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How to Design a Business Letterhead

By Sam N. Austin, eHow Contributor

A business letterhead is part of an overall business paper system that includes letterhead, business envelopes and business cards. You can design a business letterhead yourself using templates such as those in Microsoft Word, or you can hire a professional. Either way, you need to make a basic set of decisions to ensure that your business letterhead presents your business in a positive light.

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Instructions

- 1 Select graphics for your letterhead. If your business has a particularly memorable logo, you might want to have it as part of the letterhead. Graphics other than your business's logo may be distracting; use them only if recommended by a professional graphics designer.
 - 2 Select text for your letterhead. Include your business's name, the postal address of your main office or headquarters, and your business's main switchboard telephone number and main fax number. Include your business's web address and a general-purpose email address if you have them. If your business has an official font, use it for the text on your letterhead. If not, choose a standard, widely used font such as Times Roman, Helvetica or Arial, and limit the font size to a maximum of 14 points.
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www.witmart.com/Logo-design-site
- 3 Choose a layout for your letterhead. If a professional is helping you, he can guide you through this process. Generally, place the text and graphics for your letterhead at the top of each sheet or on the left-hand side. In some cases you can place part of the information you want to include, such as your business's web address, along the bottom of each sheet. Whether you choose to place content on the top of the sheet or on the left, limit all the content on your letterhead to a one-inch border along the top, bottom, and left-hand sides of the sheet. This ensures that you are not overwriting the area of the page where you would write a typical business letter.
 - 4 Choose colors for the text and graphics once you have decided where you will place them. It is always acceptable to print letterhead in black and white. Printing in more than one color can be attractive but also increases costs.
 - 5 Provide the completed design to a printer. Some printers may request that you provide the design in a particular format, such as a .pdf file. Follow the guidance from the printer you select.

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