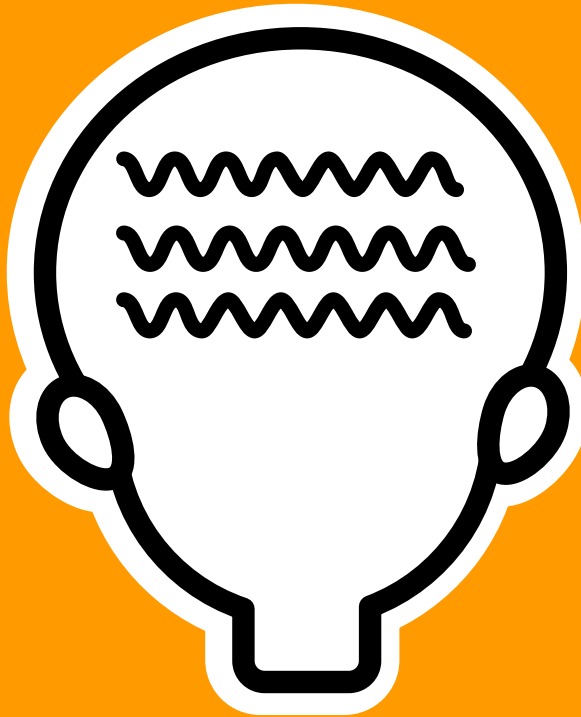
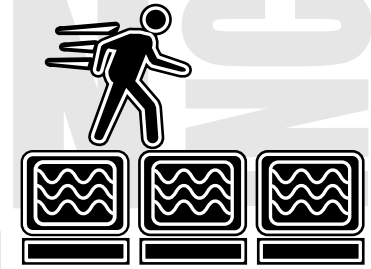


IMAG

INATIONS

EXPLORATIONS



designing a stationery system



What is a stationery system?

A stationery system is more than just a business card. Typically, a business will need at least a card, a letterhead, and an envelope.

Depending on the business, they might also need additional forms, such as invoices, fax covers, or labels.

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

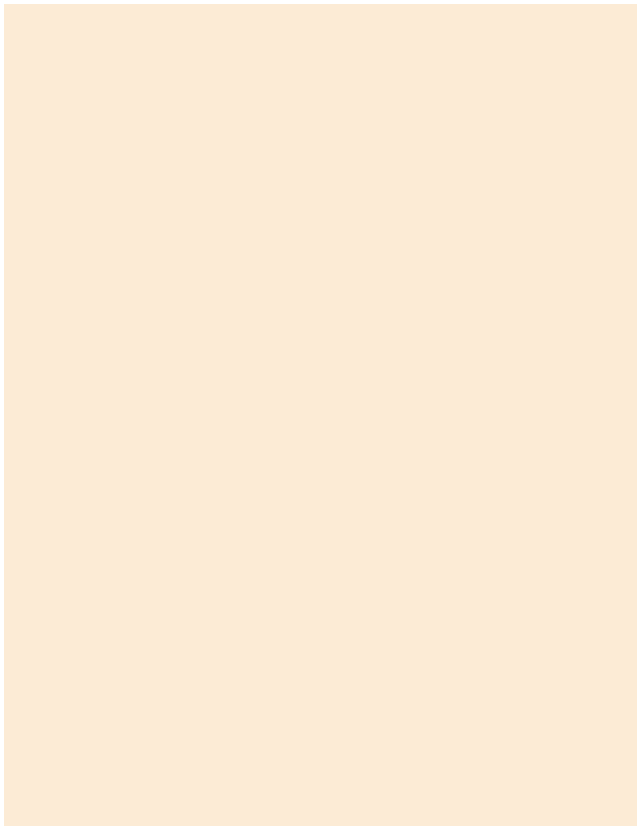
The chief goal of a system is to promote consistency in mood and design.

This presentation will help you design a better stationery system.

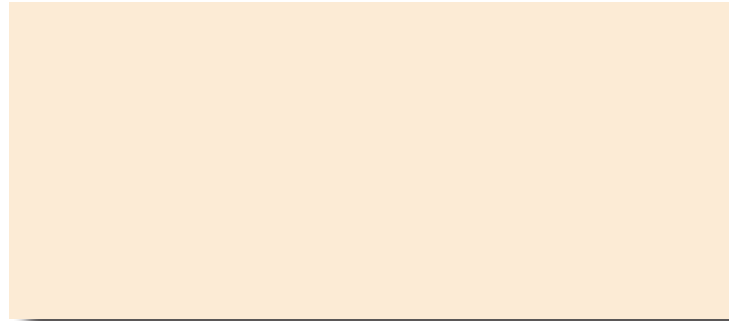


Sizes of the basic stationery system components

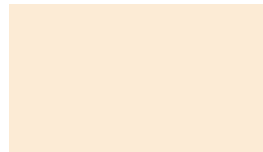
Letterhead 8 1/2" x 11"



#10 Business Envelope 9 1/2" x 4 1/8"



Business Card 3 1/2" x 2"



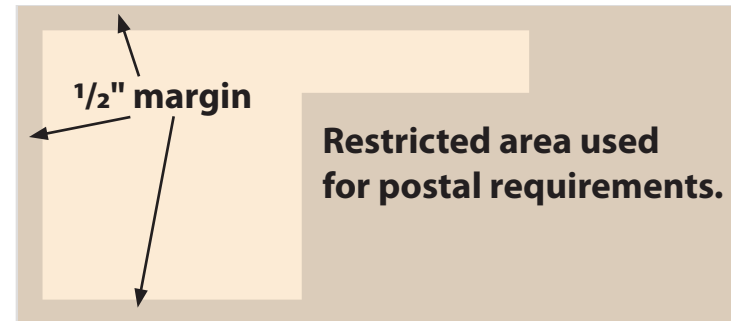


Areas of design

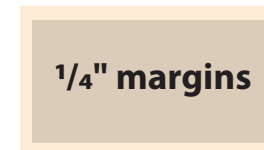
Letterhead 8 1/2" x 11"



#10 Business Envelope 9 1/2" x 4 1/8"



Business Card 3 1/2" x 2"

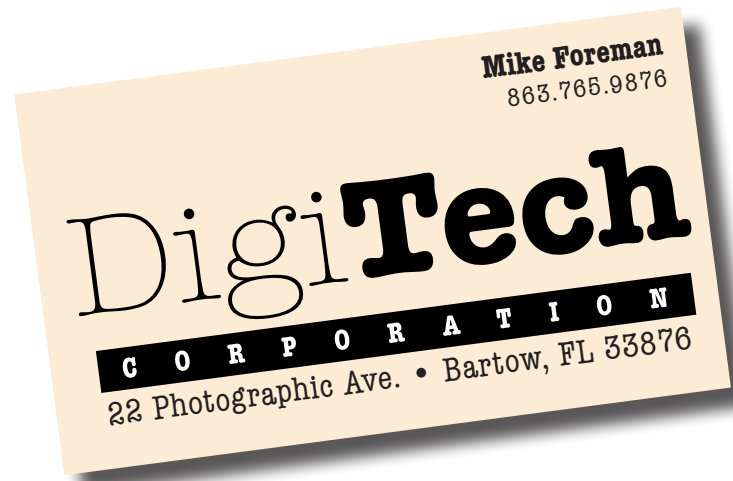


It is very important that you maintain margins. Certain areas of the envelope need to be left blank for the address, the stamp, and other postal requirements. The letterhead also needs to provide enough room for the body of the letter.



Here are some general tips to maintain consistency in a stationery system.

- Use the same underlying structure for each design.
- Use the same fonts, set at the same size, set using the same alignment.
- Use the same graphic elements throughout the system.
- Use the same color harmonies throughout the system.



Always start with the business card.





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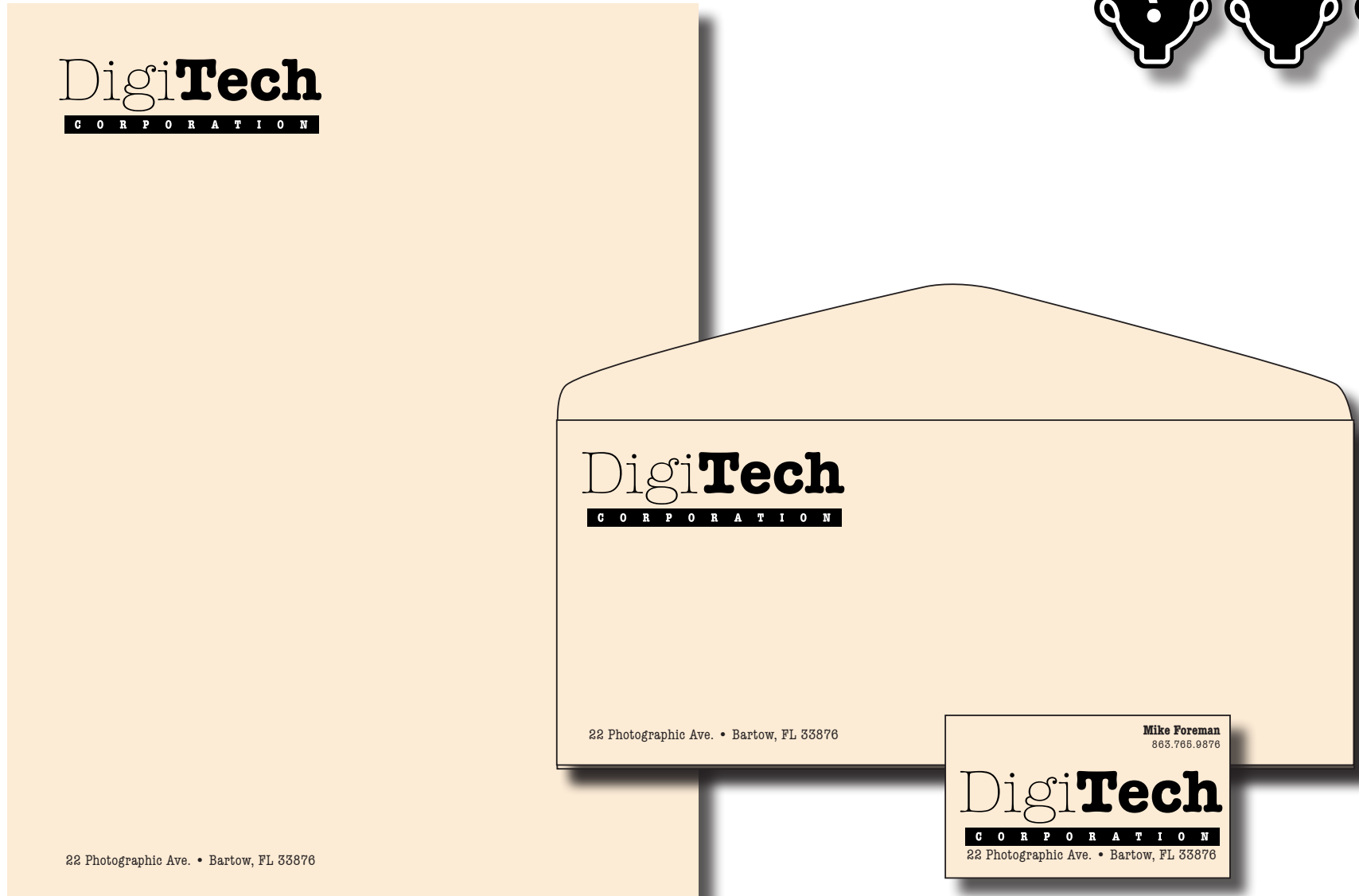
Mike Foreman
888.766.9876

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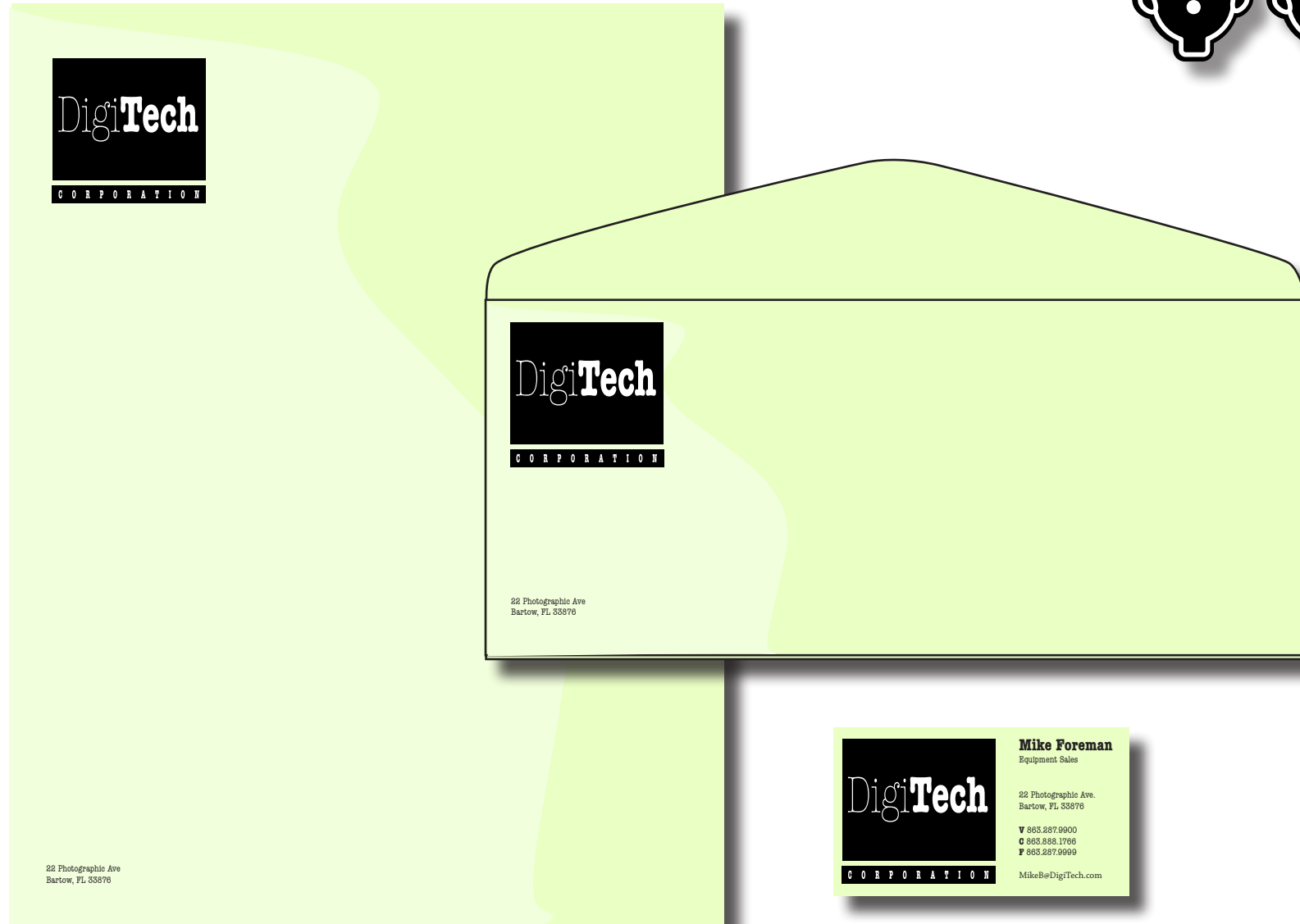
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This example of a stationery system maintains unity throughout the system.



Here the address is brought down to the bottom of the letterhead and envelope.



Here is another example of a stationery system that started with a different business card design.



Getting started.

Before you get started on your stationery system project, be sure to check out all of the examples in the iMAG classroom including books, examples of other students' work and online resources.