

Letterheads & Business Cards

Logo Design

3 steps needed to create effective letterheads and business cards.

- Details
- Create Links
- Use the Grid System

Details

- **Client Name**
- **Address**
 - Street Address
Neighbourhood**, City
Country
Continent**
- **Phone Number**
 - Office
 - Mobile
- **Website**
- **Email Address**

Links

- Find the Links between the information in the **Details**
- for example:
 - Address and website are linked because they are both places to find information about the client.

Grid

- Layout the details that you have decided to link using the vertical and horizontal lines of the grid.
- Keep in mind the margins of a printed paper.
 - usually 1 inch left and right
 - 1.5 inches from the top
 - 1 inch from the bottom

Specifications

- **Letterheads**

- US Letter size (8.5 inches x 11 inches)
- A4 (Metric)

- **#9 Envelope**

- 4.5 inches x 9 inches

- **Business Card**

- 2.5 inches x 3 inches (62mm x 75mm)

Use Logo Theory

Use the 5 Elements of an Effective Logo to design your letterhead and business card.

- **Simplify**

- Limit your colour use to only accents and limit your typefaces to one or two
 - keep in mind the typeface of the body text

- **Relevant**

- It should relate to your logo and look a part of the same system. A system that could be adapted.

- **Effective without colour**

- Think of the uses of your letterheads, it may be printed in black and white, sent via email. You need to anticipate the uses to keep it readable and effective.

- **Memorable**

- A larger part of branding. Your letter head and business card contains information that you want people to remember, so make their job easier. (this goes back to grouping and layout)

- **Scalable**

- Make your letterhead easily adaptable so you can easily use the layout for other documents; posters, brochures, signs, etc.



WEDNESDAY 14TH
JULY 2012
LONDON,
UK

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Kanye West
Promoter



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November 17, 2011
Loren Ipsum Date

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Loren Ipsum

The Bureau of Planning Services



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