

*The New*  
ESSENTIALS  
— FOR —  
**BUSINESS**

DISTINCTIVE STATIONERY FOR BUSINESS CORRESPONDENCE

CRANE & CO.

*Correspondence on one's business stationery is not only a reflection of the individual sender but also of the company he or she represents.*

From the basics, such as corporate letterhead and business cards, to the more personal, such as correspondence and jotter cards, a professional stationery wardrobe should always represent the integrity and identity of the company or individual.

In this guide, you will not only find information on each piece that makes up a business stationery wardrobe, as well as professional etiquette tips, but also links to our most popular designs and layouts.



## ENGRAVING *(classic)*

ONE OF THE OLDEST AND MOST EXQUISITE PRINTING PROCESSES, engraving's appeal lies in the detail created by its three-dimensional impression. Engraving is produced when the copy is etched in reverse into a copper plate. Ink is deposited in the resulting cavity. The engraving press then forces the paper into the cavity, creating a raised impression. The paper is raised with the ink adhering to the raised surface.

## LETTERPRESS *(contemporary)*

A PRINTING PROCESS THAT HAS SEEN A RECENT RESURGENCE, letterpress printing involves setting type and motifs in reverse on a letterpress plate. The plate is then inked and pressed onto the surface of paper. You can tell if an invitation has undergone this printing process by running your fingers across the paper and feeling for depressions where the letters have been—you got it—pressed.

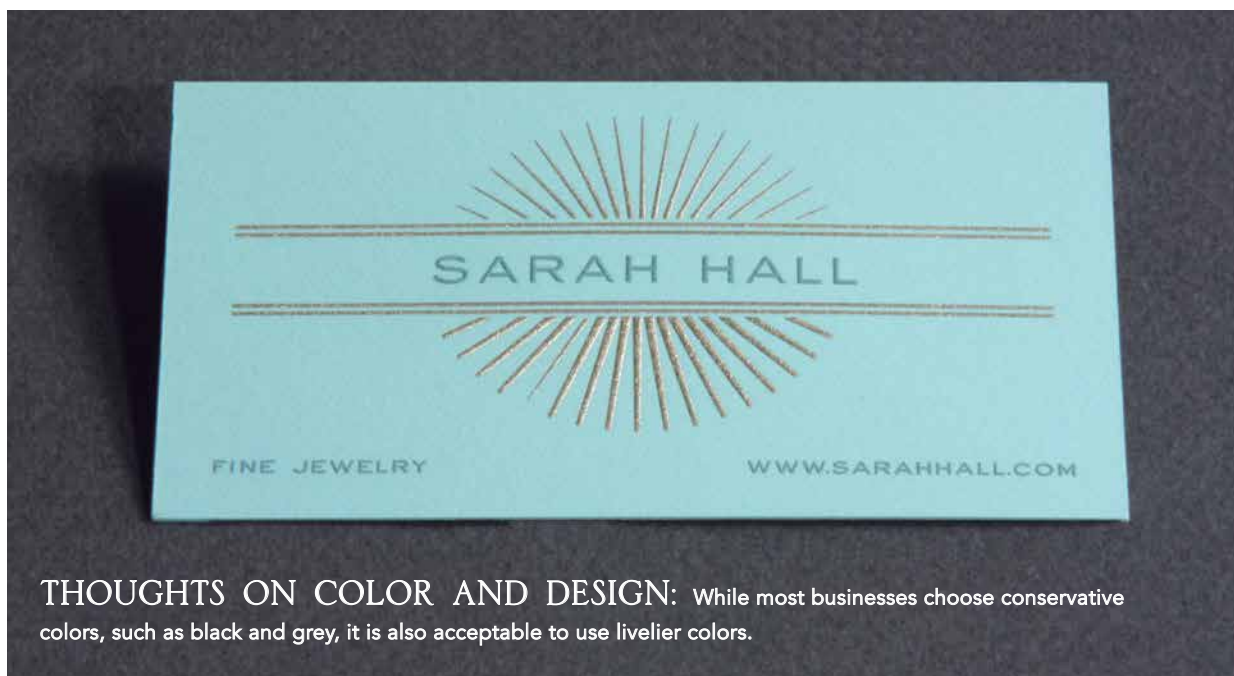
## THERMOGRAPHY *(economical)*

UNLIKE ENGRAVING WHERE THE PAPER IS ACTUALLY RAISED, the raise in thermography is created by a resinous powder that is melted over the flat-printed ink. Thermography is less expensive than engraving but not as exquisite.



FOR MORE THAN 200 YEARS, Crane's use of cotton, and a combination of cotton and linen (generated from clippings recovered from the apparel trade and the fine fibers left after ginning cotton seed), has continually produced papers of the finest quality, greater strength and durability, and superior surface.

*One should consider their paper as they consider any wardrobe piece: with thoughtful attention to detail, quality and style.*



**THOUGHTS ON COLOR AND DESIGN:** While most businesses choose conservative colors, such as black and grey, it is also acceptable to use livelier colors.

## THE BUSINESS CARD

The business card provides those you meet in a professional setting with all the information they need to contact you. Details should include your name, title, company name and contact information, which can include an address, phone number, email address, website and/or social media handles.

## THE CALLING CARD

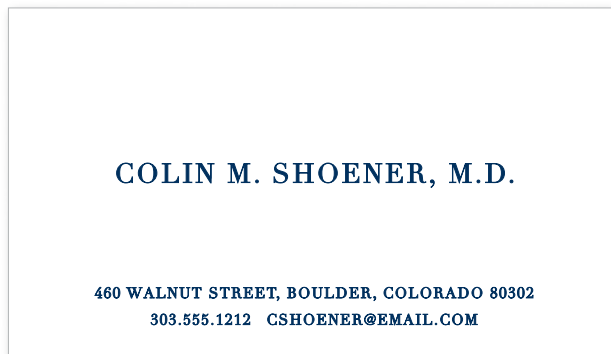
Business cards are not generally exchanged during social occasions or in social situations. Instead, calling cards are exchanged. Calling cards are small, personalized cards used to network during social occasions and contain personal details including name, phone number, email address, mailing address and social media handles. Remember that these are social cards, not business cards, so refrain from including business-related information.

### QUICK TIP

A social media handle can be included in the same manner as a phone number or email address (i.e. [instagram.com/grahamarchitecture](#)). Ensure though that it is information that reflects the purpose of your card.

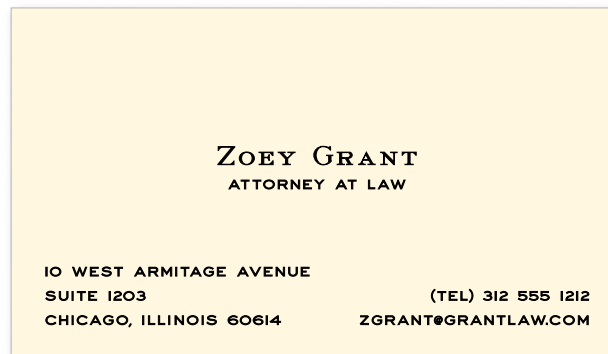


*Like a finely tailored suit, your business or calling card should evoke a memorable impression without having to say a word.*



#### SIMPLY SAID

Both business and calling cards should list your pertinent information neatly and concisely, as too much “clutter” reduces the card’s impact. Remember, a card is a communication tool, not an advertisement.



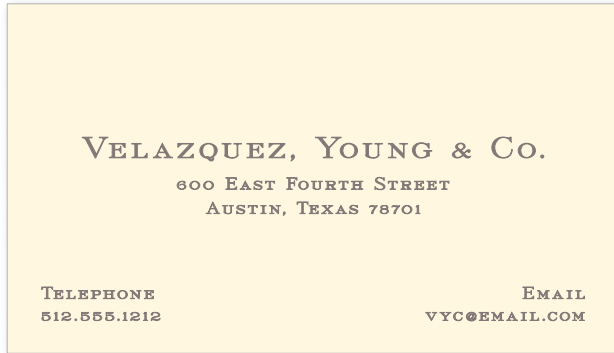
#### THE NECESSITIES

Calling and business cards provide a way for someone to learn more about you or your company and to contact you at a later date. Therefore, your name and two or three other details are necessary. These could include a title and website, phone number and Twitter handle or email address and Instagram account.



#### STAY RELEVANT

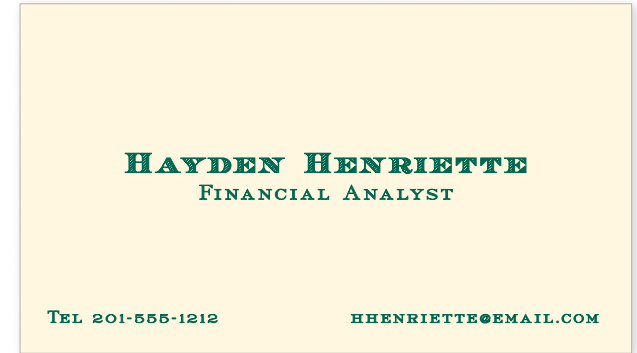
Typestyle and ink color choices should reflect your personal style—however, keep in mind that this stationery will often be given in a variety of different settings to a variety of different people, so it’s best to choose design elements that remain timeless and classic.



(A) ITEM No. 507BC



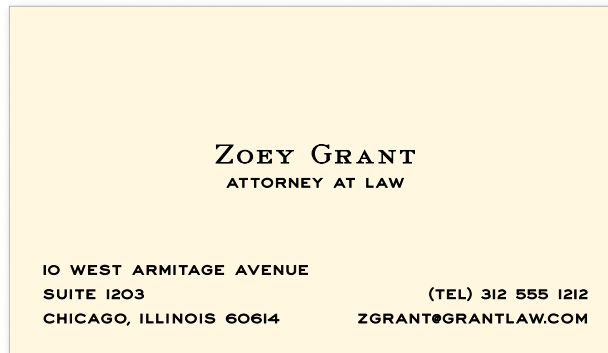
(B) ITEM No. 508BC



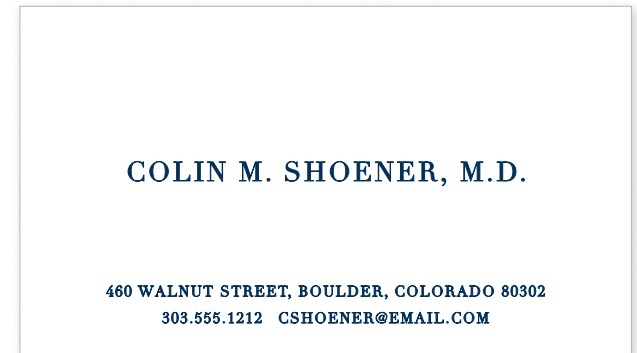
(C) ITEM No. 509BC



(D) ITEM No. 510BC



(E) ITEM No. 511BC



(F) ITEM No. 512BC



(A) ITEM No. 525CC



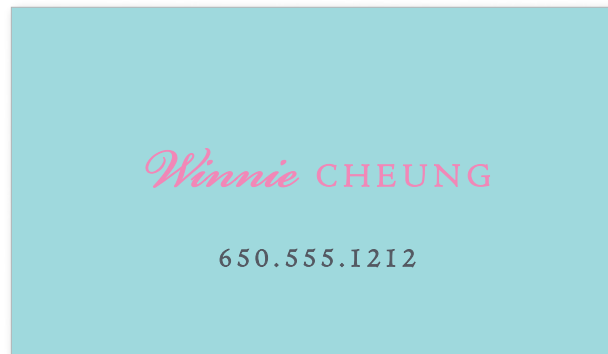
(B) ITEM No. 528CC



(C) ITEM No. 526CC



(D) ITEM No. 527CC



(E) ITEM No. 530CC



(F) ITEM No. 529CC

## THE EXECUTIVE SHEET

This 8 1/2" x 11" sheet is the basic stationery used by most businesses. Because there can be so much information on the letterhead, many companies are placing some of the information on a line running across the bottom of the page.

## THE MONARCH SHEET

The Monarch sheet is slightly smaller—7 1/4" x 10 1/2"—and therefore more personal than the standard 8 1/2" x 11" sheets. Monarch sheets can be used as business letterhead or for personal business letters. They can be used as letterhead in businesses where a personal touch might be helpful, perhaps by designers, consultants or by executives of small businesses.

### QUICK TIP

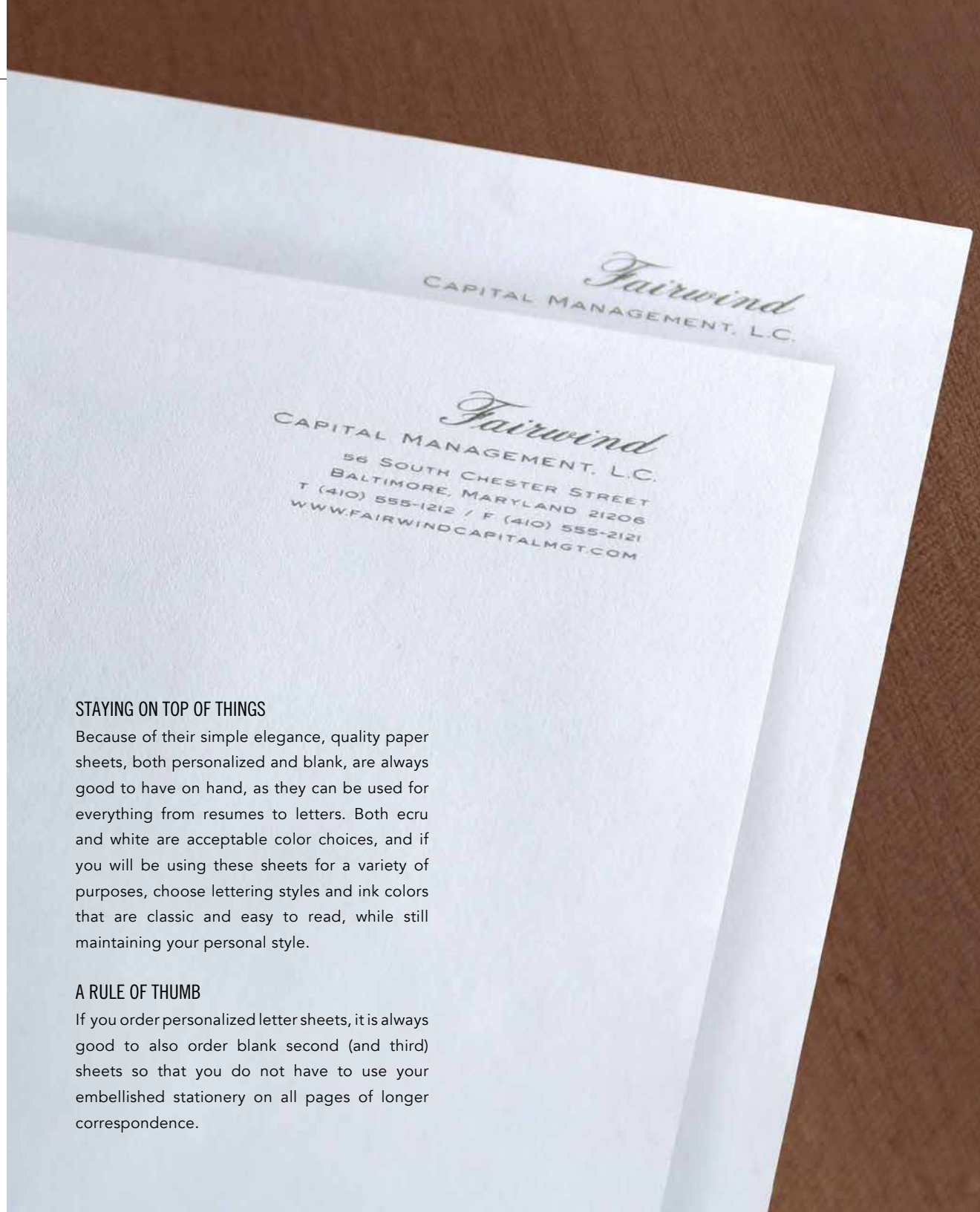
Most members of a firm use the universal letterhead displaying the corporate identity and the basic information, such as the address and phone number. Partners and senior executives, however, generally use the same letterhead with their name, title and perhaps other pertinent information.

### STAYING ON TOP OF THINGS

Because of their simple elegance, quality paper sheets, both personalized and blank, are always good to have on hand, as they can be used for everything from resumes to letters. Both ecru and white are acceptable color choices, and if you will be using these sheets for a variety of purposes, choose lettering styles and ink colors that are classic and easy to read, while still maintaining your personal style.

### A RULE OF THUMB

If you order personalized letter sheets, it is always good to also order blank second (and third) sheets so that you do not have to use your embellished stationery on all pages of longer correspondence.





(A)

*Lake Brothers*  
AUCTIONEERS & APPRAISERS  
50 WEST MAIN STREET  
LOUISVILLE, KENTUCKY 40202  
T (502) 555-1212 / LAKEBROS@EMAIL.COM  
WWW.LAKEBROS.COM

**(A) ITEM No. 531SH**  
ENVELOPE (SHOWN ON PAGE 13)  
**ITEM No. 531HE**

**(B) ITEM No. 532SH**  
ENVELOPE (SHOWN ON PAGE 13)  
**ITEM No. 532HE**

**(C) ITEM No. 533SH**  
ENVELOPE (NOT SHOWN)  
**ITEM No. 533HE**

**(D) ITEM No. 511SH**  
ENVELOPE (NOT SHOWN)  
**ITEM No. 511HE**

(B)

**AIR, LAND & SEA**  
**LUXURY TRAVEL CONCIERGE**  
210 GIRALDA AVENUE, THIRD FLOOR, CORAL GABLES, FLORIDA 33134  
305-555-1212 AIRLANDSEATRAVEL.COM

(C)

**FREDERICK  
& SONS**

523 East Bay Street  
Baton Rouge, Louisiana 70809  
Tel: 225.555.1212  
www.frederickandsons.com

(D)

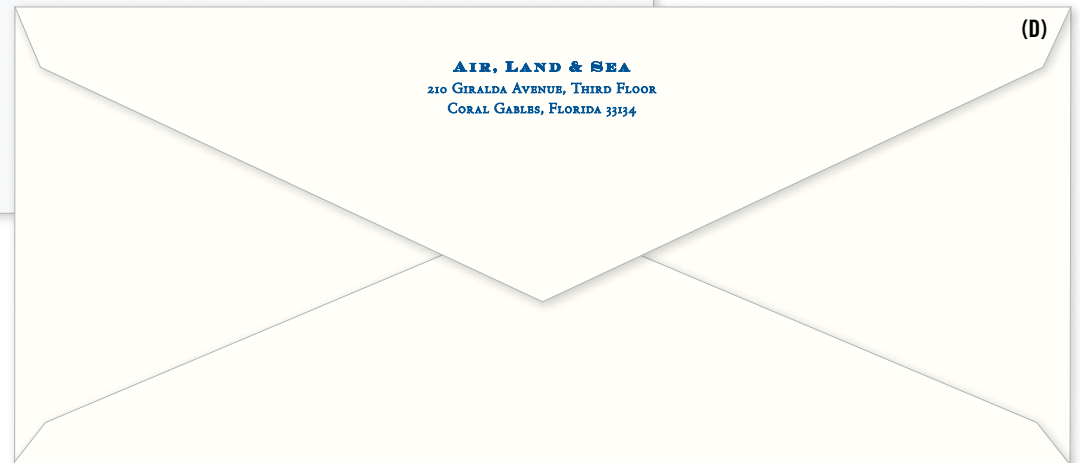
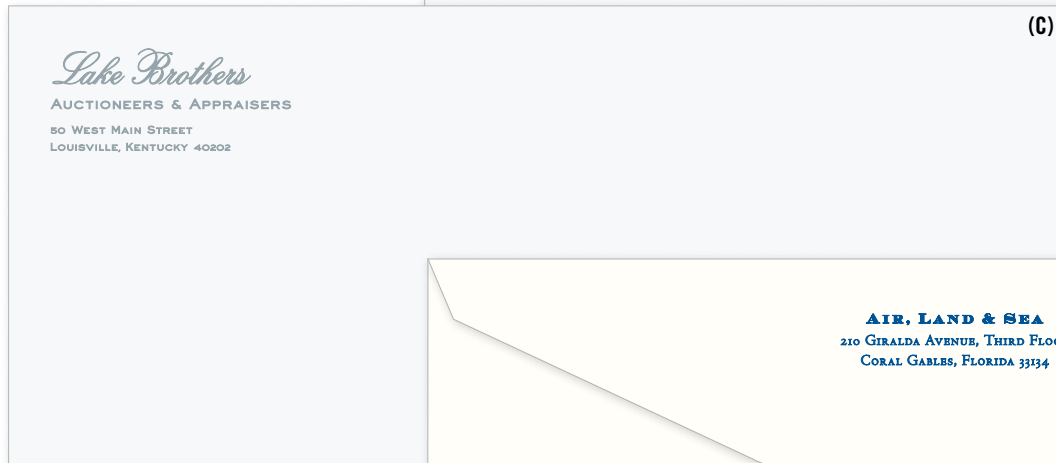
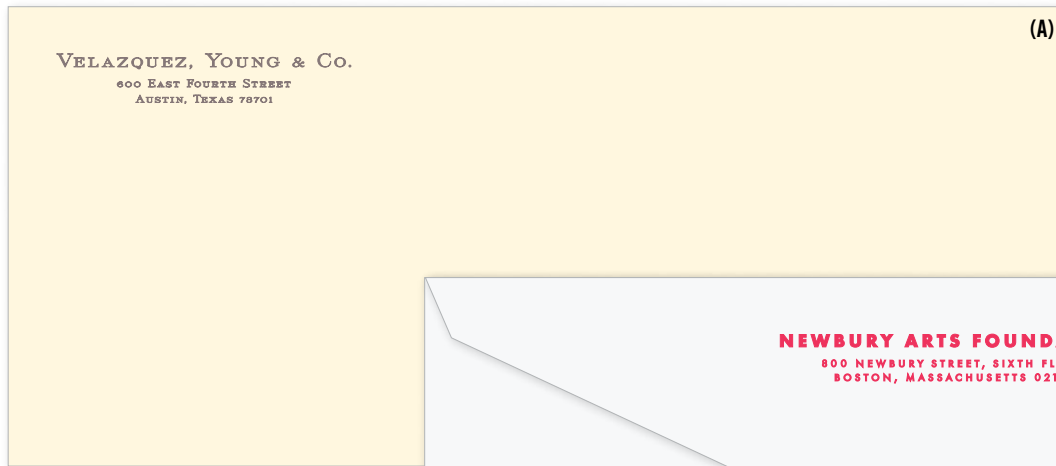
**ZOEY GRANT**  
ATTORNEY AT LAW

10 WEST ARMITAGE AVENUE  
SUITE 1203  
CHICAGO, ILLINOIS 60614

(TEL) 312 555 1212  
ZGRANT@GRANTLAW.COM  
WWW.GRANTLAW.COM

**QUICK TIP**

The company name and address appears in the top left corner of the front of the envelope or, less frequently, on the back flap.



**(A) ITEM No. 507HE**  
SHEET (SHOWN ON PAGE 12)  
**ITEM No. 507SH**

**(B) ITEM No. 541HE**  
SHEET (NOT SHOWN)  
**ITEM No. 541SH**

**(C) ITEM No. 531HE**  
SHEET (SHOWN ON PAGE 11)  
**ITEM No. 531SH**

**(D) ITEM No. 532HE**  
SHEET (SHOWN ON PAGE 11)  
**ITEM No. 532SH**



DUNCAN PELLETIER

### THE CORRESPONDENCE CARD

Flat and made of heavy stock, the correspondence card is one of the most popular papers for business correspondence. Measuring 4 1/4" x 6 3/8", it offers plenty of room for a sincere, handwritten note, be it a thank-you, meeting follow-up or expression of congratulations.

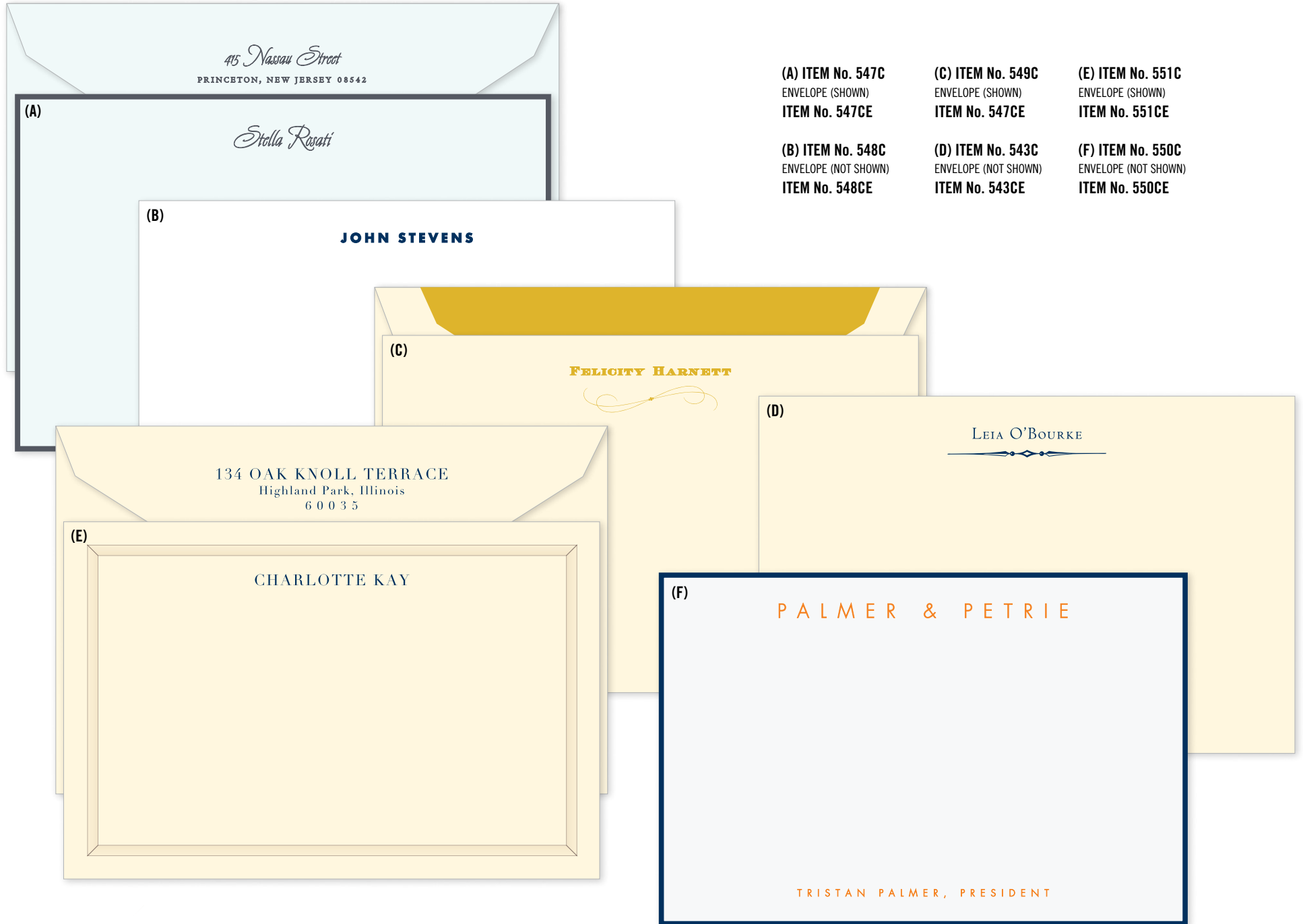
### THE MONARCH CARD

Longer in length and shorter in height than the correspondence card, the monarch card is 3 13/16" x 7 5/16" and commonly used for business correspondence. A name is placed at the top or a monogram is placed either in the top center or top left corner. A motif may also accompany the name, as well as an address on the bottom.

### THE JOTTER CARD

Jotter cards measure 3" x 5" and fit inside carrying cases, making them easy to bring along to meetings and trade shows. They can also be kept readily available on your desk in an open-top holder. Jotter cards can double as business cards. Their extra space affords you the opportunity to jot down a reminder to your clients as to why they might want to get in touch with you on a specific matter. Your name or name, address and phone number appear at the top of each card.

CONTEMPORARY CORRESPONDENCE CARDS - LAYOUT OPTIONS



(A) ITEM No. 547C  
ENVELOPE (SHOWN)  
ITEM No. 547CE

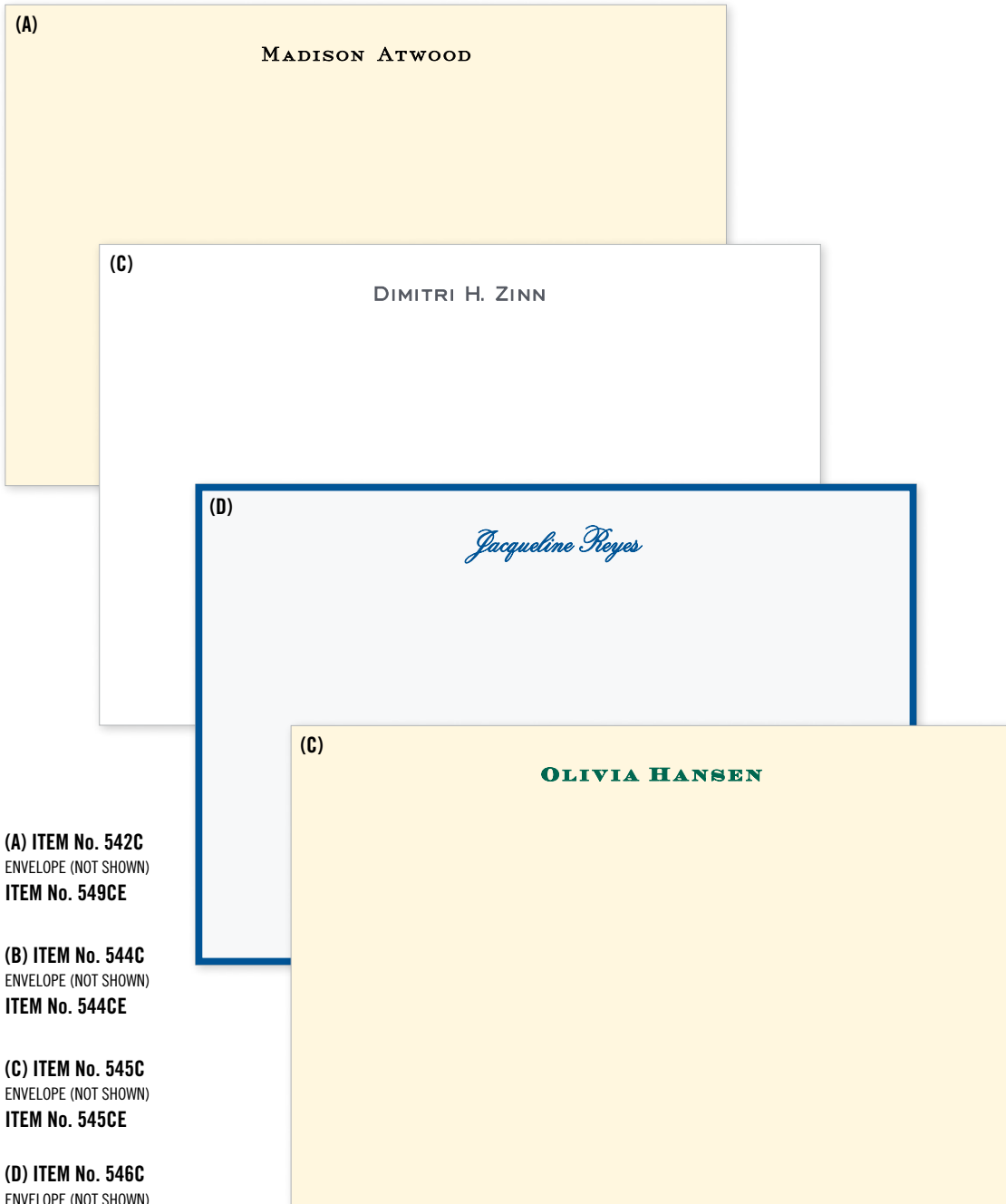
(C) ITEM No. 549C  
ENVELOPE (SHOWN)  
ITEM No. 547CE

(E) ITEM No. 551C  
ENVELOPE (SHOWN)  
ITEM No. 551CE

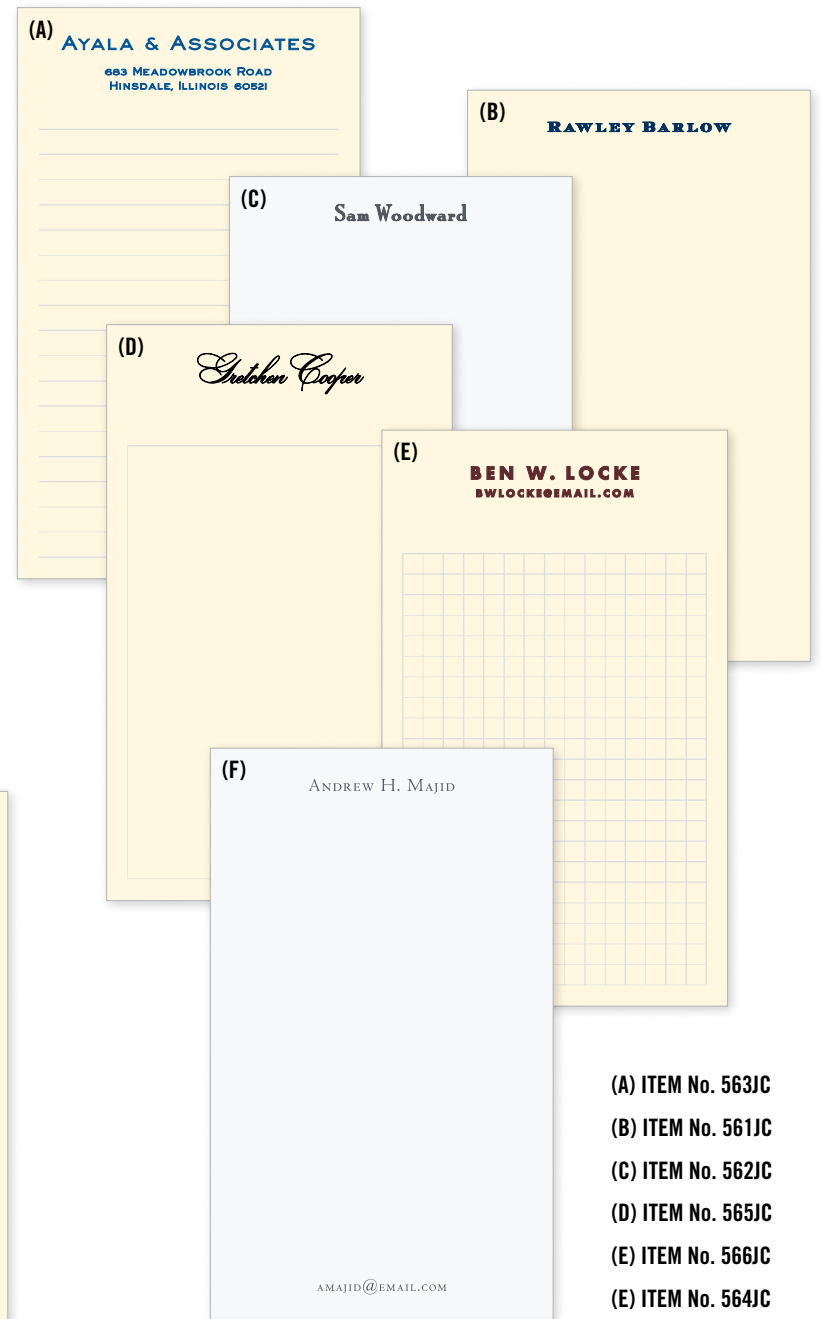
(B) ITEM No. 548C  
ENVELOPE (NOT SHOWN)  
ITEM No. 548CE

(D) ITEM No. 543C  
ENVELOPE (NOT SHOWN)  
ITEM No. 543CE

(F) ITEM No. 550C  
ENVELOPE (NOT SHOWN)  
ITEM No. 550CE



- (A) ITEM No. 542C  
ENVELOPE (NOT SHOWN)  
ITEM No. 549CE
- (B) ITEM No. 544C  
ENVELOPE (NOT SHOWN)  
ITEM No. 544CE
- (C) ITEM No. 545C  
ENVELOPE (NOT SHOWN)  
ITEM No. 545CE
- (D) ITEM No. 546C  
ENVELOPE (NOT SHOWN)  
ITEM No. 546CE



- (A) ITEM No. 563JC
- (B) ITEM No. 561JC
- (C) ITEM No. 562JC
- (D) ITEM No. 565JC
- (E) ITEM No. 566JC
- (E) ITEM No. 564JC

## INVITATIONS

BUSINESS INVITATIONS may be created for any type of corporate function, from a grand opening or relocation of offices to a reception honoring a retiree or a top salesperson. They may be formal or informal, depending on the purpose of the event and the impression you want to create. Many times, a corporate logo is placed at the top of the invitation.

## ANNOUNCEMENTS

BUSINESS ANNOUNCEMENTS are sent to inform clients of a change in the status of a company. The most popular reasons include a change of address, change of partners, introduction of a new officer or even the introduction of a new product. Business announcements are generally conservative, unless the nature of your business allows for a flourish of creativity. As such, they are generally engraved in black ink on ecru or white card stock.

### QUICK TIP

The name of a company is a singular entity that requires the use of a singular verb.

#### FOR EXAMPLE

Simpson, Healy Investments, Inc.

announces that its offices

OR

Adamson and Shelton

is pleased to announce



*The Ruby Foundation*  
*requests the pleasure of your company at their*  
CROWNING JEWEL BALL  
*Saturday, June 11th at 7 o'clock*  
*St. Regis Aspen*  
*Colorado*

BLACK TIE

(E)

PEPLUM & TWEED

INVITES YOU TO VIEW  
THEIR FALL COLLECTION  
TUESDAY, FEBRUARY 26TH AT SIX O'CLOCK  
THE BOWERY HOTEL  
NEW YORK CITY

RSVP @ PEPLUMANDTWEED.COM

(D) ITEM No. 570IN  
ENVELOPE (NOT SHOWN)  
ITEM No. 570E

(E) ITEM No. 571IN  
ENVELOPE (NOT SHOWN)  
ITEM No. 571E

(F)

GULLIVER, LEVI & CO.

INVITES YOU TO A  
COCKTAIL RECEPTION  
HONORING THE RETIREMENT  
OF OUR PRESIDENT

THEO GULLIVER

FRIDAY, NOVEMBER 16TH AT 6 PM  
THE RALEIGH HOTEL  
PENTHOUSE SUITE  
MIAMI BEACH, FLORIDA

(G)



The founders of Crimson Hound Spirits cordially invite you to the

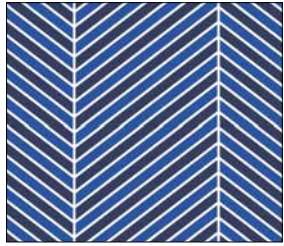
**Annual Irons & Rye  
Charity Golf Tournament**

to benefit The Sullivan Children's Hospital  
Sunday, March 9th at 8 a.m.  
Pebble Beach Golf Links | Pebble Beach, California

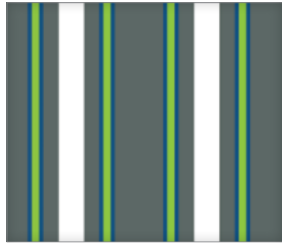
(F) ITEM No. 572IN  
ENVELOPE (NOT SHOWN)  
ITEM No. 572E

(G) ITEM No. 573IN  
ENVELOPE (NOT SHOWN)  
ITEM No. 573E

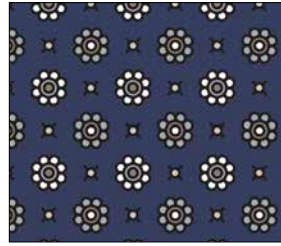
A CURATED SELECTION OF LINERS CHOSEN SPECIFICALLY FOR YOUR BUSINESS STATIONERY NEEDS.



**BLUE HERRINGBONE/LIN372B**



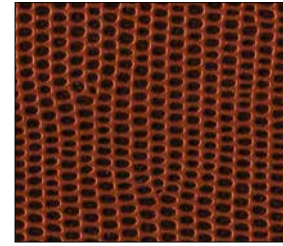
**SAVILE ROW/LIN077B**



**FOULARD PRINT/LIN373B**



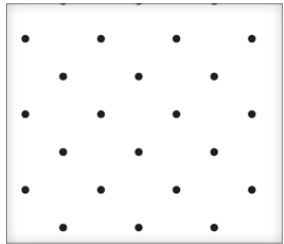
**BLUE FLEUR DE LIS/LIN125B**



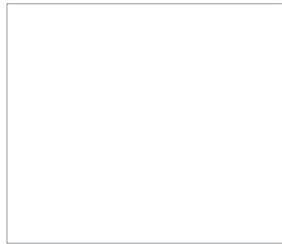
**LIZARD/LIN049D**



**SATIN GOLD/LIN032A**



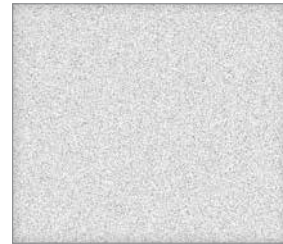
**BLACK DOTS/LIN255B**



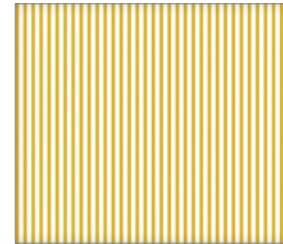
**WHITE/LIN006A**



**GOLD LUSTRE/LIN178B**



**SILVER LUSTRE/LIN177B**



**GOLD MICRO STRIPE/LIN284B**



**LINEN GOLD/LIN099D**



**RED/LIN011A**



**BOLD STRIPES/LIN375B**



**BURGUNDY/LIN003A**



**HUNTER GREEN/LIN013A**



**CELERY/LIN265A**



**KONA/LIN098A**



**REGENT BLUE/LIN009A**



**NAVY BLUE/LIN131A**



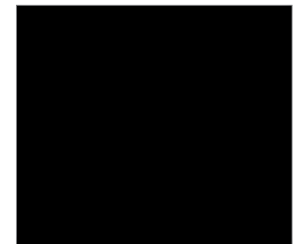
**NEWPORT BLUE/LIN233A**



**PEACOCK/LIN266A**



**CHARCOAL GREY/LIN017A**



**BLACK/LIN135A**