

The Stationery Pack

- [Logo]
- Letterhead
- Envelope
- Continuation Sheet
- Business Card
- Complimentary Slip

INFINITY DENTAL



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Toronto, Ontario, M5J 3A6

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Your next appointment is

at _____

We look forward to seeing you.

The Letterhead



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The Letterhead

- Clearly identify the sender by prominently displaying the name and/or logo.
- Display the sender's address/es and phone number/s in an easy-to-find location.

The Letterhead

- Leave ample room for a message.
- Not overpower the content of a letter or make it hard to read – the purpose of a letter is to communicate.

The Letterhead

- Reflect the client's character and personality.
- For e.g. A conservative client's letterhead should have a clean look and dignified feeling.

The Letterhead [envelope]

- Have an envelope design that meets postal regulations for positioning of information.
- That normally means a 22cms by 11cms format.

The Letterhead

- Make it easy to distinguish between the content of the message and the information about the sender.

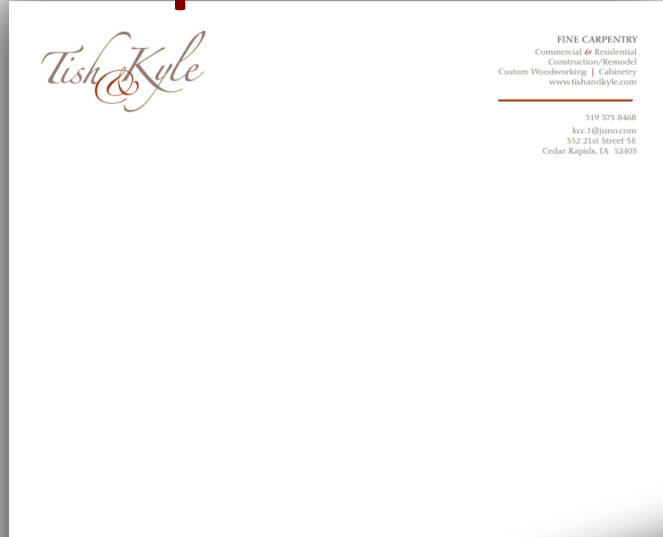
The Letterhead

- Make it easy to distinguish between the content of the message and the information about the sender.
- Have a design that works on all pieces – even a small business card.

The Letterhead [etc.]

- Include indicators on each piece that show where to place the inside address, salutation, and body of a letter; and also the address on envelopes and mailing labels.

The Envelope



The Envelope

- Should contain the logo, and street address of the sender.
- No other addresses and no phone numbers should be included.

The Envelope

- Most information has to be top left and/or bottom left of the envelope.
- In rare cases, bottom right is also used, but never top right, reserved for stamps.

The Envelope

- Plenty of space needs to be left for the writing or typing of addresses.
- In the meantime, the style should imitate in a limited way that of the letterhead.

The Continuation Sheet



mailing address
1336 N. Moorpark Rd, #198
Thousand Oaks, CA 91360

home address
Whitethorne Ranch
5501 Balcom Canyon Rd
Somis, CA 93066

website
www.vsdressage.com

email
verena@vsdressage.com

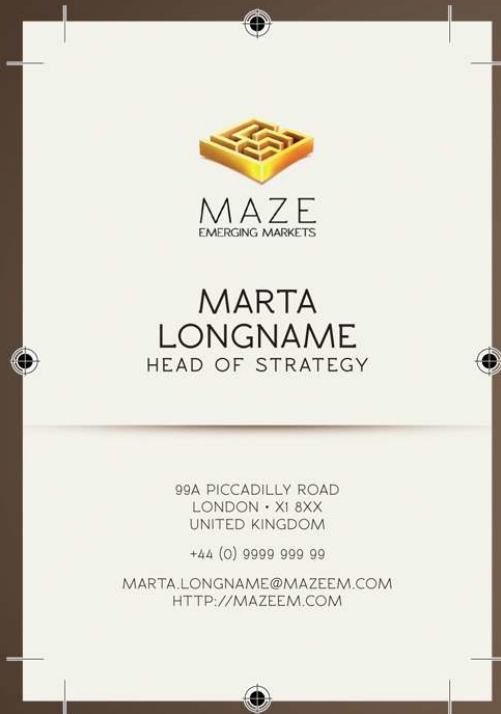
phone
909-499-3687



The Continuation Sheet

- Must contain only the bare essential visual links to the letterhead.
- Must be as empty as possible to provide a lot of writing space.

The Business Card



The Business Card

- Usually contains the company logo, the company name, the full street address, the website and e-mail addresses, landline and mobile phone numbers, the individual's name and title.

The Business Card

- Can be either tall or wide in design.
- All necessary information must be on one side only.
- Back side can be designed with company logo, design, and/or colors.

The Business Card

- The most common size is 8.5cms by 5cms, but this can vary.
- Business cards can even be folded, square, or irregular in shape.

The Complimentary Slip



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CRICOS Provider Number 00121B

with compliments

The Complimentary Slip

- Is usually 10cms high and 21cms wide.
- Has the logo and replicates some small elements from the letterhead.

The Complimentary Slip

- Is usually 10cms high and 21cms wide.
- Has the logo and replicates some small elements from the letterhead.
- Has the words “with compliments” included.

The Complimentary Slip

- The name of the company, address/es and phone number/s are usually included.
- A large part of the surface must be left empty for writing.

[Peripherals]



Peripherals

- Whenever anything else is needed that complements the stationery set style (for e.g. cd & cd cover), a variant of the letterhead style should be used.

Peripherals

- Details on both cd and pack should be limited to company name, logo and website.
- The contents of the cd should be listed on the back of the pack.

Peripherals

- A title (as abbreviated as possible) referring to the contents of the cd should be on the front of both the pack and the cd itself.
- All other details should be presented in a small font size.

DTP