

Advise On Letterhead Printing Right From The Experts

Are you only turning up simple and amateurish color letterheads? Well, let me get your letterhead printing into gear with some professional advice about designing letterheads. Listed down below are seven advice and tips in letterhead design and printing. Let these be your guide to developing a professional, creative and memorable color letterhead that you and your company can be proud of.

1. Use formal fonts – A basic design tip that all amateurs must know about creating letterheads is that you must use formal or simple font styles. A letterhead is about communicating information clearly. You won't want to use a wacky or creative font that takes some time to figure out. Most experts usually just use simple sans serif fonts like Arial. Today, there are tons of simple, formal but very distinct fonts that you can freely use for your own custom letterheads. They are usually found online through free font databases. Use those formal fonts effectively for your own custom letterhead designs.

2. Vary some formatting – When you design your color letterheads, do not forget to vary some of your formatting in the text. It is good to emphasize certain text such as your name, or maybe your slogan. By adding bold style fonts, or increasing the size of other text elements, you can provide some important emphasis on the key content that you want people to pay attention to. So do not be afraid to experiment a bit and vary some of your formatting.

3. Use only high quality logos – A good tip to remember when producing custom letterheads is to only use high quality logos. Many newbies to printing do not know about image resolutions. This is the key quality measurement that makes the image look sharper and clearer when printed. For your letterheads, it is good to use logo images that are at least 300 dpi or higher so that they look very crisp and sharp when printed. Do not just copy and paste the logo from your website. Try to get the original high resolution logo to get the best results.

4. Use varying dynamic colors in the design – Today, it is good to vary slightly the colors in your letterheads. From the background to the text, most people today use gradient or dynamic colors that seamlessly change. For example, if you look at most modern website designs today, you will see that their backgrounds and logos use gradient colors which basically has different colors blending seamlessly for a great effect. It is good to use this in your own color letterheads to make them look more natural, dynamic and of course in with the times.

5. Always print all pertinent information – Of course, as a standard rule, you should always print all the important information necessary in your color letterheads. You will want readers to get all the info they need about you and your company. Just make sure that you present the information in the most detailed but concise manner as possible to maintain the look and balance of your letterhead designs.

6. Learn about paper and ink choice – You should also take note about the paper and ink choices for letterhead printing. Paper and inks can determine the overall look of your letterhead. Even with the best designs, a color letterhead will not really shine if its print materials are cheap. So make sure that you know the effects of certain paper and inks to your design. Use the best ones you can afford to make sure your letterheads turn out best.

7. Always test print your letterhead – Finally, one good tip you should always follow is to always test print your custom letterheads. Some design elements and mistakes can only be clearly visible when you actually print out your letterheads. So if you have a printer, try to test out printing your design drafts. This should help you see your letterheads in real life as you develop it, making it possible for you to do the necessary tweaks to make it more perfect for letterhead printing.

Great! Hopefully you can follow these tips for your own color letterheads. They will help immensely with the philosophy of your design. Good Luck!

About the Author

Troy Duff works as a businessman and currently runs a printing company that offers [letterhead printing](#), banners, magazines, flyers, door hangers, bookmarks, poster templates, [letterheads](#), print newsletters and other printed ads.

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