

# Create and Design Business Letterhead

## OBJECTIVE:

To create business letterhead

## PROJECT OVERVIEW:

When sending letters outside of their establishments, businesses and organizations usually print them on company letterhead. Letterhead allows the recipient to immediately identify and remember the sender of the letter. Letterhead also gives the sender a chance to show the recipient their company logo, address, and other important contact information. In this project, you will use your desktop publishing software to create letterhead for a fictitious business of your choice.

## GET TO KNOW WHAT YOU'RE DESIGNING:

A letterhead is a sheet of stationery containing a business name, address, logo, and other contact information. It is used for business letters and other forms of correspondence. The standard size of letterhead is 8.5 inches wide by 11 inches tall. Typically, as companies wish to express a degree of professionalism, letterhead design follows a traditional set of guidelines. The business name is usually placed in the upper portion of the page, often signified by the company logo (sometimes accompanied by their slogan or tagline). Letterhead usually contains the company's address, telephone and fax numbers, Web site, and e-mail address. To project a consistent and professional theme, a company's letterhead design should mirror that of its other stationery, such as the envelope and business card.

## STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Obtain some samples of real business letterhead and analyze their layout and design techniques to help you create your own.
2. Use only one font on your letterhead, and choose one that is easy to read.
3. Experiment with different logo designs to represent the business you are designing the letterhead for.
4. Keep the contents of the letterhead within 2.5 inches from the top margin.
5. Experiment with placing the contents of your letterhead in the left, center, and right side of the top of your page.
6. 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 #5: Create and Design Business Letterhead (continued)



### INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as "**Business Letterhead**" 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 and logo of a fictitious business. Or, if you prefer, you may use the business you created to complete Project 4.
2. Include the following within 2.5 inches from the top margin of your document:
  - The company logo and/or company name
  - The company's mailing address including street, city, state, and zip code
  - The company's telephone and fax numbers (include the area code)
  - The company's e-mail and Web site addresses
3. Add additional text and/or graphic elements to help enhance the look and design of the document.
4. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
5. Go to Step 5 in the "Instructions" provided above.



### SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

Print the letterhead on colored paper.

# Project #5: Create and Design Business Letterhead *(continued)*

## PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** Top: .3 inches  
Left, Right, and Bottom: 1"
- Orientation:** Portrait
- Other:** Position a horizontal guide at 2.5 inches. Do not place the contents of your letterhead below this guide.

