

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Not So Stationary Stationery**

**By Beth Brodovsky**

**Not So Stationary Stationery**

by: **Beth Brodovsky**

The elements and functionality of the basic stationery system is changing. With the advent of email, fax, web and cell phones, stationery systems must be adjusted to meet the needs of today's business.

#### Business Cards

The biggest change by far in business cards is the amount of information they contain. Current cards often juggle multiple phone numbers, email, and web addresses as well as one or more street addresses. Companies are adopting logos with taglines and sometimes sub-taglines. We have even seen mission statements and bullet lists of services and product lines printed on cards. To corral the potential chaos, think carefully about the purpose of the card and how the end viewer will use it.

Secondary information such as alternate addresses can be positioned away from the key content on the back of the card. Web and email addresses are now easily identified and no longer need "http://," "web" and "email." Alternatively, try a mini CD — a business card sized disk that can contain an interactive presentation.

#### Letterhead

It is not what letterhead says, but how it is used - and not used that is changing. Many businesses now use email for their primary correspondence. Sending invoices, thank you notes and proposals electronically drastically reduces the reliance on printed stationery.

While situations remain where professional communication requires a printed letter, the quantity of letterhead ordered can be reduced for many businesses. Corporate address, main phone and fax numbers and website should be still be included. Reserve personal information, such as email and cell phone numbers for individual business cards, even if there is only one person in the business.

## Not So Stationary Stationery

### Envelopes

The standard #10 business envelope is still around. Known as the "bill" or "invoice" size, we like to create distinctive designs that stand out and beg to be opened. Invest in having your logo printed in your corporate colors on paper that matches your cards and stationery. Mismatched mailings look unprofessional and derail your brand-building efforts.

Whether professionally done or output on your desktop printer, affixing a label that coordinates with your other stationery instantly turns plain 9x12 and other envelopes into pieces of your branded system without having to invest in printing envelopes in sizes you only use occasionally.

Some things never go out of style

When developing a stationery system, don't just think about what you "should" have, think about how

you work and plan a system that helps you get the job done from both a practical and a marketing perspective.

Beth Brodovsky is the president and principal of Iris Creative Group, LLC. Brodovsky earned a Bachelor of Fine Arts in Communication Design from Pratt Institute, New York. Before launching her own firm in 1996, she spent eight years as a corporate Art Director and Graphic Designer, providing a sound foundation in management and organizational standards and structure. Iris Creative specializes in providing marketing and strategic communication services to clients in service industries and small businesses. For more information contact Beth at

or 610-567-2799.

### **Creating Your Own HTML Email Templates in Outlook**

**By GlobalFusion**

#### **Creating Your Own HTML Email Templates in Outlook**

by: **GlobalFusion** If you want HTML Emails in Outlook to look the way YOU want, and your designing them in DreamWeaver – Heres How:

##### Step 1

When in Outlook (Pro), Go to the Tool | Options Menu.

##### Step 2

Click on the Mail Format Tab along the top of the current dialog box.

##### Step 3

## Not So Stationary Stationery

Under 'Stationary and Fonts', Click on the Stationary Picker Button.

### Step 4

Click the New.. Button.

### Step 5

Enter any unique name (not an existing stationary name), then select (by clicking) the Use this file as a template radio button, then click Browse.

### Step 6

In the Browse Dialog box, locate your HTML file.

Outlook will then create its own copy of that file which it stores under:

x:\Documents and Settings\Username\Application Data\Microsoft\Stationery

If you wish to make 'instant' changes to your stationary, just edit and save this file, and outlook will reference the new file.

If plain old HTML is a bit too boring for your email templates, or you just want greater control of your elements – you CAN use CSS.

The only thing you need to remember, is that your CSS needs to be in the same HTML file.

For an Example of using CSS in Email Templates – visit:

Thats it!

Enjoy your New HTML Email Template!

Adam Roper is the founder of GlobalFusion – a Multimedia & Web Development firm based in Sydney, Australia that designs everything from websites to DVDs and Multimedia Kiosks. If you have questions about creating HTML Email Templates or want someone else to do the design work for you, visit our website at:

or shoot us at:

Related Content:

Creating Your Own HTML Email Templates in Outlook  
Don't overlook your email when considering your brand identity.

A Gift To Be Remembered: Child Personalized Stationary  
Outlook Express  
Mechanical Seals for Zero Leakage

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**