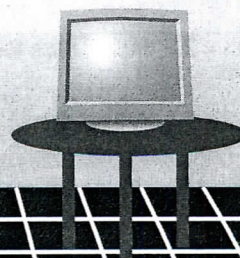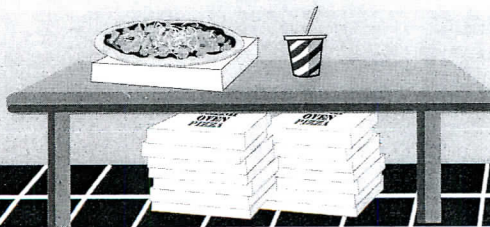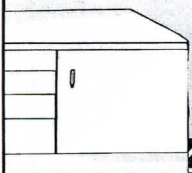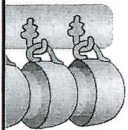# Part 2:
Design the Frillio's
Pizza Stationery

- 2A: Letterhead
- 2B: Envelope
- 2C: Business Card

Approximate Completion Time: 1.5 hours
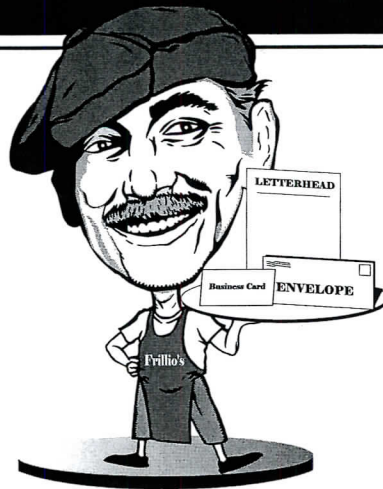
In parts 2A, 2B, and 2C, you will design and create the stationery for Frillio's Pizza which will consist of letterhead, envelopes, and business cards. These items will be used by Frillio's Pizza when communicating with customers and vendors.

Design the Frillio's Pizza Letterhead

TASK AND PURPOSE:

To design and create letterhead stationery that Frillio's Pizza will use to communicate with vendors and customers.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A letterhead is a sheet of stationery with the name, address, logo and sometimes other relevant information of an organization printed at the top, bottom, left or right side. The standard size of letterhead is 8.5 X 11 inches. Letterhead is used to send business letters and other forms of correspondence.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR LETTERHEAD:

1. Keep the design of the letterhead professional, clean, and simple. The sole purpose of letterhead documents is to communicate information. Therefore, the design should be kept simple and professional looking.
2. Most letterhead designs fall within the first 2.5 inches from the top of the page, but you can try experimenting with placing it elsewhere.
3. Stick to using one typeface (font) in the letterhead, except the typeface used in the logo (if you have designed your own).
4. Try to create a balanced, symmetrical look when designing the letterhead. Type should be kept to a maximum of 10 or 12 point sizes.
5. Since the logo is the most important element on a letterhead, it should be the largest item.
6. Try using a thin line to create separation from the letterhead design and the rest of the page.
7. Use the document planning sheet to sketch a thumbnail design of your letterhead on paper first.

CONTENT AND INFORMATION TO INCLUDE ON YOUR LETTERHEAD:

1. The Frillio's Pizza logo.

2. Include the following contact information:

Address:	111 Pepperoni Drive • Saucy, CA 92888
Phone Number:	1-888-FRILLIO
Fax Number:	1-888-654-7814
E-mail address:	Owner@FrilliosPizza.com
Web site address:	http://www.frilliospizza.com

3. Place your name, the document title, and "Part 2A" on the letterhead.

Save the document as: Part 2A Letterhead

Optional Design-Defense Memo:
Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

LETTERHEAD PAGE SETUP INSTRUCTIONS:

# of pages: 1
Dimensions: 8.5 x 11 inches
Margins: .5 inch on all sides
Orientation: Tall (Portrait)

8.5"

Place the contents of your
letterhead here

11"
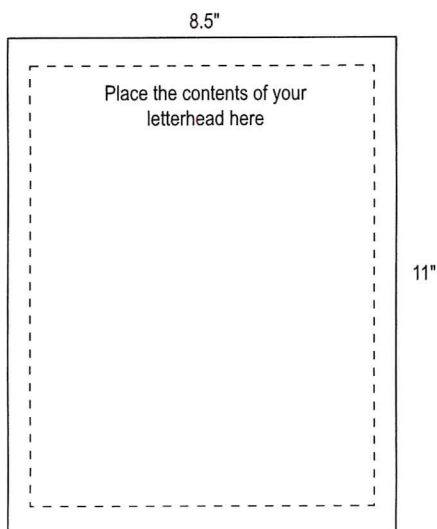
Design the Frillio's Pizza Envelope

TASK AND PURPOSE:

To design and create a #10 business-size envelope for Frillio's Pizza that coordinates with the letterhead you created in Part 2A.

OPTIONAL MATERIALS SUGGESTED:

A #10 business-size envelope.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

An envelope is used to send a letter and/or other documents. An envelope contains the company name and address in the top left-hand corner (return address area) and the recipient's address in the center. The standard size of a business envelope (also known as a #10 envelope) is 4.125 inches tall x 9.5 inches wide.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR ENVELOPE:

1. To establish a consistent, professional image for Frillio's Pizza, the envelope should be a mirror-image of the letterhead design, with the exception of where the information is placed.
2. Place the contents of the return address 1/4 inch in from the top-left edge of the envelope.
3. Obtain some samples of real business envelopes and analyze them to help you design your own.
4. Use the document planning sheet to sketch a thumbnail design of your envelope on paper first.

CONTENT AND INFORMATION TO INCLUDE ON YOUR ENVELOPE:

1. Place the following return address 1/4 inch in from the top-left edge of the envelope:

    > The Frillio's Pizza Logo
    > 111 Pepperoni Drive
    > Saucy, CA 92888

2. To add realism to the design of the envelope, place a graphic of a postage stamp in the top right-hand corner.

3. Place your name and school address in the recipient address area on the envelope.

4. Optional: Print the document on a #10 business envelope. See the page setup instructions below and your printer manual for assistance on printing on a real envelope.
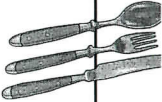
Save the document as: Part 2B Envelope

Optional Design-Defense Memo:
Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

ENVELOPE PAGE SETUP INSTRUCTIONS:

Follow these instructions if you will NOT be printing on a real envelope.
Otherwise, see the instructions shown below to print on a real envelope.

# of pages:	1
Dimensions:	11 x 8.5 inches
Margins:	.5 inch on all sides
Orientation:	Wide (Landscape)
Other:	Place a one-point thick rectangular border measuring 9.5 inches wide by 4.125 inches tall. The border will represent the envelope on your page. Use scissors to trim around the border of the envelope.
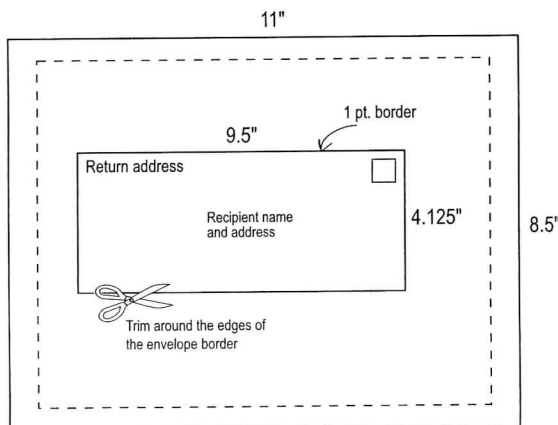
If printing on a real envelope, set up your page as follows:

# of pages:	1
Dimensions:	9.5 inches wide x 4.125 inches tall
Margins:	.25 inches on all sides
Orientation:	Wide (Landscape)
Other:	Consult your printer's manual or see your instructor on how to place a #10 business envelope in your printer.

Design Joe Frillio's Business Card

TASK AND PURPOSE:

To complete the Frillio's Pizza stationery, design and create a business card for Joe Frillio, the owner of Frillio's Pizza.

OPTIONAL MATERIALS SUGGESTED:

Cardstock paper.

GETTING TO KNOW WHAT YOU'RE DESIGNING:

A business card is a small card printed or engraved usually containing a person's name, business affiliation, job title, address, telephone number, e-mail address, and Web site address. The purpose of a business card is to announce one's identity, presence, and the intention to conduct business. The business card is perhaps the most widely used mini-document in the business world. A business card is the handshake you leave behind after meeting someone in the professional world.

STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR BUSINESS CARD:

1. Since a business card does not offer much room, it's important to plan its design carefully.
2. The overall look and feel of the business card should match the type of job you are selecting. A business card designed for a lawyer would have a prestigious, professional look; whereas a comedian's business card would have a fun, humorous look.
3. Consider using lines or borders to help create a balanced look and feel on your business card.
4. Stick to using one typeface (font) to create a crisp, clean, easy-to-read business card.
5. Obtain some samples of real business cards and analyze them to help you design your own.
6. Use the document planning sheet to sketch a thumbnail design of your business card on paper first.

CONTENT AND INFORMATION TO INCLUDE ON YOUR BUSINESS CARD:

1. The Frillio's Pizza logo.

2. The following contact information:

Name and Job Title:	Mr. Joe Frillio, Owner and Pizza-Maker Extraordinaire
Address:	111 Pepperoni Drive, Saucy, CA 92888
Phone Number:	1-888-FRILLIO
Fax Number:	1-888-654-7814
Web site:	http://www.frilliospizza.com
E-mail address:	Owner@FrilliosPizza.com

3. Write your name, the document title, and "Part 2C" on the reverse side of the business card.

Save the document as: Part 2C Business Card

Optional Design-Defense Memo:
Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

BUSINESS CARD PAGE SETUP INSTRUCTIONS:

# of pages: 1
Dimensions: 8.5 x 11 inches
Margins: 1 inch on all sides
Orientation: Tall (Portrait)
Other: Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 3.5 inches wide by 2 inches high. Place the rectangle in the center of the page. Place the contents of the business card within this border. Use scissors to cut around the border of the business card when complete.

8.5"

1 pt. border

3.5"

Place the contents
of your
business card here

2"

11"

Trim around the edges of
the business card border