

# Create and Design a Business Envelope



## OBJECTIVE:

To create an envelope for a business



## PROJECT OVERVIEW:

Often overlooked, the envelope is one of the most important documents a business puts out. After all, it is the first document the recipient sees and reads. A poorly designed envelope will usually find itself sitting in the "junk mail" trash can before it ever gets opened. In this project, you will use your desktop publishing software to design an envelope for a fictitious business that will look so good, it'll have to be opened.



## GET TO KNOW WHAT YOU'RE DESIGNING:

An envelope is used to send a letter and/or other documents. An envelope contains the company name, logo, and address in the top left-hand corner (return address area) and the recipient's address in the center. The standard size of a business envelope (also referred to as a #10 envelope) is 9.5 inches wide by 4.125 inches tall.



## STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Obtain some samples of real business envelopes and analyze their layout and design techniques to help you create your own.
2. Use only one font on your envelope, and choose one that is easy to read.
3. Experiment with different logo designs to represent the business you are designing the envelope for.
4. Do not place the contents of the return address too close to the left-hand edge of the envelope. Keep it approximately .25 inches from the top-left edge of the envelope.
5. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

## Project #4: Create and Design a Business Envelope *(continued)*

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### INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as "**Envelope**" to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.



### CONTENT AND DESIGN STEPS TO FOLLOW:

1. Create a name, logo (optional), and address of a fictitious business.
2. Place the name, logo (optional), and address in the top left-hand corner of your envelope (the return address).
3. Place your name and address in the center of the envelope (the recipient address).
4. Place a small square or graphic of a postage stamp in the top right-hand corner of your envelope.
5. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
6. Go to Step 5 in the "Instructions" provided above.



### SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

Print the document on a #10 envelope.

# Project #4: Create and Design a Business Envelope (continued)

## PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 11 x 8.5 inches
- Margins:** None
- Orientation:** Landscape
- Other:** Draw a rectangle that measures 9.5 inches wide by 4.125 inches tall, giving it a 1 pt. border. Position the rectangle in the center of the page. Place the contents of the envelope inside this rectangle.

