Letterhead Design Read-Along

Instructions: Using the linked readings fill in the blanks with the words from the readings. Also be sure to check out the provided samples at the bottom of each writing.

**Reading 1: Letterhead Design From MIR Print and Graphics Blog**

Link: <http://www.mirprint.com/blog/letterhead-design/>

1. The goal of a letterhead is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your company whenever you send out company correspondence.
2. An effective letterhead design should encapsulate your company’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or capture the essence of your company’s purpose.
3. Keep It \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Design a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Letterhead
5. The letterhead design will typically showcase the \_\_\_\_\_\_\_\_\_\_\_\_ of your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. The font \_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are important to consider when you design your letterhead.
7. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that relates to your company and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ well into the letterhead design is a more effective way to present.

**Reading 2: How to Design a Business Letterhead – Sam Austin**

Link: <http://www.ehow.com/how_5484300_design-business-letterhead.html>

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ other than your business's \_\_\_\_\_\_\_\_\_\_\_ may be distracting; use them only if recommended by a professional graphics designer.
2. Include your \_\_\_\_\_\_\_\_\_\_\_\_ name, the \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ of your main office or headquarters, and your business's main switchboard \_\_\_\_\_\_\_\_\_\_ number and main \_\_\_\_\_\_\_\_ number.
3. Include your business's \_\_\_\_\_\_\_\_\_ address and a general-purpose \_\_\_\_\_\_\_\_\_\_\_\_ address if you have them.
4. Generally, place the text and graphics for your letterhead at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of each sheet or on the left-hand side.
5. In some cases you can place part of the information you want to include, such as your business's web address, along the \_\_\_\_\_\_\_\_\_\_\_ of each sheet.
6. 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 \_\_\_\_\_\_\_\_ -\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_along the top, bottom, and left-hand sides of the sheet.
7. Printing in more than one color can be attractive but also \_\_\_\_\_\_\_\_\_\_\_\_\_\_ costs.