

Graphic Design

How to... **Create Impressive Stationery**



Are you creating a good first impression? When you have a company identity that accurately depicts your values, you must communicate it at every available opportunity to your existing and potential customers. Remember, the design you employ in your business stationery represents you in some of your most important one-to-one communications (introductions, invitations, proposals, etc.). It is vital, therefore, that you create a good impression. Let aamdesign.co.uk create impressive stationery for you.

Additionally, I can also design invoices, envelopes, newsletters, flyers, advertising, brochures, and much more. Please contact me with your requirements.

Small Business Stationery Pack Design **from £195**

If you intend to have your stationery professionally printed, Let me design a set of unique artworks for you, comprising **letterhead**, **compliment slips** and **business cards**, which you can then have printed at a printer of your choice. Additionally, I can arrange to have these printed for you.

Why You Need Professional Business Stationery

- Communicates your purpose and values to potential customers.
- Announces to the world that you are an established organisation.
- Helps customers to reach you by presenting your contact details.
- Increases your credibility by having a consistent professional appearance on all your literature.
- Reinforces your existing business relationships.
- Avoids amateurish layout and typography mistakes, which could send out an inappropriate or negative message.
- Attracts new business by arousing interest.

Small Business Template Pack Design **from £195**

Get your small business up and running quickly, cheaply and conveniently, by using a set of unique Microsoft Word stationery templates. The set comprises A4 **letterhead**, A4 page of DL **compliment slips** and A4 page of **business cards**, allowing you to print out your own stationery on your chosen paper stock, as you need it.

THE DESIGN PROCESS

Step 1. **FREE Design Brief/Consultation**

A comprehensive discussion with you to determine your requirements and objectives.

Step 2. **FOUR Concept Designs**

Four concept designs will be created from the design brief for you to choose from.

Step 3. **FOUR Development Designs**

Four variations will then be developed from the chosen concept design.

Step 4. **FINAL Design Delivery**

Your final design will be delivered on CD in file formats suitable for professional printing (e.g., AI, EPS, TIFF), or as MS Word templates (.dot), as per your request.

Simply phone or email me to arrange a **FREE consultation**, or if you have questions.

I am always happy to supply a written or email quotation (no obligation) for any requirements you may have.

Corporate literature & technical publications at less than agency prices

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