

# Design a dual-purpose letterhead

This pre-perforated, legal-size sheet is part image, part function. *Continued* ▶



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Legal-size sheet can serve as your letterhead and provide a bonus, too.

The economy of direct mail is especially valuable for non-profits. But amidst all the junk mail, a letter must work quickly to stand apart. It must establish its reputability, attract with its message and generate a reply. Let's try that!

The Saint Philomene Shelter exists on contributions for which it periodically makes an appeal. We've designed for it a dual-purpose letterhead that conveys an image of dignity and authority, and has a perforated panel as a leave-behind. Here's how it works.

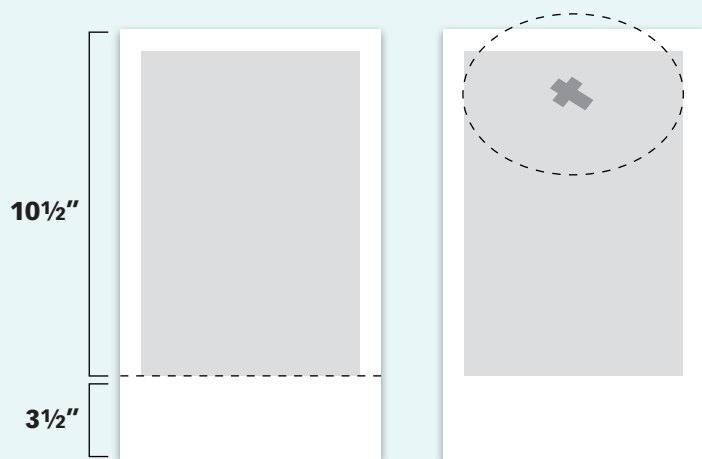
## Leave-behind value for the reader

Legal-size sheet with a perforated panel has both form and function. The quiet *look* of the stationery bespeaks dignity—the who and what they are. The tear-off panel can be used in many ways: as a reply, promotional takeaway, voucher, coupon, map, calendar, or, as shown here, a raffle ticket.



## Create a visual image of your world

Design the letterhead first to show your readers *who you are*. Here, a simple tabletop pendant framed in open space conveys dignity, stateliness and tradition.



### Start with pre-perforated, legal-size paper

Our sheet is pre-perfed at 3 1/2", a quarter fold. To visually separate letter from tear-off, apply a background tint as shown. Leave a white margin to serve as a frame, and inset a thin white line to add formality. Center the image at the top in open space; it becomes the focal point, quietly conveying authority and supplying the visual credentials.



Eyedropper, then tint.

### Derive the background color from the image

For easy color coordination, eyedropper a color from the image and tint it lightly, which ensures good readability and in this case adds a warm, parchment-like patina and a sense of age and stateliness.



## Select and set type that conveys history and stature

To convey history, formality and stature, use serif type, which has existed since Roman times and is beautiful, too. Note its many small details also correspond to details in the image:

### Big shapes, small shapes

Serifs are to the letters what filigree is to the image, points of detail that add complexity, visual interest—and similarity. Note in both image and type the contrast of broad, open areas to the curves and hollows of the small shapes. Such detail conveys age; old art is more detailed than new art.



SAINT PHILOMENE SHELTER  
OF SEATTLE, WASHINGTON

**Type all caps** An all-caps setting is the correct way to present a title. Type the words, head on one line and subhead on the next. Note at this point that the words form heavy blocks that as yet have no artistry or interaction with the image.



SAINT PHILOMENE SHELTER  
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**Create artistic contrasts** Without changing the leading (line spacing), reduce the subhead to 70% of its original size, lighten it 70%, then spread out the letterspacing 400%. The result is visual *hierarchy*—head is visibly more important than subhead—and with all that air, the letters almost evaporate, allowing the eye to move freely and not interfering with the image.

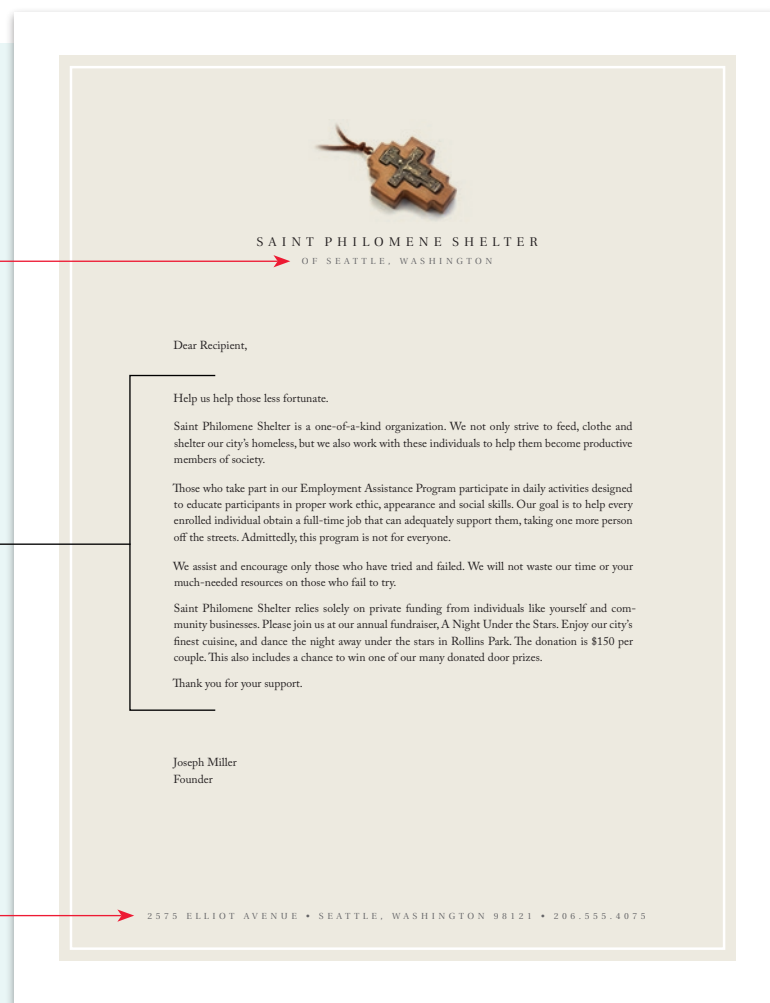
## Maintain the look down the page

Stateliness is quiet, steady and strong. Visually, this means it doesn't *move* or *shout*, nor does it interact with other elements. These qualities can be expressed in typesetting:

### Follow through

Set address and phone *identically* to the sub-head (red arrows), and center at page bottom; set in one line, it serves as a foundation that quietly undergirds the page (think *strength*).

Justify, then center the body of the letter. Use very wide margins to disconnect it from the edges and other elements (think *steady*); the short line length also brings the eye calmly inward (reading requires less side-to-side *motion*).



### Design the add on

The tear-off panel must be designed to complement the letterhead and also function on its own. The easiest way is to duplicate the letterhead; here, it's been reduced in size, combined with its address lines, and the wide margins retained. Fill-in forms need plenty of room to write; allow at least 18 points between lines. Set line labels (name, address, and so on) exactly like the other type but smaller still.

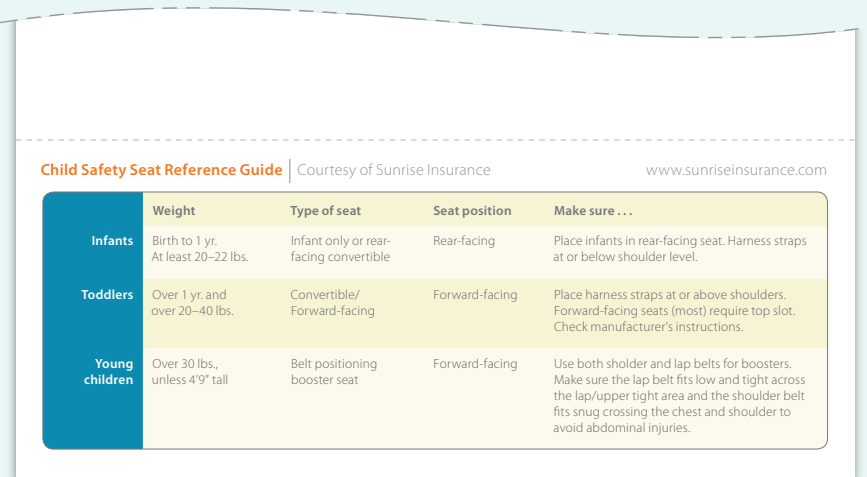
### Many uses, many looks

The tear-off panel is versatile. It is most valuable as something to keep or, better still, a ticket or a coupon to redeem, which brings the reader back to you.



#### Redemption value

This redemption coupon appeals with vivid, advertising colors and a great offer—and will be sure to be returned to you. Use flowers on the letterhead above it—but they can be a different kind.



#### Reminder value

Child safety chart looks serious and provides useful information valuable to a busy parent; the idea is that the chart will be *kept*. Key here is to print your contact information on the tear-off, so you're always within easy reach.

## Article resources



### Typefaces

- 1 (a-f)** [Utopia Titling Capitals](#)  
(All have +400 letterspacing, unless otherwise noted.)  
a) 10 pt, b) 7 pt, c) 8.5 pt, d) 5.5 pt,  
e) 5.8 pt +200 letterspacing, f) 9.5 pt
- 2** [Adobe Caslon Pro Regular](#)  
9.25/13 pt

### Images

- 3** [iStockphoto.com](#)

### Template

- [pariscorp.com](#)

### Colors

- 4** C5 M5 Y9 K2
- 5** C0 M0 Y0 K75
- 6** C25 M100 Y100 K40

## Article resources



7  
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4a **Child Safety Seat Reference Guide** | Courtesy of Sunrise Insurance | [www.sunriseinsurance.com](http://www.sunriseinsurance.com) 5a

	Weight	Type of seat	Seat position	Make sure...
4b <b>Infants</b>	Birth to 1 yr. At least 20–22 lbs.	Infant only or rear-facing convertible	Rear-facing	Place infants in rear-facing seat. Harness straps at or below shoulder level.
4b <b>Toddlers</b>	Over 1 yr. and over 20–40 lbs.	Convertible/Forward-facing	Forward-facing	Place harness straps at or above shoulders. Forward-facing seats (most) require top slot. Check manufacturer's instructions.
4b <b>Young children</b>	Over 30 lbs., unless 49" tall	Belt-positioning booster seat	Forward-facing	Use both shoulder and lap belts for boosters. Make sure the lap belt fits low and tight across the lap/upper thigh area and the shoulder belt fits snug crossing the chest and shoulder to avoid abdominal injuries.

9 10 11 12 13

### Typefaces

1 [Dorchester Script Std Reg.](#) | 89 pt

2 (a–b) [Adobe Jenson Pro Regular](#)  
a) 23 pt, b) 26/25 pt

3 [Vectora 55 Roman](#) | 7.25 pt  
+25 letterspacing

4 (a–b) [Myriad Pro Semibold](#)  
a) 11.5 pt, b) 9.7 pt

5 (a–b) [Myriad Pro Light](#) | a) 11.5 pt,  
b) 9.7/10.7 pt

### Images

6 [creative.gettyimages.com](http://creative.gettyimages.com)

### Colors

7 C75 M100 Y0 K0

8 C35 M45 Y0 K0

9 C0 M65 Y100 K0

10 C70 M0 Y0 K35

11 C3 M2 Y20 K0

12 C0 M0 Y0 K75

13 C0 M0 Y0 K50





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**Vincent Pascual** Staff designer

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### For presentation format

[Print: \(Specify pages 1–9\)](#)



### Print

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Page Size: Fit to Page

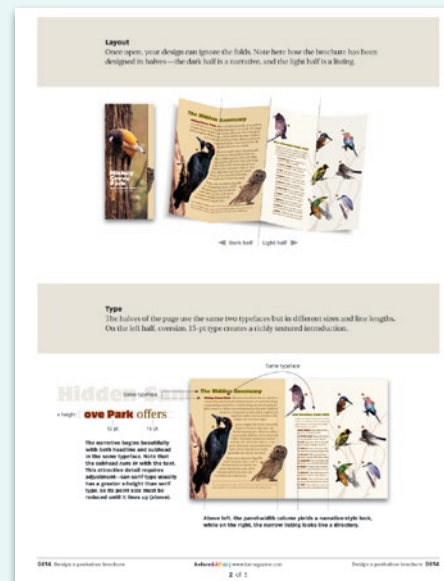


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 11–15\)](#)



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Dear Recipient,

Help us help those less fortunate. Saint Philomene Shelter is a one-of-a-kind organization. We so rely on you to fund, donate and volunteer our programs that we also work with these individuals to help them become productive members of society.

Those who take part in our Employment Assistance Program participate in daily activities designed to educate participants in job preparation and social skills. Our goal is to help every enrolled individual obtain a full-time job that offers income and social skills. Our goal is to help every of the streets. Admittedly, this program is not for everyone.

We assure and encourage only those who have tried and failed to re-apply for employment assistance. Please join us at our annual fundraising, A Night In... This also includes a chance to win one of our many donated door prizes. Thank you for your support.

Joseph Miller  
Founder

2273 ELLIOT AVENUE • SEATTLE, WASHINGTON 98121 • 206.533.4873

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
PHONE \_\_\_\_\_  
EMAIL \_\_\_\_\_

RAFFLE ENTRY: 00648

SAINT PHILOMENE SHELTER  
2273 ELLIOT AVENUE  
SEATTLE, WASHINGTON 98121  
206.533.4873

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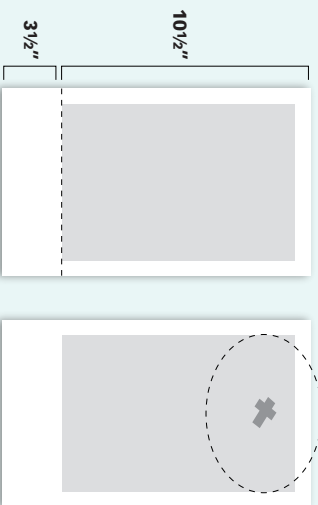
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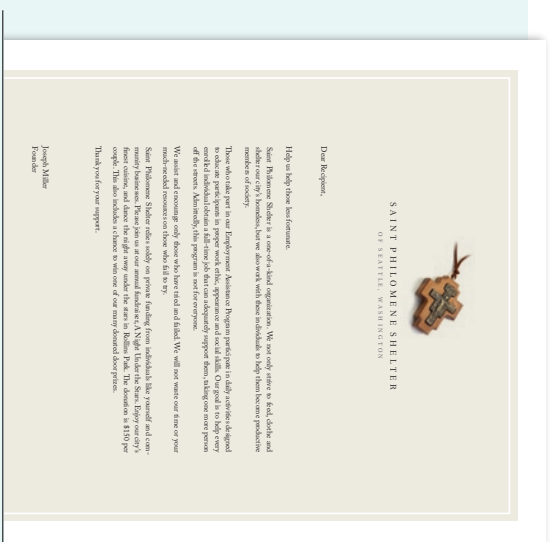
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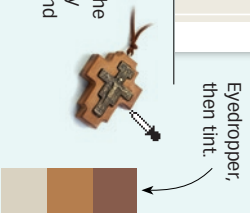
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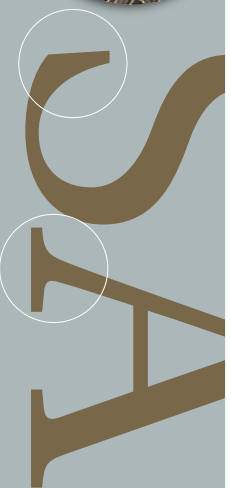


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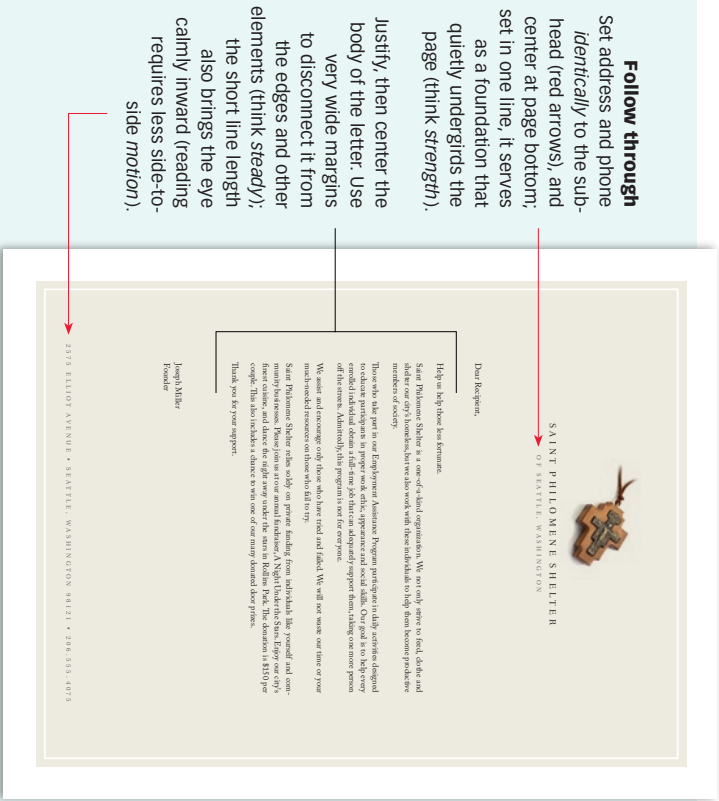
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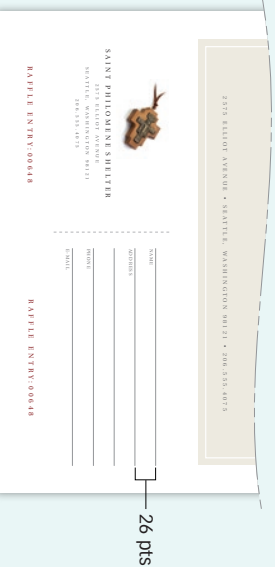
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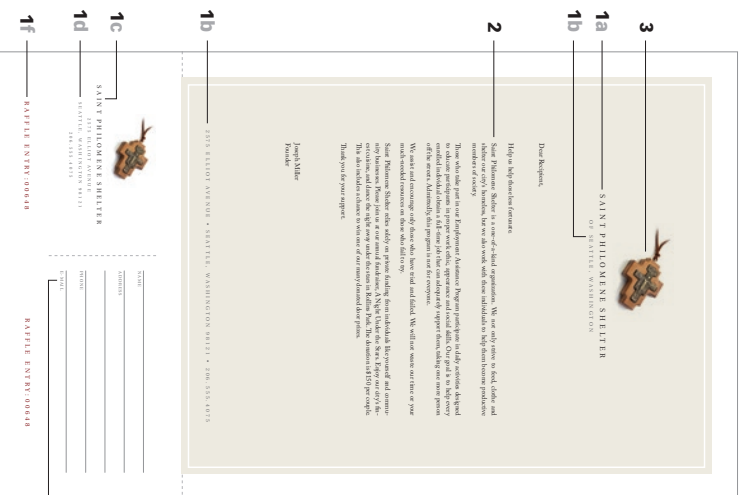
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Child safety chart looks serious and provides useful information valuable to a busy parent; the idea is that the chart will be kept. Key here is to print your contact information on the tear-off, so you're always within easy reach.

**Child Safety Seat Reference Guide** | Courtesy of Sunlife Insurance | [www.sunlifeinsurance.com](http://www.sunlifeinsurance.com)

	Weight	Type of seat	Seat position	Make sure ...
<b>Infants</b>	Birth to 1 yr At least 20–22 lbs.	Infant only or rear-facing convertible	Rear-facing	Place infant in rear-facing seat; harness straps at or below shoulder level.
<b>Toddlers</b>	One 1 yr and over 20–40 lbs.	Convertible/Forward-facing booster seat	Forward-facing	Place harness straps at or above shoulders; check manufacturer's instructions.
<b>Young children</b>	Over 30 lbs. Under 4'9" tall	Booster seat	Forward-facing	Use both booster and hip belts for boosting; no booster right now and the shoulder belt fits snug across the chest and shoulder to avoid abdominal injury.

## Article resources



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### Typefaces

#### 1 (a–f) Utopia Titling Capitals

(All have +400 letterspacing, unless otherwise noted.)

a) 10 pt, b) 7 pt, c) 8.5 pt, d) 5.5 pt, e) 5.8 pt +200 letterspacing, f) 9.5 pt

#### 2 Adobe Caslon Pro Regular 9.25/13 pt

### Colors

4 C5 M5 Y9 K2

5 C0 M0 Y0 K75

6 C25 M100 Y100 K40

### Images

#### 3 iStockphoto.com

### Template

[pariscorp.com](http://pariscorp.com)

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a) 23 pt, b) 26/25 pt

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#### 4 (a–b) Myriad Pro Semibold

a) 11.5 pt, b) 9.7 pt

#### 5 (a–b) Myriad Pro Light | a) 11.5 pt, b) 9.7/10.7 pt

### Colors

7 C75 M100 Y0 K0

8 C35 M45 Y0 K0

9 C0 M65 Y100 K0

10 C70 M0 Y0 K35

11 C3 M2 Y20 K0

12 C0 M0 Y0 K75

13 C0 M0 Y0 K50

	Child safety Seat Reference Guide   Courtesy of Safety Resource	www.safetysite.com	
4a	<b>Infants</b> Up to 2 years old Rear-facing only 20-30 lbs.	<b>Type of seat</b> Rear-facing only Infant car seat Convertible Forward-facing	<b>Installation</b> Rear-facing Forward-facing
4b	<b>Toddlers</b> Over 20 months Over 20 lbs.	<b>Weight</b> Infants to 4 years old 20-30 lbs.	<b>Make sure...</b> Rear-facing in rear-facing seat Forward-facing in forward-facing seat Follow manufacturer's instructions.
5a	<b>Young children</b> Over 40 lbs. Over 40 inches tall	<b>Installation</b> Rear-facing Forward-facing Booster seat	<b>Make sure...</b> Rear-facing in rear-facing seat Forward-facing in forward-facing seat Follow manufacturer's instructions. Use both shoulder and lap belts in boosters. Make sure the high-back booster and seat faces fit snugly against the vehicle and booster to avoid excessive movement.
5b			

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Design advisor **Gwen Amos**

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