

# STATIONARY/APPLICATION DOCS

**A review of the content requirements and considerations for designing your Letterhead, Business Card, Cover Letter, Resume and References.**

**PLEASE REVIEW AGAIN PRIOR TO DESIGNING.**

**Also review** Lectures on Stationary Basics and Visual Techniques, Letterhead & Business Card Readings, and other Color Readings posted to our site.

Due a week from today.

*If you are using a company name* do not use your personal name on the letterhead template, instead find a way to incorporate your name into the body/content of what you print on your letterhead. (The idea is that if you have a company, others may be using your letterhead, so it will not be appropriate to have your name as part of the basic template.)

### Your letterhead template should include:

- Company Name -or- Personal Name
- Logotype/Logo (if applicable)
- Full Contact Info  
(full address, telephone number, email, URL)

**You will be designing any graphics and determining the typeface, leading, paragraph space, line-length, color, size, hierarchy and margin-space for the content of the Letterhead.**

*Technical Specs & Considerations* See Lecture on Stationary Basics and Visual Techniques, and the Letterhead Reading posted to our site.

# Designing your Letterhead.

*Technical Specs & Considerations* See Lecture on Stationary Basics and Visual Techniques, and Business Card Reading posted to our site.

**Your business card should include the following:**

- Company/Personal Name (as applicable)
- Logo/Logotype (if applicable)
- Name of Self
- Title of Self
- Full Contact Information  
(\*\*full address, telephone number, email, URL) \*\*Exceptions

**You will be designing content based on the design choices of your Letterhead for consistency and brand identity variation.**

# Designing your Business Card.

Your Cover Letter content will be copied & pasted from the previously drafted & edited cover letter word doc.

It will be designed to fit on your letterhead template, so you need to only include your name and full contact information once via your letterhead template. It will also appear in the signature line at the end of your letter.

*If you are using your company name* on the letterhead template you do not need to put your name anywhere else in the content of the letter, other than your closing name and signature line at the end of your letter. This will serve to identify who you are.

**You will be designing and determining the typeface, leading, line-length, color, size and margin space for the content of the Cover Letter.**

**You should not identify this as your “cover letter” anywhere in the document.**

# Designing your Cover Letter.

Your Resume content will be copied & pasted from the previously drafted & edited resume word doc.

Your Resume will be designed to fit on your letterhead template so you need to only include your name and full contact info once via your letterhead template.

*If you are using your company name* on the letterhead template find a way to identify yourself by incorporating your name as part of the body of the resume.



**You will be designing any graphics and determining the typeface, leading, paragraph space, line-length, color, size, hierarchy and margin-space for the content of the Resume.**

Clearly identify your resume by including the word “Resume” on it as part of the content.

# Designing your Resume.

Your References content will be copied & pasted from the previously drafted & edited references word doc.

Your References will be designed to fit on your letterhead template so you need to only include your name and full contact info once via your letterhead template. If you are using your company name on the letterhead template find a way to identify yourself by incorporating your name as part of the body of the references.

*If you are using your company name* on the letterhead template find a way to identify yourself by incorporating your name as part of the body of the references.

**You will be designing content based on the design choices of your Resume content.**

**Clearly identify your references by including the word “References” on it as part of the content.**

# Designing your References.