

TASK 4: FORMATTING LETTERS

Businesses frequently communicate with customers, suppliers, manufacturers or sellers. Whilst email carries the bulk communication, letters are still vitally important. Businesses always try to present themselves professionally.

Details matter, and this even includes the stationery and word-processed documents that they use.

Letters are often used in more formal communications, such as requests for quotes or formal contracts.

There are specific rules for formatting and presenting a letter professionally, and in this task you will learn some of the core skills.



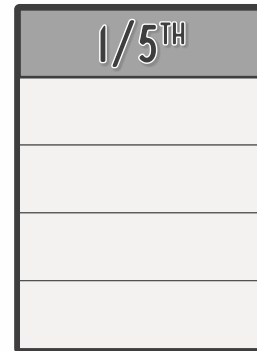
CREATING LETTERHEADS

A letter head is a graphic used in the 'header' area of a letter. It will contain key information including the company name, address and contact details. A letter head will also follow the 'brand guidelines' of the company; the company colours, branding and typefaces.



EXAMPLE LETTER HEAD

A letter head must represent the company in a professional way. Think of a letter head as a 'sign above the shop door'; does it look professional and represent the company in the best possible way? A letter head must also not be too dominant or distracting.



LETTER HEAD SIZES

A letter head should not take up more than 1/5th of the space of a letter. On an A4 page, this means the letter head should be a **maximum of 59.4 x 210mm (5.94cm x 21cm)**

A letter head should also include all key contact information, including social media links.



TASK A

Sketch proposed layouts for your letter head. Annotate these sketches, justifying colour choices, typeface selection and design principles.

TASK B

Create a letter head to be used in your Cookie Cutter project. Print this design and annotate this print out, justifying colour choices, typeface selection and design principles.

TASK 4: FORMATTING LETTERS

How a letter is presented using word processing software is called 'formatting'. How we format a letter can make it appear more professional and engaging.

A teacher will show you how to do this, or you can visit DesignClass.co.uk.

You will be learning to use word processing software to format and present a letter.

3 LINE SPACING

2 LINE SPACING

2 LINE SPACING

2 LINE SPACING

2 LINE SPACING

2 LINE SPACING

2 LINE SPACING

2 LINE SPACING

6 LINE SPACING

LETTER HEAD GRAPHIC

Letter head inserted into the header space

Reference. Usually your initials and the recipients initials.

Date in long form.

Company address you are sending to. Name, Building, City and Postcode on separate lines. City or town in full uppercase.

Letter topic in bold.

Set letter margins to 2.5cm (25mm)

Use TWO spaces after a full stop. Use ONE space after as comma.

Typeface: Calibri.
PT size: 12pt

LETTER TEXT BELOW

I am currently in the process of designing a cookie cutter and I would like you to provide me with a quote for using your materials.

I would be grateful if you could tell me about any other charges or benefits that you may provide. For example, would I be expected to pay for a delivery, or would you cover this cost? Also, how long would it take for your plastic to reach me? I stay in #####, and I see that your manufacturing company is based in London. This information is important as it will help me to know when to re-order more supplies depending on your delivery time.

My last question is, do you provide any trade discounts? In the past, I have been given a 10% trade discount from other suppliers and I wondered if you would do the same.

I would appreciate it if you would take the time to reply to my letter.

Yours faithfully,

Your Name

Lead Designer



TASK C

Create a professionally formatted letter using word processing software to the above specification. Print this letter as evidence.