

Desktop Publishing

Business Documents: House Style

House Style

- ▶ House style is a style guide that is a set of standards for design and writing of documents, either for general use or for a specific publication or organisation.
- ▶ A set of standards for a specific organization is known as "house style". Typical company house style documents include:
 - *Letterhead*
 - *Compliments slip*
 - *Business Card*
 - *Invoice*

Business Letterhead



The one item that every business needs whether large or small is letterhead.

A letterhead is a document that says you are officially a business.

Business Letterhead

▶ Facts

Letterhead is a formal piece of paper that a company uses when printing letters to other businesses, in response to offers and as a way of providing correspondence. Standard size for letterhead is an 8 1/2-by-11 inch sheet of paper/A4 size.

▶ Features

Letterhead is usually comprised of the company logo, address, telephone number, fax and website address. It generally has a matching envelope.



Business Letterhead

- ▶ **Importance**

Letterhead all by itself makes a statement about the company. This is usually based on the weight, colour and feel of the paper. Also, it contributes to the branding of the company.

- ▶ **Design**

Letterhead can be in various designs, such as corporate layout, traditional layout and casual design with full-colour printing. Corporate layout focuses on the corporate logo at the top of the page. Traditional layout is a classical layout that has the company name in the centre at the top and the address in the centre at the bottom. The casual design is a stationery that can be used for personal invites or announcements. Typically 4/5 of the page should be allowed for letter content.

Business Letterhead Requirements

A well-designed letterhead can make a company appear more professional to outsiders. Creating a letterhead is a simple process and, once created, the resulting letterhead can be used for correspondence for years to come.

- ▶ **Business Name**

All letterhead should contain the business' name in a prominent location. Depending on the design, creators can either display the name in the centre or off to one of the sides. If the business name is commonly seen in a certain font, creators should echo this font choice creating their letterhead.

Business Letterhead Requirements

- ▶ **Logo**

If the business has a representative logo, creators may want to include this identifiable mark on the business letterhead. Commonly, letterhead creators place the logo centrally, but it can be put on the left or right side, particularly if identifying information is displayed in the centre.

- ▶ **Address**

Many businesses opt to include an address on their letterhead for ease of correspondence. If the address is part of the letterhead, there is no need to place an address at the top of business correspondence.

Business Letterhead Requirements

- ▶ **Contact Number**

Businesses generally include a contact telephone number below the address on letterhead. If the business operates internationally, it is advisable to include the country code on the telephone number.

- ▶ **Website**

Once a business has established a website, it often lists the basic web address on the letterhead.

Commonly, businesses put their general URL address below the telephone number in the contact information section.

Compliments Slip

- ▶ A **compliments slip** (or **with compliments slip**) is a slip of paper that contains
 - The same name and address information that would be on a letterhead or formal letter stationery
 - A pre-printed salutation "with compliments" or "with our/my compliments"
 - Space afterwards for a short handwritten message to be added
 - It is used in correspondence, as an enclosure for other material.



Compliments Slip

- ▶ Compliments slips, which are informal, can sometimes substitute formal letters of reply. For example, the response to a request for a product price list may simply be the price list with a compliments slip attached, rather than with a formal letter of reply
- ▶ The inclusion of compliments slips in responses to such routine requests is often seen by businesses as a necessary step in maintaining good public relations.

Compliments Slip

- ▶ There is no fixed size for compliments slips. They may vary in size from the size of a business or visiting card, from which compliments slips originally evolved, to the size of a whole sheet of letter writing paper.
- ▶ Typically they should be a size suitable for placing inside an envelope without more than one fold, and large enough to be noticed when included in a parcel. (Standard letter stationery often requires folding twice in order to be placed inside envelopes.) Therefore the recommended size for compliments slips is:
 - Size A5 (width)
 - 21x9.9cm

Business Cards

- ▶ **Business cards** are cards bearing business information about a company or individual. They are shared during formal introductions as a convenience and a memory aid.
- ▶ A business card typically includes the giver's name, company affiliation (usually with a logo) and contact information such as addresses, telephone number(s), fax number, e-mail addresses and website.



Business Cards

- ▶ Traditionally many cards were simple black text on white stock; today a professional business card will sometimes include one or more aspects of striking visual design
- ▶ ***Business Card Dimensions:***
 - Millimetres (85 × 55)
 - Inches (3.346 × 2.165)



House Style Documents

▶ Questions?



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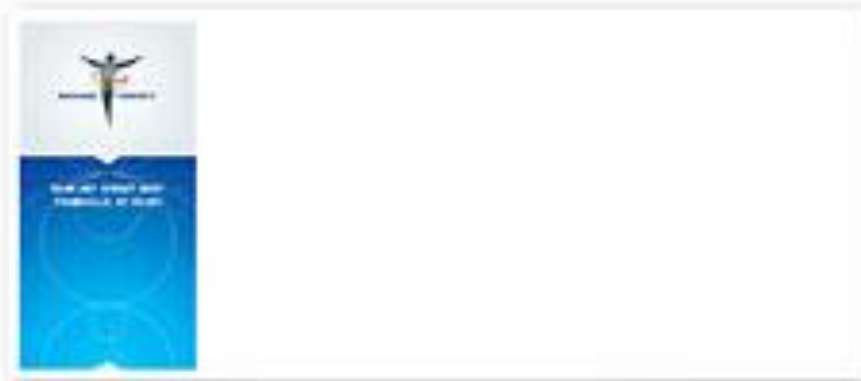
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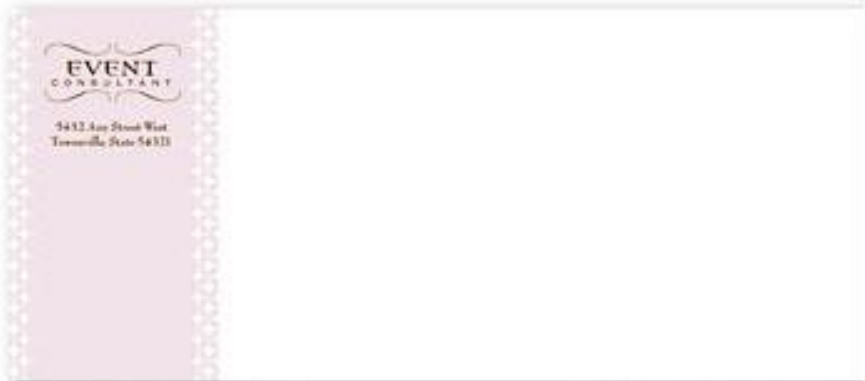
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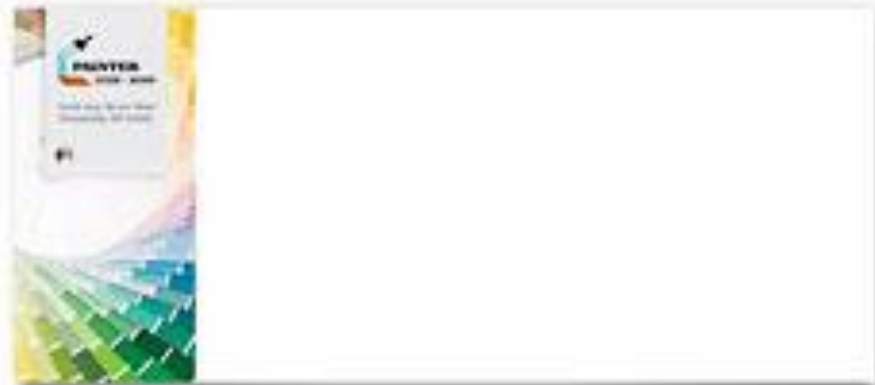
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