Letterhead *(Kepala Surat)*

Letterhead is one of the key elements to corporate identity.

The layout, typstyles, and colors established dictate the design of all the pieces that follow — from business cards and envelopes to website brochure.

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Basic components of a letterhead

1. Firm or organization name
2. Logo
3. Motto or statement of business philosophy
4. Street address and mailing address
5. Telephone number(s)
6. Fax number
7. Email address and/or web address

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Basic components of a letterhead

Corporate and nonprofit letterheads often list officers or board members, as well. That is a lot of information to fit into a relatively small space. Remember, most of letterhead needs to be left blank for the message area.

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Various Letterhead sizes

1. 8.5" X 11" (standard letterhead size or A4 letterhead).
2. 8.5" X 14" (legal letterheads or A5 letterheads).
3. 16.54" X 23.39" (A2 letterheads).
4. 7.25" X 10.50" (7½" X 10½") also called executive letterheads.

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Creating a Letterhead

1. Plan your letterhead.
2. Choose a graphic.
3. Convert to black and white.
4. Enter your text.
5. Insert your graphic.
6. Polish your letterhead.