the dialing as he or she reads the instruction. (Illustration 6)

Emergency service symbols are the only elements on the instruction cards which appear in red. SOS has been adopted as an international standard. (Illustration 7)

While symbols and cues are intended to minimize need for bi-lingual verbal instruction, provision is made for emergency instructions in a second language. (See page 9, Area C)

1.

2.

3.

4.

5.

0+ needed for Charge & Person-to-Person calls
1+ needed for Station-to-Station & Free Calls
Operator will handle all Long Distance calls

0+ needed for Charge & Person-to-Person calls
1+ needed for Station-to-Station & Free Calls
Operator will handle all Long Distance calls

6.

SOS dial 0 for Emergency help
SOS dial 911 for Emergency help
SOS Emergency help dial 555-1234 for Police, 999-1000 for Fire, 828-9000 for Ambulance.

7.

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Basic Organization:

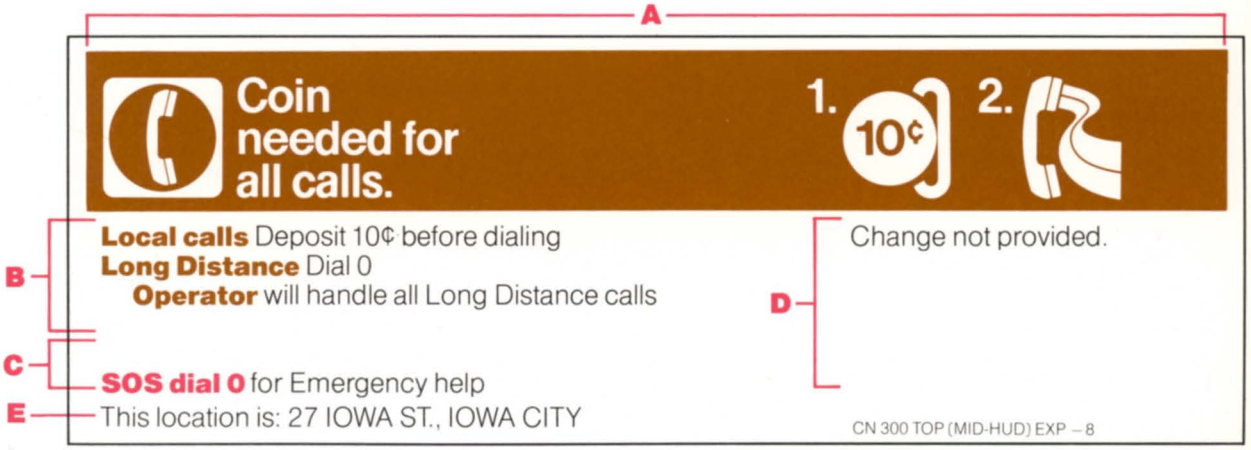
Upper Cards

Message Area A—Phone Capability The four types of capability (coin-first, dial-tone-first, Charge-a-Call, and post-pay) are explained in the color band at the top of the card with the symbols and words.

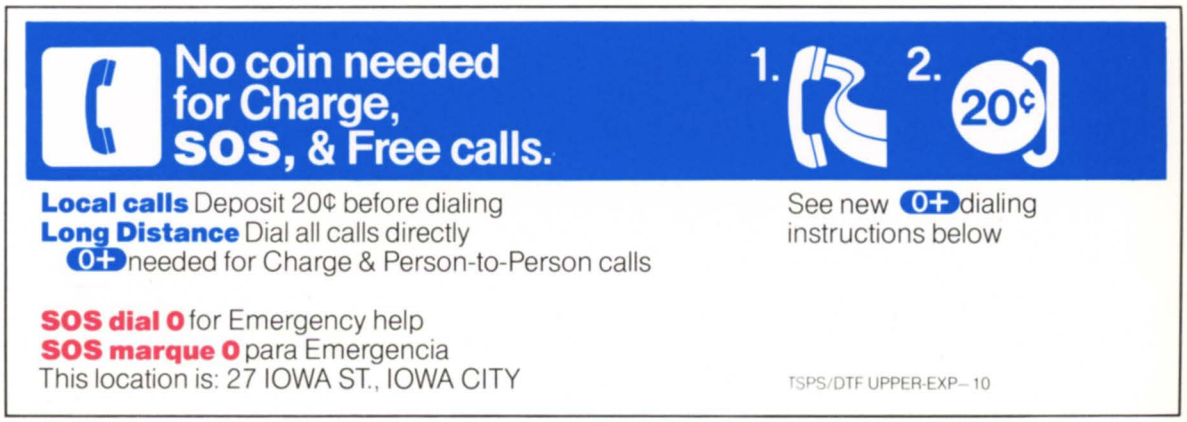
Dialing Sequence Coin-first or dial-tone-first operation is shown with the new glyphs. The glyph depicting a wavelike band emerging from the earpiece of the receiver symbolizes the dial tone. The white circle imprinted with coin denomination and partially enclosed by the stylized coin slot represents the step of depositing money.

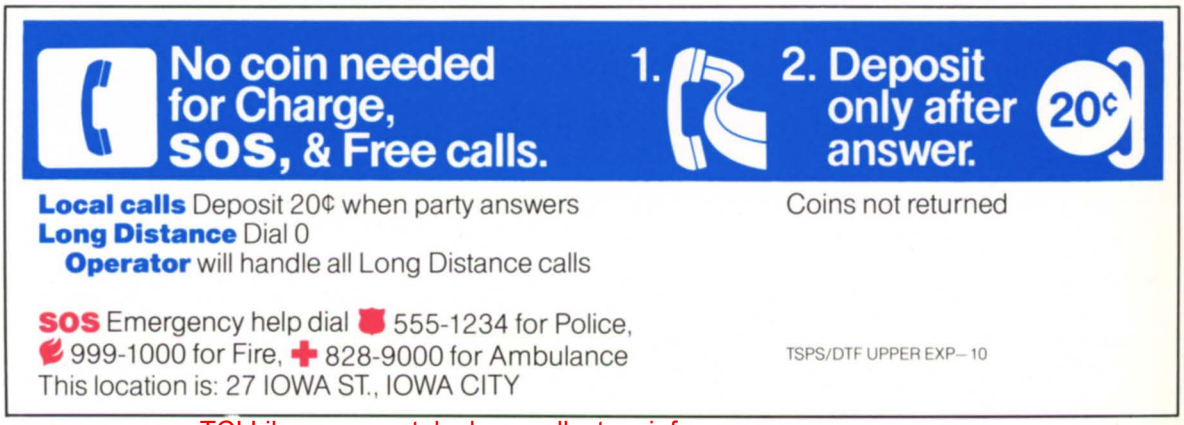
Message Area B—Dialing Instruction This section reiterates dialing sequence and cost of local calls; states procedure for dialing long distance; and instructs on the use of 0+ and 1+, if either is necessary to the dialing procedure.

Message Area C—Emergency Dialing The standardized setting of SOS may also appear in bilingual form if desired. Where separate phone numbers are listed for fire, police, and medical emergencies, the respective symbols for these numbers are used as a visual flag and a reinforcement of meaning. No other symbol may be used in this section. As with all



Message Area D in this example includes a reference to new 0+ dialing – for use where ABC (Auto Bill Calling) service is available. The corresponding lower card is the bottom example on page 5.





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other elements in this section, it is required that emergency dialing instructions always be located in the same place on the card.

Message Area D—Locally-Varying Instructions This area of the card is reserved for messages that address local or regional service variations in standardized language and syntax.

Message Area E—Specific Station Location This information is imprinted individually on the card in the space provided. Specifications for this imprint are listed on page 12 with other production information. This space is to be left blank if not used.

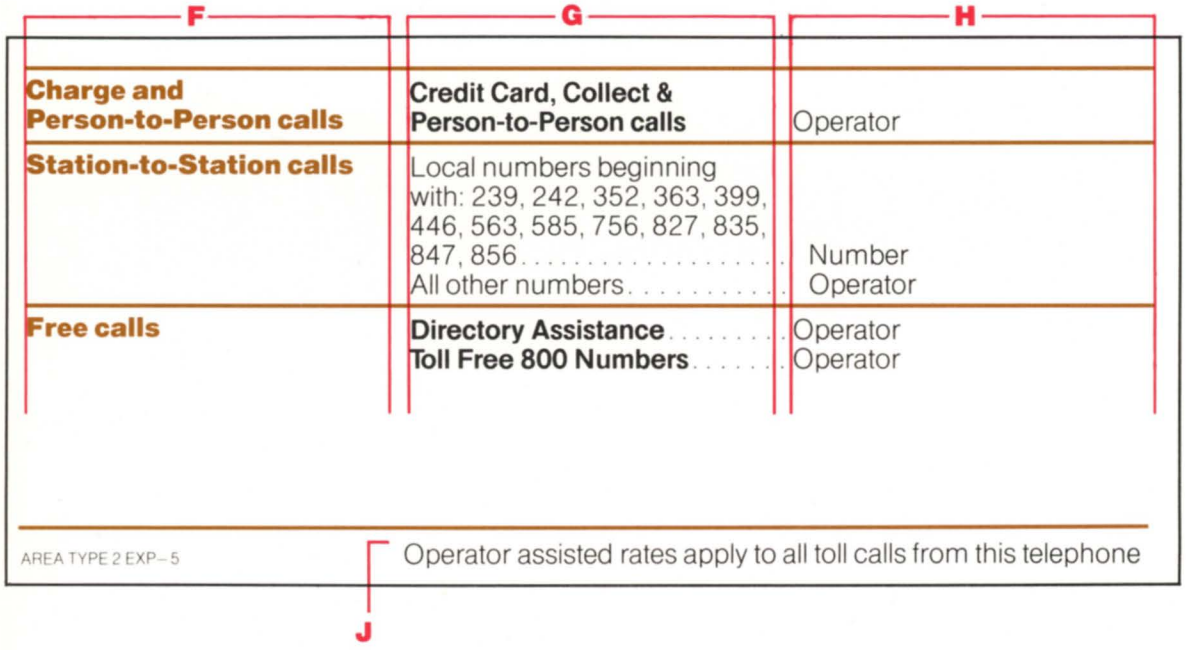
Lower Cards

Message Area F—General Categories of Calls are set in bold type, color-coded to the general capability of the phone (dial-tone-first, coin-first).

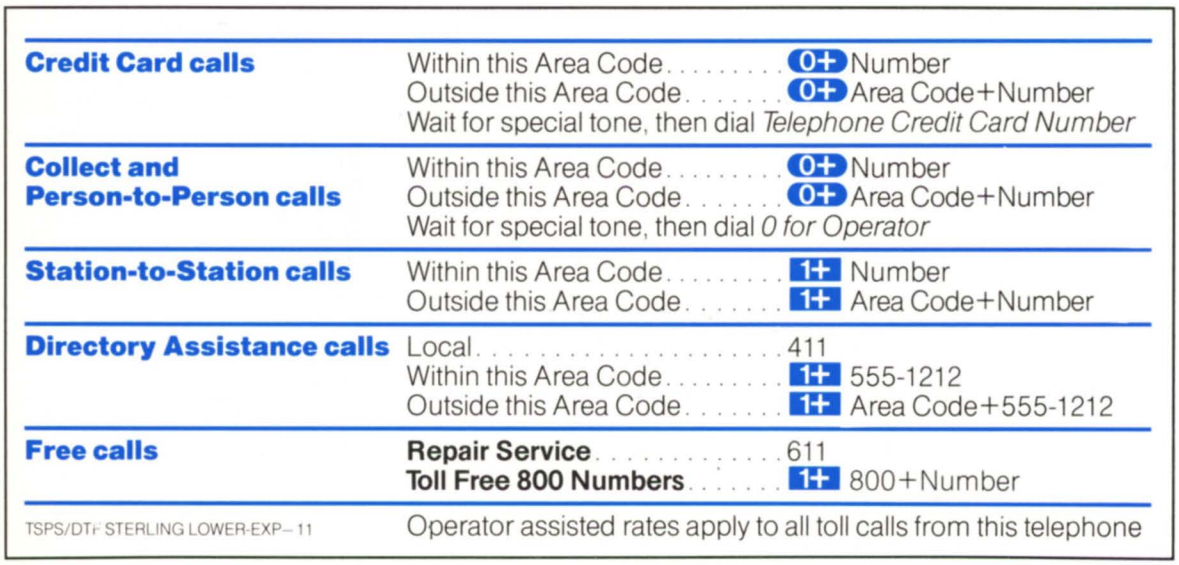
Message Area G—Types of Calls are listed within each category (Local, Within Area Code, or Outside Area Code) as are the *specific kinds of free calls* that can be made (e.g., Repair Service, Toll Free 800 Numbers).

Message Area H—Specific Dialing Instructions follow a dotted line from the type of call.

Message Area J—The Legal Rate Message is set at the bottom of the card.



This card illustrates the preferred combination Directory Assistance and other kinds of free calls into one category.



Special ABC instructions are extended over Message Areas G and H.

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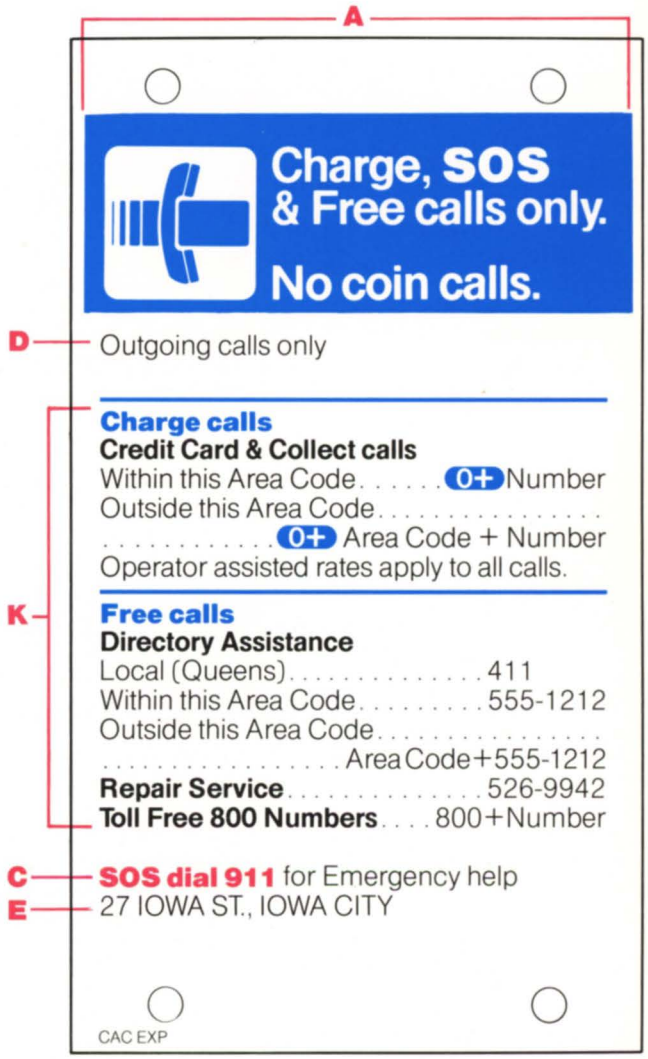
Charge-a-Call Instruction Cards

The instruction card format on most Charge-a-Call instruments (the 10A and 20A sets) is a single vertical card as pictured below. While this format allows less room for instructions than is available on the two cards of the typical coin telephone, the basic graphic organization utilizes the standard elements in similar fashion.

Message Area A. The color band at the top is always blue—the color of all tone-first phones. The Charge-a-Call symbol is larger than other symbols of phone capability, but the headline and text typography are consistent with all other standards.

Message Area D. The area directly below the blue band is used for messages or instructions regarding individual or local conditions.



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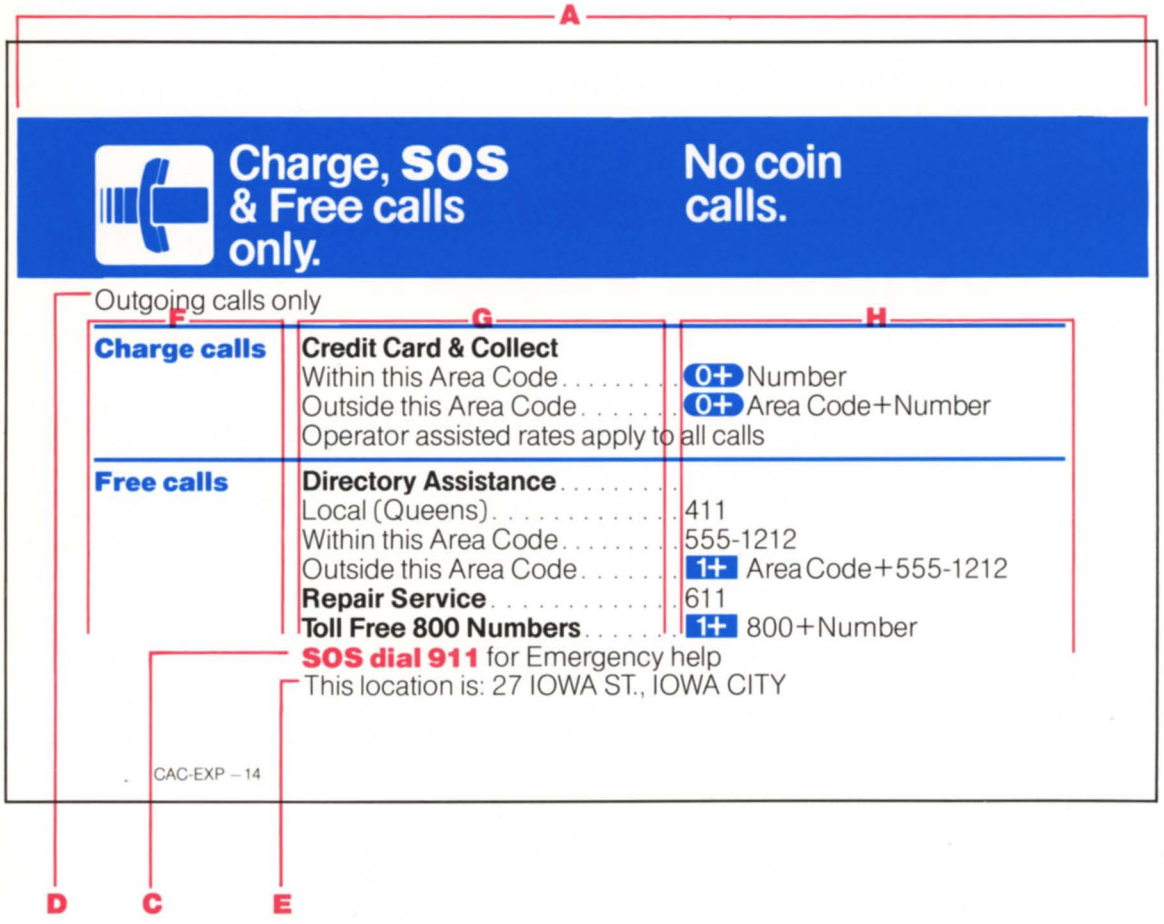
Message Area K. The usual three-column format of general categories of calls, degree of locality and specific types of calls, and dialing instructions is modified for the narrow column width. This area also includes the legal rate message (Message Area J).

Message Area C. The emergency dialing instruction is at the bottom. When space permits, it is isolated by a blank line above it.

Illustrated below is the single horizontal instruction card for Charge-a-Call backboard sets (KS-22284).



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Lexicon of Alternate Messages

This listing of messages is intended to provide instructions to meet all needs and conditions. The acceptable alternates within each Message Area, the language and syntax of each individual message and the details of typographic setting are shown here as completely as possible at this time. Future additions or modifications will be made as required to that form.

Message Area A—Phone Capability and Dialing Sequence Formats

There are no alternate instructions within each format except for local call rates.

Format 1 Coin-First

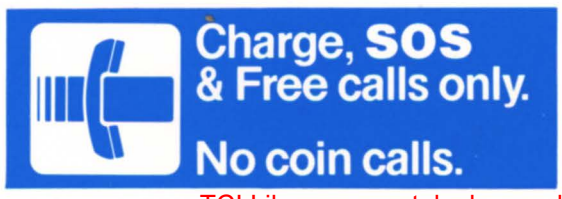
Format 2 Dial-tone-First

Format 3 Post-Pay (after answer)

Format 4 Post-Pay (at second dial tone)

Format 5 Horizontal Charge-a-Call

Format 6 Vertical Charge-a-Call



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Message Area B Dialing Instructions

10. **Local calls** Deposit 10¢ before dialing
11. **Local calls** Deposit __¢ before dialing
12. **Local calls** Deposit __¢ at second dial tone
13. **Local calls** Deposit __¢ when party answers
14. **Local calls** Dial 0
    Operator will handle all calls
15. **Long Distance** Dial all calls directly
16. 0+ needed for Charge & Person-to-Person calls
17. 1+ needed for Station-to-Station & Free calls
18. **Long Distance** Dial 0
    Operator will handle all Long Distance calls

Note: dialing cues shown in blue (dial-tone-first color) are to appear brown on coin-first instruction cards. This applies to all Message Areas.

Message Area C Emergency Dialing Instructions

30. **SOS dial 0** for Emergency help
31. **SOS dial 911** for Emergency help
32. **SOS dial** ___-____ for Emergency help
33. **SOS** Emergency help dial ___-____ for Police, ___-____ for Fire, ___-____ for Ambulance
34. **SOS marque 0** para Emergencia
35. **SOS marque 911** para Emergencia
36. **SOS** *(Specify exact text – max. 50 characters)*

Message Area D Locally-Varying Instructions

50. Change not provided
51. Coins not returned
52. Outgoing calls only
53. Outgoing Long Distance calls only
54. For overtime on local calls, deposit __¢ when requested
55. For overtime on local calls, deposit __¢ at the tone
56. Local calls within this Area Code begin with: ___, ___, ___, ___
57. Dial 1+ number for numbers with the prefix: ___, ___, ___
58. See new 0+ dialing instructions below
59. See new 1+ dialing instructions below
60. International Dialing
61. *(Specify exact text – max. 28 characters per line)*

58
For use in ABC Service areas. See example, page 4.

Message Area E Specific Station Location

To be imprinted on individual card by hot-stamping technique
Use one line – max. 65 characters

Message Area F General Categories of Calls

80. **Charge and Person-to-Person calls**
81. **Credit Card calls**
82. **Collect and Person-to-Person calls**
83. **Station-to-Station calls**
84. **Directory Assistance calls**
85. **Free calls**

81 and 82
For use in ABC Service areas. See example, page 5.

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Note: dialing cues shown in blue (dial-tone-first color) are to appear brown on coin-first instruction cards. This applies to all Message Areas.

Message Area G Type-of-call Listings

100. Credit Card, Collect & Person-to-Person calls. . . .
101. **Credit Card, Collect & Person-to-Person calls**
Within this Area Code. . . .
Outside this Area Code. . .
102. Local. . . . . .
103. Local *(Specify local name)*
104. Local numbers beginning with: ___, ___, ___, ___, ___, ...
105. Within this Area Code. . . .
Outside this Area Code. . .
106. All other numbers. . . . . .
107. **Directory Assistance** . . . .
108. **Toll Free 800 numbers**. . .
109. **Repair Service**. . . . . .
110. *(Specify exact text – max. 29 characters per line)* _ _

Message Area H Dialing Instructions

120. Operator
121. Number
122. Area Code+Number
123. 0+ Number
124. 0+ Area Code+Number
125. 1+ Number
126. 1+ Area Code+Number
127. 411
128. 555-1212
129. Area Code+555-1212
130. 611
131. 800+Number
132. 1+ 555-1212
133. 1+ Area Code+555-1212
134. 1+ 800+Number
135. 1+ ___-____
136. 1+ 411
137. 1+ 611
138. ___-____

Message Area GH Special ABC Instructions

150. Wait for special tone, then dial *Telephone Credit Card Number*
151. Wait for special tone, then dial *0 for Operator*

Message Area J Legal Rate Message

160. Operator assisted rates apply to all calls from this telephone
161. Operator assisted rates apply to all toll calls from this telephone
162. Operator assisted rates apply to all calls *(Charge-a-Call only)*

Message Area K Vertical Charge-a-Call Listings

170. **Charge calls**
171. **Credit Card & Collect calls**
172. Within this Area Code. . . . . Operator
173. Within this Area Code. . . . . 0+ Number
174. Outside this Area Code. . . . . Operator
175. Outside this Area Code. . . . . 0+ Area Code+Number
176. **Free calls**
177. **Directory Assistance**
178. Within this Area Code. 411
179. Within this Area Code. . . . . 1+ 411
180. Outside this Area Code. . . . . Area Code+555-1212
181. Outside this Area Code. . . . . 1+ Area Code+555-1212
182. **Toll Free 800 Numbers** . . . 800+Number
183. **Toll Free 800 Numbers** . . . . . 1+ 800+Number
184. **Repair Service**. 611
185. **Repair Service**. . . . . 1+ 611
186. **Repair Service**. . . . . ___-____
187. *(Specify exact text – max. 40 characters)*

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Under no circumstances are any of the specifications in this manual to be substituted with other details of typography, layout dimension, location or color.

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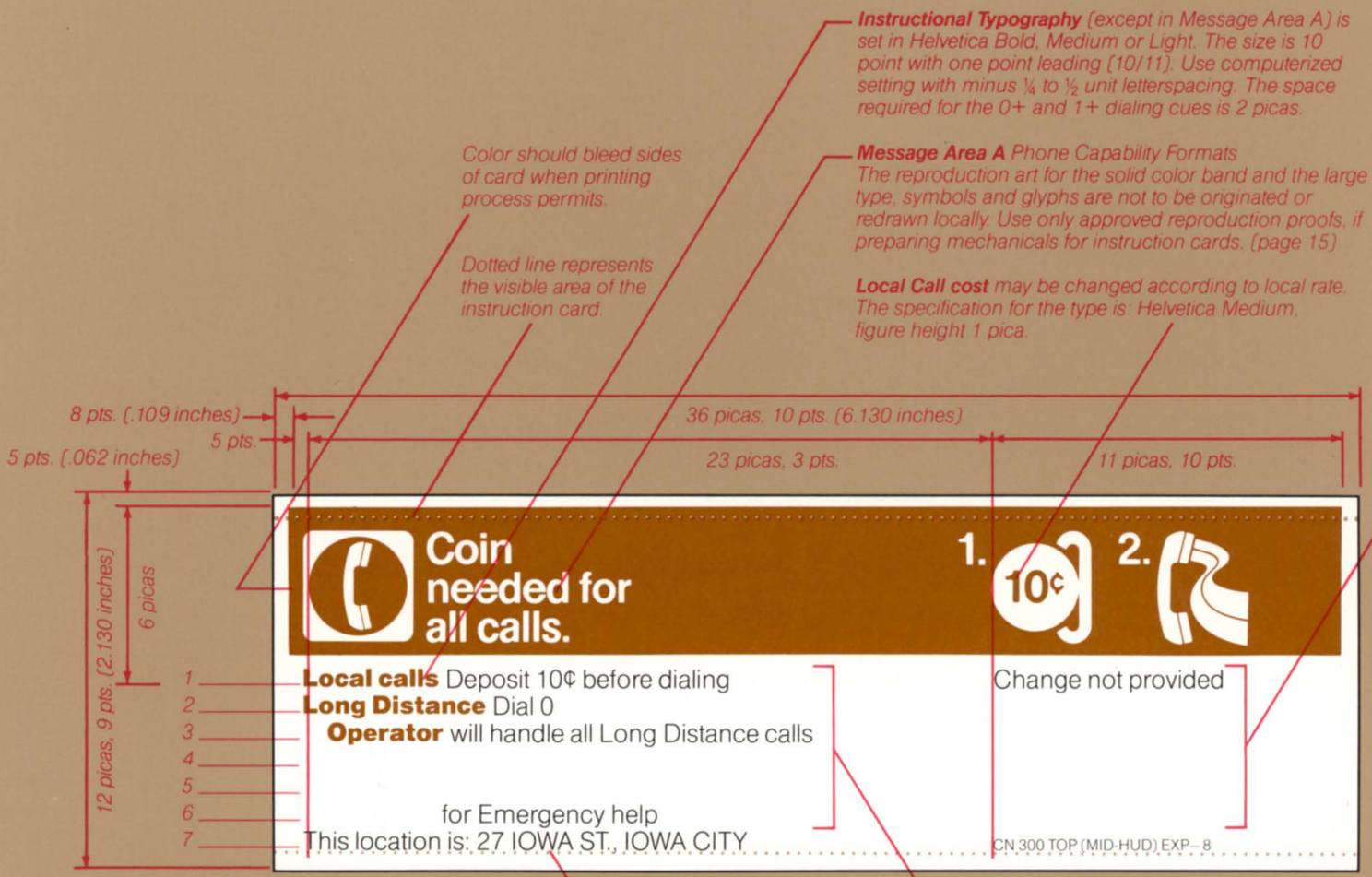
Typography and Color Specifications

Typography and layout specifications are provided on these pages for originating reproduction art for printing the new standard card design. The examples of cards and alternate messages on the previous pages illustrate proper setting of these specifications.

The layout of the cards provides for limited lines of type which are numbered and referred to in the specifications.



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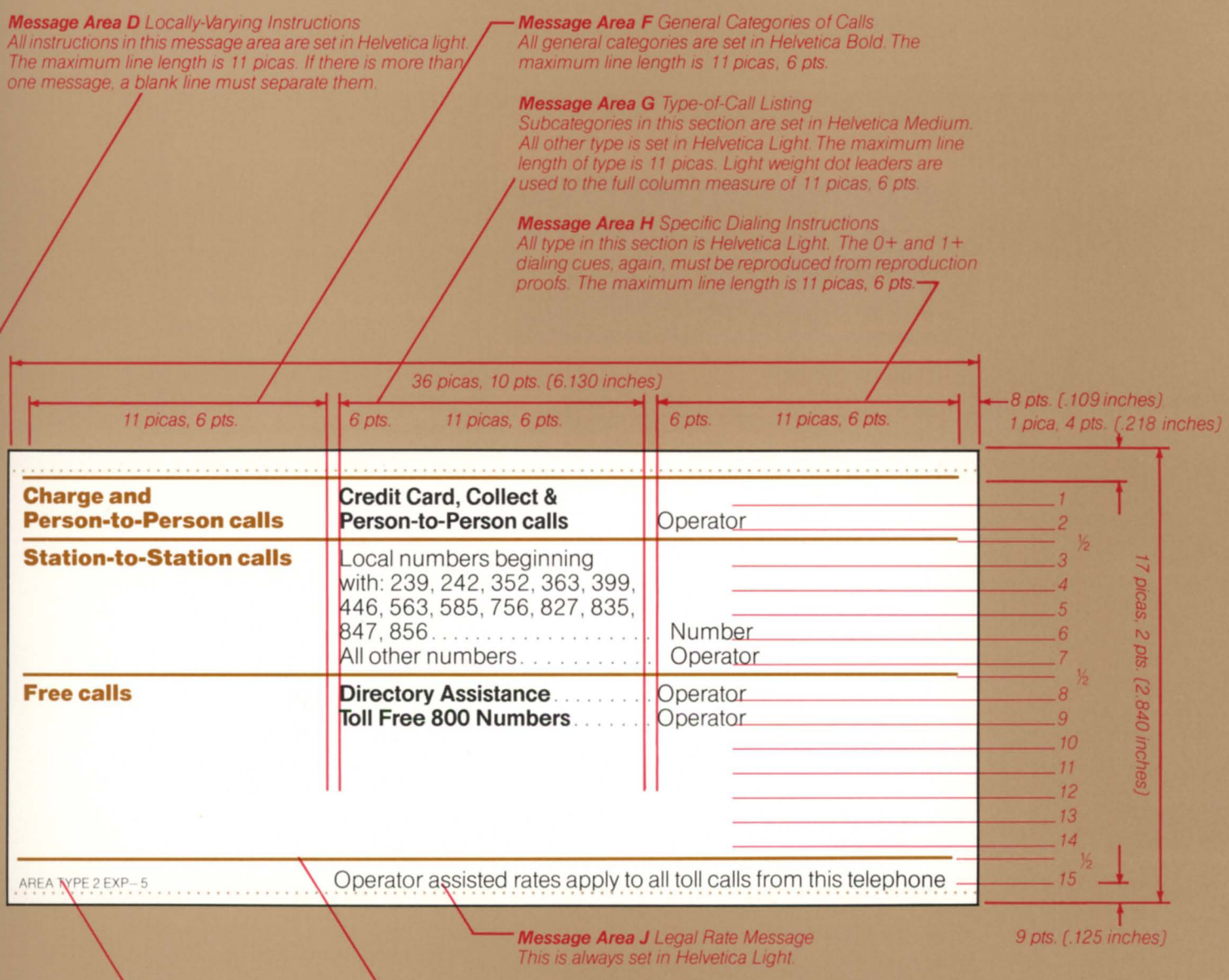
Color

The color of the format band for coin-first phones is Brown (PANTONE 154). Tone-first, Post-Pay and Charge-a-Call phones use Blue (PANTONE 300).

The typography set in bold, the 0+ and 1+ dialing cues and the rules in the lower card are printed in the color of the format band. The SOS, dial 0, dial 911 or the individual emergency glyphs are the only things on the cards that may be Red (PANTONE Warm Red).

All PANTONE®* MATCHING SYSTEM Colors indicated above are to be matched to their respective standards in the current edition of the PANTONE MATCHING SYSTEM Formula Guide.



*Pantone, Inc.'s check-standard trademark for color reproduction materials.

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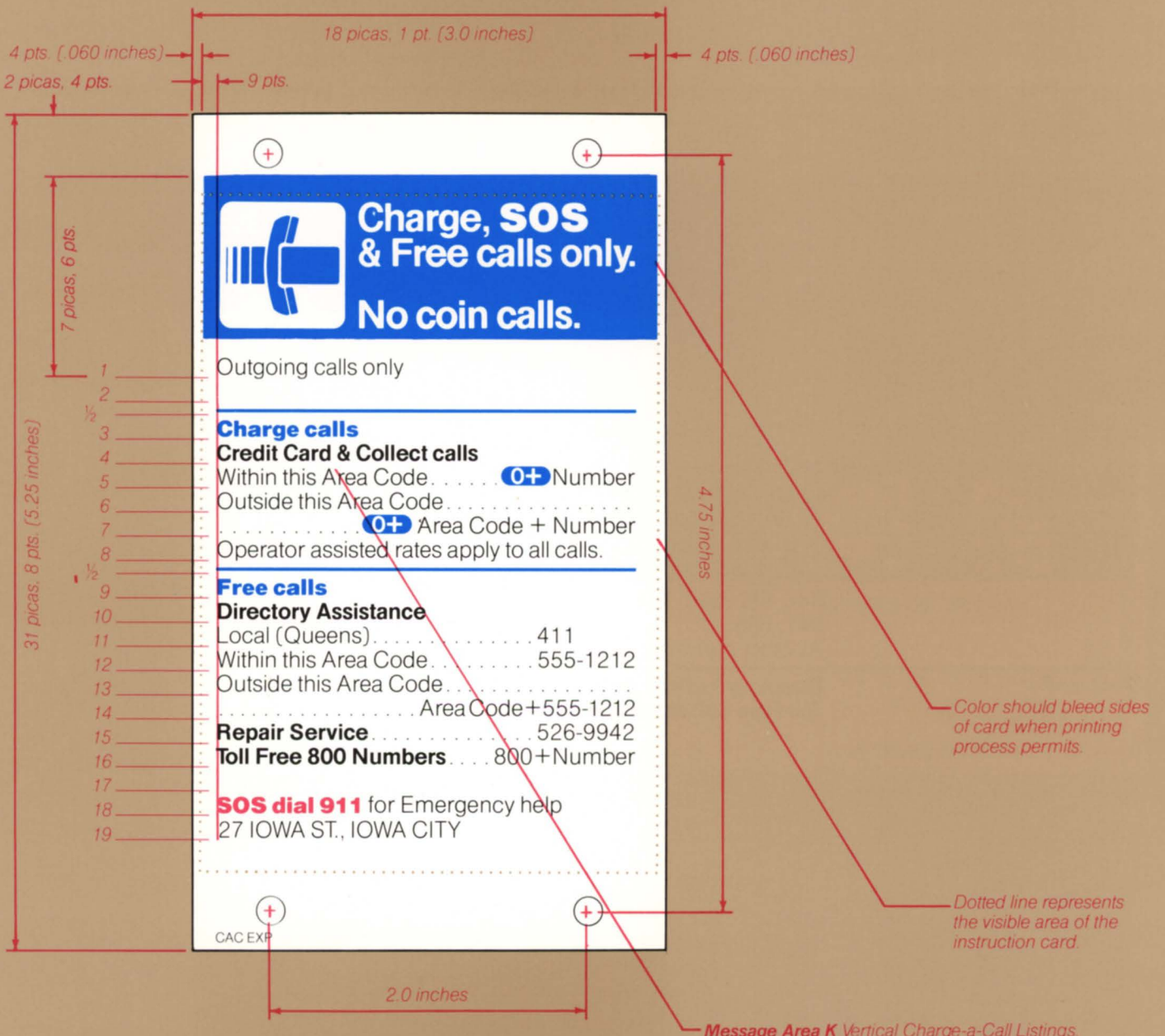

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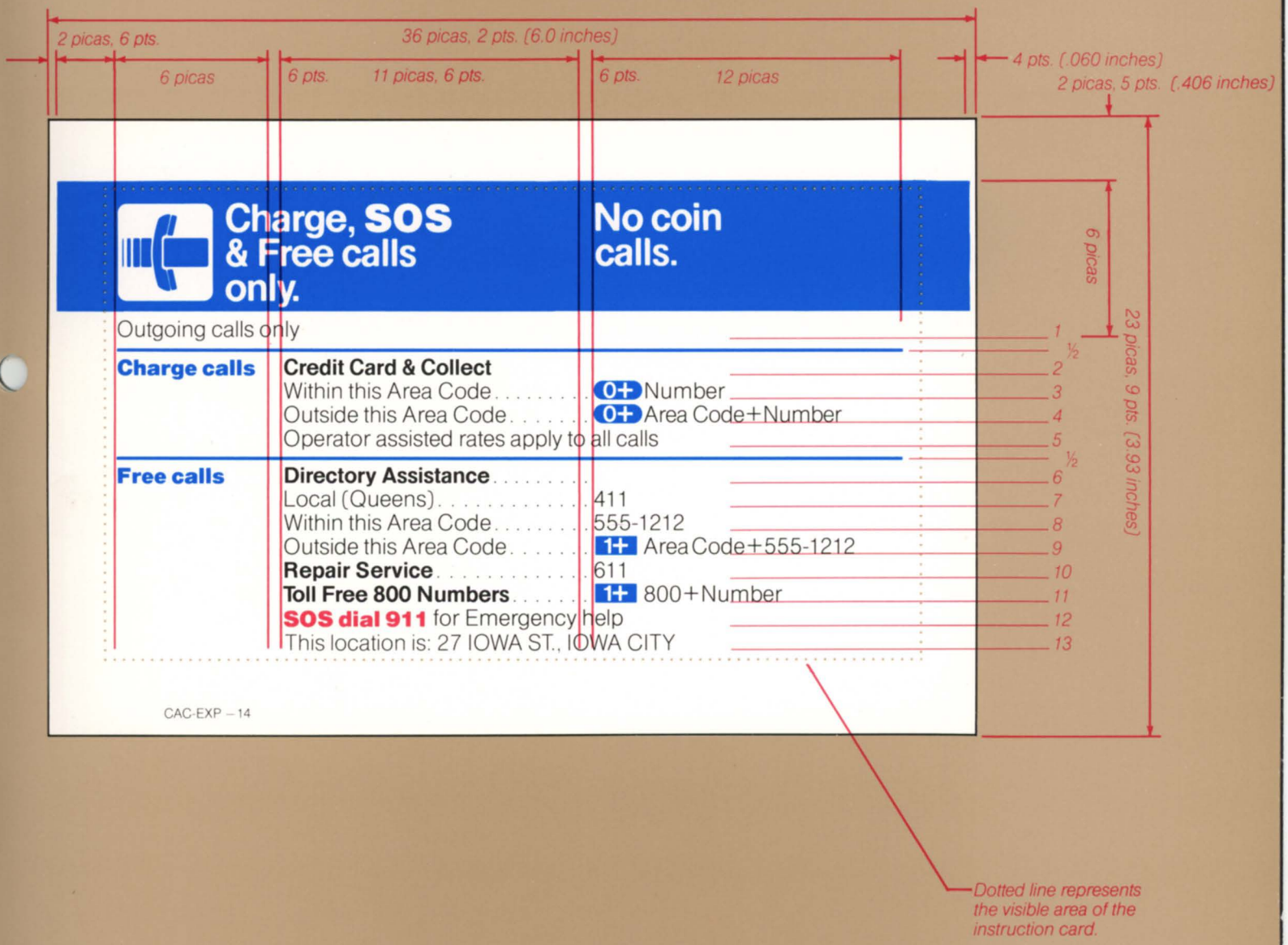

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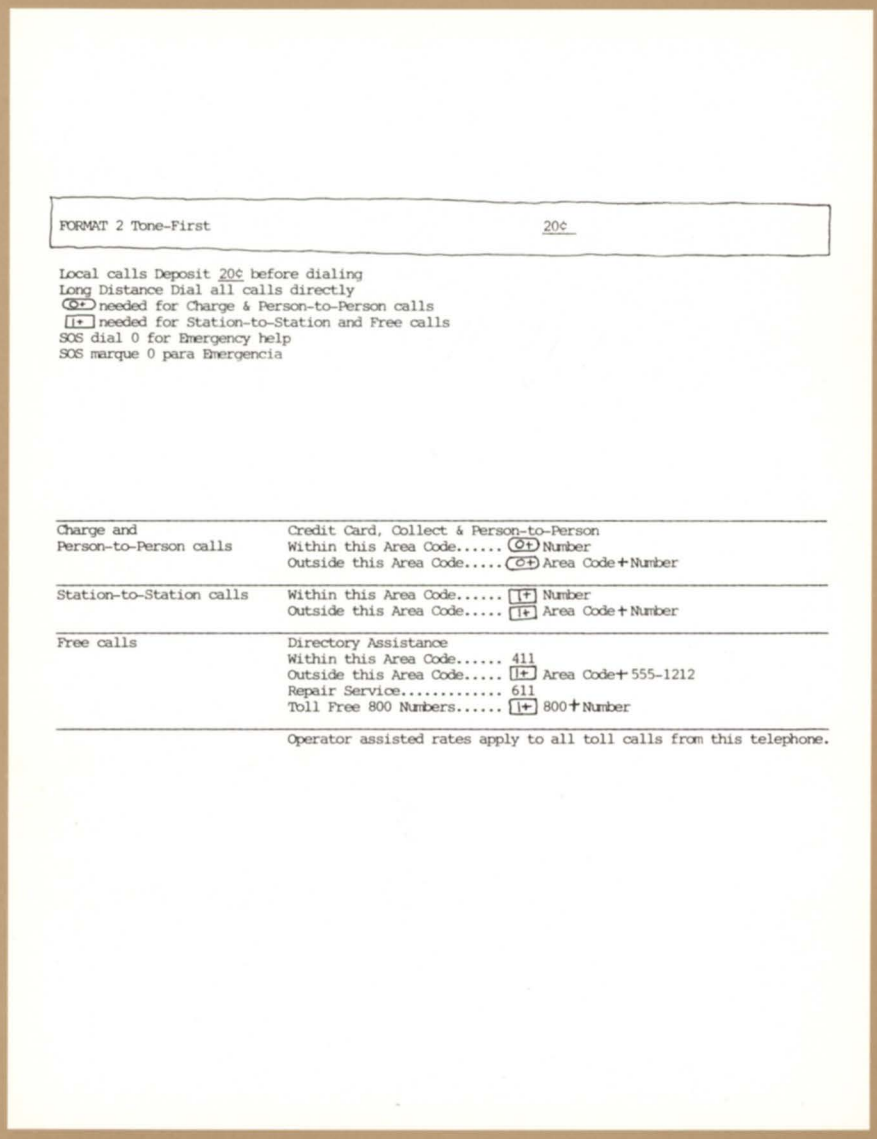

FORMAT 2 Tone-First 20¢

Local calls Deposit 20¢ before dialing
Long Distance Dial all calls directly
(O+) needed for Charge & Person-to-Person calls
[1+] needed for Station-to-Station and Free calls
SOS dial 0 for Emergency help
SOS marque 0 para Emergencia

Charge and Person-to-Person calls	Credit Card, Collect & Person-to-Person Within this Area Code..... (O+) Number Outside this Area Code..... (O+) Area Code + Number
Station-to-Station calls	Within this Area Code..... [1+] Number Outside this Area Code..... [1+] Area Code + Number
Free calls	Directory Assistance Within this Area Code..... 411 Outside this Area Code..... [1+] Area Code + 555-1212 Repair Service..... 611 Toll Free 800 Numbers..... [1+] 800 + Number
	Operator assisted rates apply to all toll calls from this telephone.

Do a Rough Sketch

Using the Lexicon of Alternate Messages, compose the card by writing or typing the instructions required as a *rough sketch.*

The Format name should be all that is necessary to denote the instructions in the color band—but be sure to note the local call rate.

All other instructions should be written out word-for-word and line-for-line as shown in the lexicon. Alterations are not acceptable.

Where fill-in-the-blank messages are used, underline the specific copy you have provided for reference later.

In the upper card, for Message Areas B and C combined, use no more than six lines of copy. For Message Area D, there are also only six lines available for copy.

In the lower card, there are fourteen lines available for Message Areas, F, G and H.

Refer to the manual for the basic organization of your instructions.

The completed sketch will allow you to check the correctness of the instructions you have selected and the accuracy of the specific copy you have filled in the blanks.

Submitting Copy for Art Preparation

A proof of typeset art for printing is prepared by either (A) your local card vendor or, preferably, by (B) the AT&T approved typographer. A computerized program used by this source produces art for reproduction exactly according to the standard specifications.

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A. Submitting Copy to Your Local Vendor

If the local vendor is producing the typeset art, provide them with your rough sketch, the entire manual and reproduction proofs of art for Message Area A, the 0+ and 1+ and emergency glyphs.

Photocopies or stats of either are unacceptable.

Require that a proof be submitted of typeset art preparation before production is begun. Be sure that the submission *exactly* matches the details specified in the standards.

Ordering Reproduction Proofs

For reproduction proofs of the color bands, and the 0+ and 1+ dialing cues emergency glyphs and answers to any questions regarding these standards for public phone instruction cards, contact:

1. Your company Public Telephone Service Product Manager.
2. District Manager—Product Management, AT&T, 5 Wood Hollow Road, Parsippany, NJ 07054.
3. Division Manager—Graphic Design, AT&T Public Relations and Employee Information Department, 195 Broadway, New York, New York 10006.

Reproduction proofs and order forms for Instruction Card Art are available from: AT&T Information and Distribution Center (49-c 190), 60 Kingsbridge Road, Piscataway, N.J. 08903.

B. Submitting Copy to the AT&T Approved Typographer

Assign the Message Area number to each instruction you have sketched, including the fill-in-the-blank instructions.

Use a loose copy of the order form or make a photocopy of the form in this manual for use. Do not write on or remove the form in this manual. Complete a separate form for each card order.

Transfer the Message Area numbers you have assigned to the form in the appropriate boxes. Add any fill-in-the-blank copy you have provided (which you underlined on your rough sketch so it would be easy to find now).

Read and follow all directions for completing the order form. Include the form(s) with your company Purchase Order and mail or telecopy to:

MJ Baumwell Typography
461 8th Avenue
New York, New York 10001

The typographer will process each order within 24 hours of receipt and return one offset film negative and one reading proof of complete typeset art with color notations for the card vendor. Orders are returned by United Parcel Service unless otherwise specified. Freight will be billed COD.

This film negative is then given to your local card vendor for production.

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Bell System

Coin-Station Instruction Cards Order Form

BS-789

Do not write on or remove this form from manual. Make a photocopy of the form or use loose forms available from AT&T Information Distribution Center.

Company ▼

Address

City, State, Zip Code

Ordered by | Department – Room Number

Date | Purchase Order Number

Send completed form with Purchase Order to AT&T approved typographer.

Send by other means than UPS

☐ Express Mail ☐ Air Courier ☐ Other:

Directions for Ordering

1. Do a rough sketch as described in the manual.
2. Enter Identification Code number according to your company's system in this space.

Upper Card

Lower Card

3. Select Format from Message Area A in the Lexicon of Alternate Messages printed on pages 8, 9 and 10 of this manual. Enter the Formal number and local call rate in the appropriate boxes in Area A of the Upper Card.
4. Select instructions for other Message Areas and enter the numbers in the appropriate boxes on the Upper and Lower Cards. Boxes are preceded by their corresponding Message Area letters.
5. Instructions which occur on more than one line are shown as such in the Lexicon. For each additional line an instruction occupies, black-in the box.
6. Where a line is to be left blank, make no entry.
7. Enter any specific copy on the line following the number-boxes. If more space is needed, use Additional Lines below the card forms.
8. Rules (colored lines) that separate General Categories of Calls will be inserted automatically.
9. Final check: after completing this form, check each item against your rough sketch.

Alterations of the standards for copy, position or typography as specified in the *Public Telephone Instruction Card Manual* will not be processed.

Upper Card

Message Area A Format number ☐ | Local call rate ☐☐¢

Line	Area		Line	Area	
1	B	☐☐	1	D	☐☐
2	B	☐☐	2	D	☐☐
3	B	☐☐	3	D	☐☐
4	B	☐☐	4	D	☐☐
5	C	☐☐	5	D	☐☐
6	C	☐☐	6	D	☐☐

Line 7 *is left blank for Specific Station Location imprint (See manual page 12)*

Lower Card

Line	Area		Line	Area		Line	Area	
8	F	☐☐	8	G	☐☐☐	8	H	☐☐☐
9	F	☐☐	9	G	☐☐☐	9	H	☐☐☐
10	F	☐☐	10	G	☐☐☐	10	H	☐☐☐
11	F	☐☐	11	G	☐☐☐	11	H	☐☐☐
12	F	☐☐	12	G	☐☐☐	12	H	☐☐☐
13	F	☐☐	13	G	☐☐☐	13	H	☐☐☐
14	F	☐☐	14	G	☐☐☐	14	H	☐☐☐
15	F	☐☐	15	G	☐☐☐	15	H	☐☐☐
16	F	☐☐	16	G	☐☐☐	16	H	☐☐☐
17	F	☐☐	17	G	☐☐☐	17	H	☐☐☐
18	F	☐☐	18	G	☐☐☐	18	H	☐☐☐
19	F	☐☐	19	G	☐☐☐	19	H	☐☐☐
20	F	☐☐	20	G	☐☐☐	20	H	☐☐☐
21	F	☐☐	21	G	☐☐☐	21	H	☐☐☐
			22	J	☐☐☐			

Additional Lines for Specific Copy

Line Area Message — Write or type specific copy

☐☐-☐-☐☐☐

☐☐-☐-☐☐☐

☐☐-☐-☐☐☐

☐☐-☐-☐☐☐

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Supplier Copy

FCC Item No. 95F

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Bell System

Vertical Charge-a-Call Instruction Card Order Form

BS-790

Do not write on or remove this form from manual. Make a photocopy of the form or use loose forms available from AT&T Information Distribution Center.

Company ▼

Address

City, State, Zip Code

Ordered by | Department – Room Number

Date | Purchase Order Number

Send completed form with Purchase order to AT&T approved typographer.

Send by other means than UPS

☐ Express Mail ☐ Air Courier ☐ Other:

Directions for Ordering

1. Do a rough sketch as described in the manual.
2. Enter Identification Code number according to your company's system in this space.

3. Select instructions for Message Areas D, K and C from the Lexicon of Alternate Messages printed on pages 8, 9 and 10 of this manual. Enter the message numbers in the appropriate boxes. Boxes are preceded by their corresponding Message Area letters.
4. Instructions which occur on more than one line are shown as such in the Lexicon. For each additional line an instruction occupies, black-in the box.
5. Where a line is to be left blank, make no entry.
6. Enter any specific copy on the line following the number-boxes. If more space is needed, use Additional Lines below the card form.
7. Rules (colored lines) that separate General Categories of Calls will be inserted automatically.
8. Final check: after completing this form, check each item against your rough sketch.

Alterations of the standards for copy, position or typography as specified in the *Public Telephone Instruction Card Manual* will not be processed.

Format 6 Vertical Charge-a-Call

Line 1	Area **D**	☐☐☐
Line 2	Area **D**	☐☐☐
Line 3	Area **K**	☐☐☐
Line 4	Area **K**	☐☐☐
Line 5	Area **K**	☐☐☐
Line 6	Area **K**	☐☐☐
Line 7	Area **K**	☐☐☐
Line 8	Area **K**	☐☐☐
Line 9	Area **K**	☐☐☐
Line 10	Area **K**	☐☐☐
Line 11	Area **K**	☐☐☐
Line 12	Area **K**	☐☐☐
Line 13	Area **K**	☐☐☐
Line 14	Area **K**	☐☐☐
Line 15	Area **K**	☐☐☐
Line 16	Area **K**	☐☐☐
Line 17	Area **K**	☐☐☐
Line 18	Area **C**	☐☐
Line 19	Area **C**	☐☐

Line 20 *is left blank for Specific Station location.*

Locally-Varying Instructions (Message Area D) may extend to more lines if necessary – provided there are lines available. If additional Area D messages are required – enter letter **D** and message number *after* boxes. (Leave boxes blank.)

Legal Rate Message (Message Area J) must be entered at the end of **Charge Calls.** Enter message code **J-162** *after* boxes on appropriate line. (Leave boxes blank.)

Whenever possible a blank line should be left between Message Areas K & C.

Additional Lines for Specific Copy

Line Area Message Write or type specific copy

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Supplier Copy

FCC Item No. 95F

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Bell System

Horizontal Charge-a-Call Instruction Card Order Form

BS-791

Do not write on or remove this form from manual. Make a photocopy of the form or use loose forms available from AT&T Information Distribution Center.

Company ▼

Address

City, State, Zip Code

Ordered by | Department—Room Number

Date | Purchase Order Number

Send completed form with Purchase order to AT&T approved typographer.

Send by other means than UPS

☐ Express Mail ☐ Air Courier ☐ Other:

Directions for Ordering

1. Do a rough sketch as described in the manual.
2. Enter Identification Code number according to your company's system in this space.
3. Select instructions for Message Areas C, D, F, G, H and J from the Lexicon of Alternate Messages printed on pages 8, 9 and 10 of this manual. Enter the message numbers in the appropriate boxes. Boxes are preceded by their corresponding Message Area letters.

   Legal Rate Message (Message Area J) must be entered at the end of **Charge Calls.** Enter message code **J-162** *after* boxes on appropriate line. (Leave boxes blank.)
4. Instructions which occur on more than one line are shown as such in the Lexicon. For each additional line an instruction occupies, black-in the box.
5. Where a line is to be left blank, make no entry.
6. Enter any specific copy on the line following the number-boxes. If more space is needed, use Additional Lines below the card form.
7. Rules (colored lines) that separate General Categories of Calls will be inserted automatically.
8. Final check: after completing this form, check each item against your rough sketch.

Alterations of the standards for copy, position or typography as specified in the *Public Telephone Instruction Card Manual* will not be processed.

Format 5 Horizontal Charge-a-Call

Line	Area		Line	Area		Line	Area	
1	D	☐☐	2	G	☐☐☐	1	D	☐☐
2	F	☐☐	3	G	☐☐☐	2	H	☐☐☐
3	F	☐☐	4	G	☐☐☐	3	H	☐☐☐
4	F	☐☐	5	G	☐☐☐	4	H	☐☐☐
5	F	☐☐	6	G	☐☐☐	5	H	☐☐☐
6	F	☐☐	7	G	☐☐☐	6	H	☐☐☐
7	F	☐☐	8	G	☐☐☐	7	H	☐☐☐
8	F	☐☐	9	G	☐☐☐	8	H	☐☐☐
9	F	☐☐	10	G	☐☐☐	9	H	☐☐☐
10	F	☐☐	11	C	☐☐☐	10	H	☐☐☐
			12	C	☐☐☐			

Line 13 *is left blank for Specific Station location.*

Additional Lines for Specific Copy

Line Area Message Write or type specific copy

☐☐-☐-☐☐☐

☐☐-☐-☐☐☐

☐☐-☐-☐☐☐

☐☐-☐-☐☐☐

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Information and Reproduction Proofs

For reproduction proofs of the color bands, and the 0+ and 1+ dialing cues emergency glyphs and answers to any questions regarding these standards for public phone instruction cards, contact:

1. Your company Public Telephone Service Product Manager.
2. District Manager—Product Management, AT&T, 5 Wood Hollow Road, Parsippany, NJ 07054.
3. Division Manager—Graphic Design, AT&T Public Relations and Employee Information Department, 195 Broadway, New York, New York 10006.

Reproduction proofs and order forms for Instruction Card Art are available from: AT&T Information and Distribution Center (49-c 190), 60 Kingsbridge Road, Piscataway, N.J. 08903.

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