



\_\_\_\_\_ student name

\_\_\_\_\_ period

\_\_\_\_\_ date

### Designing a Stationery System

A stationery system is more than just a business card. Typically, a business will need at least a \_\_\_\_\_, a \_\_\_\_\_ and a \_\_\_\_\_.

Depending on the business, they might also need additional \_\_\_\_\_, such as \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_.

Your goal is to establish a look or \_\_\_\_\_ that reflects the business and to maintain that look consistently. Think of each design as a part of a \_\_\_\_\_ that works together to communicate an image about the business.

The chief goal of a system is to promote \_\_\_\_\_ in mood and design.

The basic sizes of stationery system components are:

Letterhead - \_\_\_\_\_ x \_\_\_\_\_

#10 Business Envelope - \_\_\_\_\_ x \_\_\_\_\_

Business Card - \_\_\_\_\_ x \_\_\_\_\_

It is very important that you maintain \_\_\_\_\_. Certain areas of the envelope need to be left \_\_\_\_\_ for the address, the stamp, and other postal requirements. The \_\_\_\_\_ also needs to provide enough room for the body of the letter.

List the general tips that help maintain consistency in a stationery system.

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

When designing stationery systems always start with the \_\_\_\_\_ .

