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Useful Instructions for Letterhead Printing by [Julia Roger](#)

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In business, a letterhead is required to make a first impression on the clients as it has a lasting effect on them. Nearly all proposals, sales letters and other correspondence are presented on them, making the letterhead vital to the organization's image. It is important to have the business letterhead printed in high quality paper stocks as it will give the impression of the business being strong and trustworthy. It is more than simple correspondence; it is about marketing a branded image that will impact the clients. It is not stuffy corporate material one wants to avoid. It helps one to stand out among competitors, establish the brand, earn new sales and even make direct sales.

Instructions:

Certain instructions should be followed in leaflet printing.

The name of the business should be written on the top center of the paper. It should be larger than other information in the letterhead.

Address of the business should be under the business name. No abbreviations should be used and all words should be spelt out correctly.

The city and the complete zip code should be written under the address.

The phone number and fax number should be placed under the city and the zip code.

The letterhead should be proofread to check for inaccuracies and spelling errors.

letterhead printing Techniques:

The letterhead should be in the correct format. It should be designed using four color process using 300dpi for optimal results. One should get a free professional letterhead template, which contains guides so that one can make sure the letterhead bleeds extend all the way to the edge of the paper and all the important elements are within the safety area.

The paper should be of high quality and one that offers a perfect balance between stability, smoothness and sheen for a clean professional look.

Get matching envelopes and second sheets. It should match the letterhead size and paper.

Always order in volume for economy.

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