

Corporate Letterheads: Do's And Dont's

Making corporate letterheads? Well, before you go headlong into letterhead printing, it is a good idea to research first on what you really need to do, and what you should avoid. It may seem simple enough to produce letterheads through your office computer or a letterhead printing service, but in fact, to accurately impress people with your corporate letterheads you need to be precise with what you are doing. As a guide for you newbies out there in letterhead printing, below are the simple do's and don'ts that you should always keep in mind.- Do follow a simple layout – When creating corporate letterheads, it pays to follow a simple and coherent layout. You don't have to make it a work of art, and it does not have to look too fancy. Since corporate letterheads are about respectability and dependability, a simple layout will always win over a fancy and perhaps a little too wild design.

- Do enter complete and accurate information – Accuracy is important in corporate letterheads. You are of course printing the company's identity as well as its crucial contact information to prospective business contacts. That is why it is important to do triple checks to the information you are entering. Ask if there are special legal specifications needed like trademarks and business designations like incorporation or “Inc”. Being accurate is a sign of being a professional in letterhead printing.

- Do include an appropriate logo or image – The company logo of course should be an integral part of your letterhead. It identifies your company, and it also increases awareness of the public image of the company through its logo. So make sure you have a nice high resolution logo that is clear on your letterheads.

- Do use color letterheads for great effect – Finally, to impress people with your letterheads, it is important that your letterheads are printed in color. Color of course can illicit various emotions and reactions in people. So you can make your letterheads more alive by printing in color. It should be way better than normal and cheaper black and white letterheads.

- Do not use fancy font styles – Now, on the “do not” side of the equation, one thing that you certainly must not use in a corporate letterhead are wild and eccentric font styles. While there are plenty of cool looking fonts out there, a corporate letterhead will only need to use simple and functional fonts. The wackier the letterhead looks like, the less respect people have of the company. So make sure you respect the image of your company by refraining from using fancy font styles.

- Do not overwhelm the paper – Moreover, in terms of the overall design, it is important that you do not go overboard with your letterheads. Do not use almost half of the paper for the design. Just use the standard dimensions for each letterhead and never place information on it too much. Since letterheads are meant to be written upon it is important that there is space to write upon.

- Do not get too commercialized – Finally, the last and best tip we can give you is to avoid being too commercialized. Letterheads are for introducing your firm, and it is not a flyer printing or flyer marketing program. So leave your letterheads to their functions and do not get carried away with the designs. Since you are producing corporate letterheads, only simple text and simple images should be enough.

So that my friend are the do's and dont's of corporate letterhead printing. With these tips, nothing should go wrong until your receive and distribute them. Good Luck!