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Letterhead is a significant component of any company. A Professionally built letterhead design is enough to impress your clients. It enhances the reputation of a company and shows professionalism which is very necessary for the development of a company. Therefore, it helps to develop valuable business relationships within your country and also in foreign countries. There are some factors to consider when you design your letterhead or get it done from the design company. These factors are mentioned below:

â€¢The letterhead should be designed in a way that it makes the people to know about your business and company very clearly.

â€¢It should contain the accurate information and only up to the point information. For example, you can include the company name, phone numbers, and the location of your company.

â€¢The content should be written symmetrically on the letterhead design.

â€¢There should be the same design on every page as it looks fantastic but if you use different design for every page, it doesnâ€™t look good.

â€¢The design should match the niche of your business.

â€¢Donâ€™t forget to add the logo of your company in the design.

â€¢You can also add your companyâ€™s tag line to the letterhead. It makes your company more popular among the people.

â€¢The colors on the letterhead design should be same as the colors that you have applied to your website.

â€¢The prints of the all the pages of letterheads should be same. This means, the paper size of all the pages should be alike. For example, if you select the A4 size for a paper, then, all the papers should be of A4 size.

â€¢The ink ratio of all the pages should be same and if one page is colored, then all the other pages must also be colored.

There are various benefits of considering the above mentioned factors and these benefits are listed below:

â€¢Trustworthy: The well designed letterhead of your company will create trust among the people towards your company.

â€¢Simplicity: The simple design that you create will enable the people to remember your brand, products or services.

â€¢Catch User Attention: An effective letterhead design will catch the attention of the users. Moreover, if you enclose your companyâ€™s letterhead with your website, then, it can become able to generate more traffic towards your site.

â€¢Improve Your Ranking: A well built letterhead can help to improve your ranking on search engines like Yahoo, Google, etc.

â€¢Cost: If you create a simple and beautiful design, it can cut your printing cost. However, if you take the help of a professional, a heavy web design can also cost you less because these days, hiring web design companies is very cost-effective.

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