**Desktop Publishing**

**Business Cards, Letterheads, Envelopes**

A **letterhead** is preprinted stationery with important facts about the company and blank space to display the text of the correspondence. Letterhead, typically used for official business communication, is an easy way to convey company information to the reader and quickly establish a formal and legitimate mode of correspondence. The company information is displayed in a variety of places—across the top, down the side, or split between the top and bottom. Although most business letterhead is 8½ x 11 inches, other sizes are becoming more popular, especially with small agencies and not-for-profit organizations.

Generally it is cost effective for companies to outsource the printing of their letterhead stationery. Designing the letterhead in-house and then sending the file to a commercial printer saves design consultation time, customization, and money. Black-and-white or spot-color letterhead is more common and less expensive than composite or process color.

Sometimes preprinted letterhead may not be purchased because of its expense, color, or limited quantity. In these cases, companies can design their own letterhead and save it in a file. Employees open the letterhead file, create the rest of their document, and then save the finished product with a new name. That way the letterhead is still saved like a template. In addition, businesses can print multiple copies of their blank letterhead and then print documents on the letterhead by inserting it in the printers.

A **business** **card** is a small publication, 3½ x 2 inches, printed on heavy stock paper. It usually contains the name, title, business, and address information for an employee as well as a logo, distinguishing graphic, or color to draw attention to the card. Many employees want their telephone, cell phone, and fax numbers on their business cards in addition to their e-mail and Web page addresses, so that colleagues and customers can reach them quickly.

Business cards can be saved as files to send to commercial printers or printed by desktop color printers on special perforated paper. Doing this in-house, of course, saves time and printing costs.

**Envelopes** are manufactured in a variety of sizes and shapes. The most common sizes are #6 personal envelopes (small) that measure 3⅝ x 6½ inches and #10 business envelopes (large) that measure 4⅛ x 9½ inches. You can customize envelopes to match the letterhead stationery.