

Business Collateral

Letterhead

Business Card

Envelope



Letterhead

Letterhead and the art of correspondance have lasted from the quill pen to the typewriter and the computer. Although emails and texting have become the most widely used form of communication, letterheads are not yet obsolete.

Letterhead, offset-printed on fine paper, remains a core application in the brand identity system along with electronic letterheads. Letterhead with an original signature is still an important conduit for doing business. It is regarded as credible proof of being in business, and it frequently carries an important message or contractual agreement. It is still regarded as the most formal type of business communication and has an implicit dignity. For many years banks required businesses to write a letter on their letterhead in order to open an account.

Most of the world uses letterhead and envelopes based on the metric system. Only the United States, Canada, and Mexico don't.

Cultivate Kansas City, the Center for Urban Agriculture, is a catalyst for the production and consumption of locally grown food in Kansas City neighborhoods.

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Letterhead

Process:

1. **Clarify use:** letters, short and long, contracts, memos, invoices, forms
2. **Determine need:** corporate only, division letterhead, personal letterhead, size
3. **Finalize content:** best-case scenario, worst-case scenario, unify abbreviations, tagline, regulatory information, parent, professional affiliation
4. **Develop design:** use real letter, determine margins, show actual size, examine iterations, design envelopes.
5. **Specify paper:** appropriate surface, availability, laser compatibility, color
6. **Determine production method:** offset printing, digital printing, engraving, foil stamping, embossing, letterpress, watermark
7. **Manage production:** review proofs, watch first run on press, develop electronic templates



Letterhead

Design Basics:

- Never design or present a letterhead without an actual letter on the page
- Take into consideration the location of the folds
- Get an ink draw on paper you have chosen
- Design a second sheet
- Research the right size for a foreign country
- Feel the paper, and identify proper weight
- Find out biases regarding formats
- Provide templates for letter positioning, type style, and size
- Always test the paper and envelopes on a laser printer
- Consider recycled sheets



Letterhead

The world of abbreviations:

Landline:

Phone

Tel

P

T

Voice

V

Mobile

Cellular

Cell

M

C

Email

email

e

(just address)

Website

Web

(just URL)



Business Card

Each day millions of people say, “May I have your card?” This commonplace business ritual looks different around the globe. In Korea you show respect for a colleague by presenting a business card in two hands. In the Far East most corporate business cards are two-sided, with one side, for example, in Korean, and the other side in English. The Western-size business card is slowly becoming the standard around the world, although many countries still use variations of a larger card.

In the 19th C, Victorian calling cards were elaborately decorated, oversized designs to showcase a name. Today the designer is faced with so much information to include -- from email to voicemail to mobile phone and 800 numbers, double addresses and domains -- that the small business card is a challenge even for the most experienced designers. Information, by necessity, is flowing to the back side.

The business card is a small and portable marketing tool. The quality and intelligence of the information are a reflection of the cardholder and her company. In the future a high-tech business card may double as an identification card and include a user’s fingerprint or other biometric data. Some are already including qr codes and interactive alternate reality experiences.



Business Card

Process:

- 1. Clarify positioning:** revisit positioning goals, revisit competitive audit, revisit internal audit, understand brand hierarchy
- 2. Determine Need:** Who uses a card? How frequent is the need? What is the quantity required? What is the critical information?
- 3. Finalize content:** best-case scenario, worst-case scenario, unify abbreviations, tagline, regulatory info, parent, professional affiliation
- 4. Develop design:** use real text, show actual size, examine iterations, consider the back, develop color strategy
- 5. Specify paper:** appropriate surface, weight, availability, color, quality, recycled
- 6. Determine production method:** offset printing, digital printing, engraving, foil stamping, embossing, letterpress, watermark
- 7. Manage production:** review proofs, watch first run on press



Business Card

Design Basics

- Think of a business card as a marketing tool.
- Make it easy for the receiver of a card to retrieve information.
- Make it easy for new cards to be produced.
- Minimize the amount of information, within reason.
- Consider using the back as a place for more information or a marketing message.
- Carefully choose the weight of the paper to convey quality.
- Feel the paper and the surface.
- Make sure that all abbreviations are consistent.
- Make sure that the titles are consistent.
- Make sure that the typographic use of upper- and lowercase is consistent.
- Develop system formats.



Envelopes

Envelopes have been used to transport letters, goods and money since 1901 when it was patented by Americus F. Callahan. Since then the designs of envelopes have been changed and modified to all different shapes and sizes, but until today the patented envelope still makes its appearance in millions of peoples mailboxes each day. Companies design their envelopes surrounding their corporate structure and identities and get them printed on their choice of paper.

Envelope design is crucial to sales letter success. Without stellar envelope design, your letters will never get opened. The best envelope designers know what it takes to keep your envelopes from being lost in the junk mail clutter, to get noticed and opened so your prospects will read your letter and your business will get the results it needs.



Envelopes

Design Basics

- **Know the purpose:** understand the purpose of the communication within the envelope, the audience, and type of correspondence.
- **Keep it simple:** simple and easy to read, they do not benefit from cluttered space, include logo and return address, add style through color, texture, printing technique, good typography...
- **Differentiate:** should be instantly noticed, motivate audience to open the envelope, consider orientation, possible inside liner, closures
- **Follow the rules:** The post office has specific standards for bulk and first-class mail. Whether you're mailing with metered postage or with an indicia, you need to make sure your envelope follows the proper format. You also need to make sure your envelope follows printing guidelines such as folds and safe area.
- **Production:** create an envelope template, decide on paper, size, consider practical cost, create mockups, decide on techniques - foil stamping, diecut, embossing, screen print, letterpress, digital printing.
- **Consistency:** make sure it goes with your letterhead that will be included in the envelope.