

LETTERHEADS (LH)

TIP! Company business cards, envelopes, and letterhead should relate to each other and it is recommended they be designed together.

A LH should contain the company's logo, name, address, phone/fax numbers, website, and social media platforms - if relevant (i.e. facebook).

The LH is a company's official paper and is used to:

- Write correspondence to customers, media, and other business associates.
- Print documents and letters internally for their company.
- Mail merge from a specific data list for a specific reason, to be inserted in a company #10 regular or window envelope and mailed.

YOU'LL WANT TO ASK:

- 1. Do you have a business card and envelope to base it on?**
- 2. Do you have a logo?**
- 3. Do you have a sample of what you are wanting the letterhead to look like?**
- 4. Do you use certain fonts and colors?** Refer to font samples if needed.
- 5. Will LH contain a watermark?** Watermarks are very lightly screened images* or text in a pronounced location. (* 5-10% is recommended. The art department will determine this based on the color used and whether it prints on press or copier.)
- 6. What is the Content?** Company Name, Address, Phone #s, Office, Fax, Website, Social Media platform.
- 7. What is your Budget?** Professional looking stationery doesn't need to be costly. Sometimes less is best – keeping it simple so as not to distract from the message that it carries. But, if simple is not their thing, then by all means we can go all out - full color, bleeds, textured paper, watermarks, foils, and embossing.
- 8. Quantity?** If your customer foresees heavy usage of their LH, recommend printing a larger quantity. This will save them money per piece—or we are happy to print on-demand. Another cost saver for large quantity color LH with multiple locations is to pre-print the base info and images on the press, then use these to imprint the individual addresses/phone #s, etc.
- 9. Professional Design Services:** The initial cost of the LH will be due to the art time involved in designing the piece. Most likely there will be several proofs going back and forth between the customer and the art department until the customer is satisfied with "the look". Stress to the customer that for reorders or revisions art time will be minimal.

How is the Letterhead Produced?	Press	Copier
1. Color - Does the LH have a specific Pantone color(s) that must be used for this particular business?	✓	
2. Metallic Inks - Gold, Bronze, Silver	✓	
3. Premixed Neon Inks	✓	
4. Toner-based Neon Pink, Neon Yellow, White, Clear Coating - due to another pass through the Color Copier, there is an additional charge		✓
5. Quantity - Over 2000	✓	
6. Quantity - Up to 2000 (only if no Pantone inks must be used)		✓
7. Paper - Some specialty papers can only print on the press.	✓	
8. Quick turn-around		✓

FYI: Thermographed LH, when ran through a desktop copier in large quantities, can streak due to the heat of the copier returning the thermograph ink to liquid form.

NOTE: For Repeat Orders it is recommended the LH be printed on the same machine to get the same color/coverage results. Always include a Press Sample from a previous order for production to match.