



# Article Side

Effective Tips for Letterhead and Leaflets by [Julia Roger](#)

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Letterhead printing and leaflet printing are few of the most important work that a company has in its daily activities. The way in which you present yourself along with your company and the way in which you market the brand, determine the customer's behavior and focus towards you and your brand. Therefore it is very important that we find a proper printing solution for the daily company stationery printing. No matter how diverse your printing needs are, the best printing solution will provide you the right kind of printing at the right time in the right way. Here are a few things that should be checked and kept in mind while opting for letterhead printing and leaflet printing:

Leaflets and letterheads should have perfect usage of words. Use captions and words in such a fashion that they play with the mindset of the people. Entice them and intrigue them so that they try of using your product or services. Do not use many words but a maximum of 14 words can be used to depict what you want to portray.

Logos and designs play a major role; choose a logo that is attractive but not too outshone. The layout and design of the leaflet and the letterhead should be attractive and simple. Creating things that must fetch attention of the people and clients is very beneficial for the company.

The colors used should be professional and should depict a tone that is not emotional. Yet the colors should be bold enough to express the image and needs of the company. Avoid too bright colors unless it's absolutely necessary.

The quality of paper and ink used in leaflet printing and letterhead printing should be of good or the best quality. Using cheap product can hamper the image of the brand.

These effective tips are necessary for the proper printing of office stationery, so it is advisable to keep these things in mind.

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