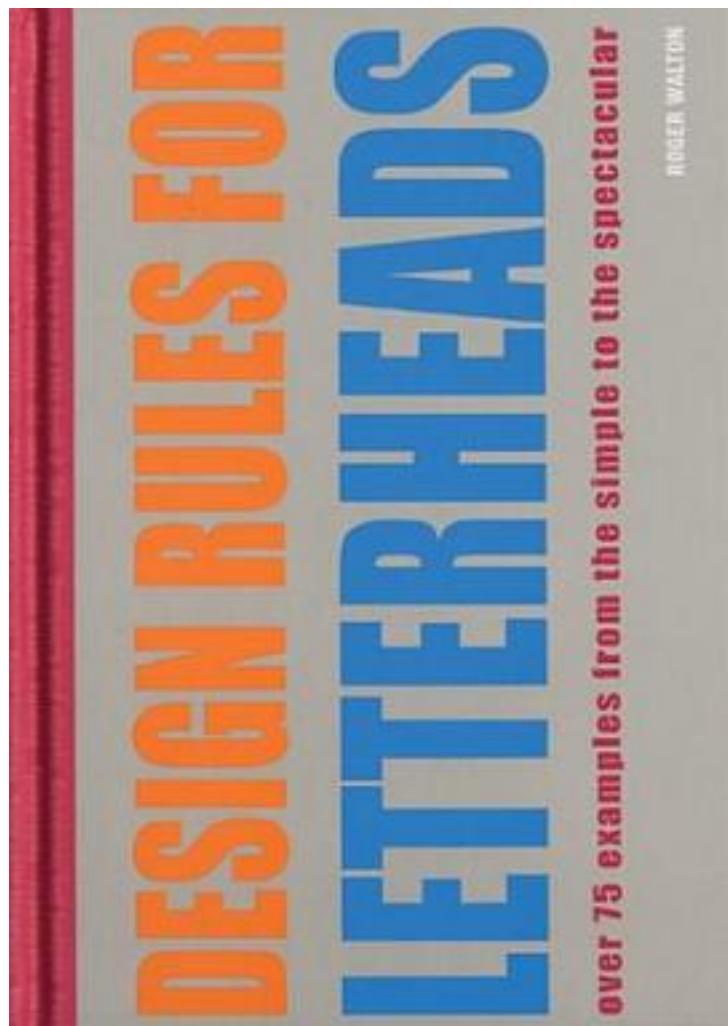


Design Rules for Letterheads



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Design Rules for Letterheads is a collection of invaluable information, insight, advice,

and design examples for anyone designing or commissioning the design of letterhead and stationery. Design Rules for Letterheads gives quick and easy pointers on all aspects of letterhead and stationery design in more than 70 concise articles. The book helps you negotiate the many decisions that a stationery designer has to make -- where to position the company's contact information; what space to allow for the text of the letter itself; what shape and size paper to use; what typography, colors, and printing processes to select; and so on -- and explains clearly how stationery items can work not just on paper, but in other media such as e-mail or website content. A wealth of practical advice, the book showcases more than 100 examples of work from the simplest one-color letterhead to designs with complex color printing, die-cuts and embossing. These stationery designs from the world's leading designers show that there are an infinite number of stylish and original solutions to the challenge of creating original letterheads.

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