



MAKING YOU LOOK GOOD ON STATIONERY

We Make Creating & Ordering Your Stationery Easy

NO SURPRISES PRICING THE ONLY STATIONER TO OFFER:

FREE vizCard® Digital/
Mobile Business Cards

FREE Shipping

FREE First Proof

FREE Initial Typesetting

FREE Inventory Plan
Storage for up to 1 year

NO CHARGE For
Engraving Dies or
Printing Plates

FREE Setup

**Saving Your Firm Money
On Every Order!**

Welcome to your **Ultimate Guide to Designing Stationery & Business Cards**. It is guaranteed to make your firm look good on paper.

As the premier printer/engraver, we know designing and ordering stationery can be a little overwhelming. However, this guide will break down each element to make it much easier. Plus, an experienced Stationery Specialist is available to help you through all the options for creating the ultimate stationery including:

- Design options
- Paper and production process selection
- Ideas for branded materials such as marketing materials, client and employee gifts, event materials and your conference room
- Project management including pricing and ordering options

In addition to your letterhead, envelopes and business cards, we look forward to providing you with other important communication materials such as billhead, presentation folders, note cards, announcements, brochures, labels, large format mailing envelopes, branded promotional products and email signatures.

SAVE 10% ON STATIONERY SETS

While each stationery element will be quoted, you can save an additional 10% every time you order a stationery set that includes at least:

- **Letterhead:** 2+ reams (500 sheets/ream) produced on ALL-STATE LEGAL Exclusive paper
- **Envelopes:** 2+ boxes (500 envelopes/box) produced on ALL-STATE LEGAL Exclusive envelopes
- **Business Cards:** 500+ business cards for one individual

Mention code SDS10 when ordering. Cannot be combined with other offers.



CREATING YOUR STATIONERY

From standard formats to uniquely custom designs for your firm, we can support ALL your design projects.

When ordering stationery, there are 4 key elements to consider. Each one is important and inextricably linked. Using our years of experience, we'll help you to create a look and feel that provides the prestige and appeal you desire within your budget.

STEP 1: DESIGN

Your design makes up your visual identity - your logo, format, layout and typestyle. These elements should work together to create a powerful and consistent brand for all of your firm's stationery and client development materials. We provide both standard and custom logos and formats to support your branding and budget.

The good news is...once you decide on a design, all your materials will use a consistent look, so they will be much easier to complete.

STANDARD LOGOS & FORMATS - FREE

Standard formats are available at no charge when you order your stationery with us. Your firm receives complementary typesetting and one proof of your firm's information in any of our standard firm logos, anniversary logos or stationery (first and 2nd page), envelope and business card layouts.

Below is a sampling of our standard logos and formats. Keep in mind, you can mix and match layouts, logos and fonts to create a look that is truly your own.

Please visit www.aslegal.com/stationery for a larger selection.

Example: Standard Logo and Standard Layout - More Online

LEYDON SQUIRE RANDALL & MURPHY LLP
attorneys at law

Alice Randall

64 Capital Street, Suite 16, Boston, MA 02189
T: 617.238.6801 F: 617.238.6821 info@leydonlaw.com www.leydonlaw.com

Alexander | Maynard
ATTORNEYS AT LAW

Mary M. Tuft, Esq.
Attorney at Law

261 Madison Avenue, 9th Floor
New York, NY 10016
T 212.555.1212
F 212.555.1414
viz.me/MaryTuft
mtuft@alexandermaynard.com

Example: Standard Anniversary Logo - More Online



DESIGN SERVICES INCLUDE:

1. DISCOVERY CALL

A 30 minute phone consultation with a designer to discuss your project, color preferences and other pertinent information to create concepts. Prior to the call, we will provide a brief questionnaire to help organize the meeting.

2. CONCEPTS

Two to three concepts with a color pallet using the information provided delivered within 5-7 business days of your discovery call.

3. REFINEMENTS

Two rounds of refinements to one concept. Delivered within 2-4 business days of receiving your feedback. The designer may reach out with questions or recommendations during this phase. Additional rounds of changes will incur additional charges.

4. FINAL FILES

Your final approved design will be saved at ASL in native Illustrator files and print ready PDF formats 4-7 business days after approval. For logo designs, we will produce full color, black and white and knock-out (for producing on dark background) versions.

TYPE-BASED LOGO DESIGN SERVICES \$99

Type-based logos, like those shown below, are created using typography and fonts only.



LAYOUT DESIGN SERVICES

BUSINESS CARD DESIGN \$99

Includes: Three layout concepts

STATIONERY PACKAGE \$299

Includes: Two to three layout concepts for each Letterhead (first page only), Business Card and #10 Envelope

ADDITIONAL MATERIALS

Once you have finalized your logo and stationery layouts, you may want to produce additional materials to compliment your stationery.

Add the following items to a Stationery Package or Business Card Design Service above for only \$45 each (If ordered alone, additional charges apply.)

Labels, Note Cards, Memo Pads, Presentation Folders with Logo Only, Announcements or Invitations and 2nd Page Letterhead

GRAPHIC DESIGN SERVICES

If you are looking for a more sophisticated icon-based logo or website, email and brochure design services, we can refer you to a design agency who will provide preferred pricing. If interested, we will have the Principal of the agency contact you to discuss your needs and provide a formal State of Work.

STEP 2: COLOR

One of the best ways to add impact to your stationery is through color selection. Bold, subtle, multiple or single-color, you can choose from an array of standard Pantone® Matching System (PMS) colors to help your stationery make an impressive statement.

NOTE: Ink opacity, production processes and paper type/color can affect the color appearance on your finished stationery.

STEP 3: PAPER

The paper you choose is the tangible touch and feel of your brand and work product. High quality paper is easy to recognize, not only by how it looks, but also by how it feels. The paper you choose for your stationery is equally as important as your visual identity and the production process.

Bond or fine cotton papers are the paper of choice for letterhead and matching envelopes due to both the rich look and feel and the environmental attributes.



There are inherent security features within our bond papers that certify and secure your work product as well as your brand.

1. **Date Stamped Watermark**

Each sheet of ALL-STATE LEGAL Exclusive watermarked paper features a discreet mark to identify the year the paper was manufactured. This mark has been used as evidence in numerous court cases to verify and authenticate documents.

2. **Private Watermark**

Each sheet can be embedded with a translucent mark that identifies your firm. Watermarks cannot be altered or reproduced providing effective protection and authentication of your firm's work product as well as a secondary branding opportunity. With ALL-STATE LEGAL's Exclusive CounsellorMark® product, every firm can afford a private watermark.

STEP 4: MANUFACTURING PROCESS

From the elegant look and feel of engraving and embossing to the versatility of thermography and traditional printing, our selection of manufacturing processes and color expertise can help your firm create stationery with just the right combination of prestige and appeal.

Keep in mind you can choose more than manufacturing process for each element of your stationery package to create your unique materials.

[See next page for more information on each process](#)

Please contact us for more information on custom presentation folders, brochures, newsletters, promotional products and other communication materials.





ENGRAVING

The finest way to set ink on paper and differentiate your firm to create a lasting impression.

- Richest, most consistent colors, including vibrant metallic inks
- Produces crisp type and logos that are raised for a superior dimensional look and feel
- Built-in security that no scanner, copier or printing process can duplicate
- The most environmentally friendly water-based inks



EMBOSSING

This dimensional process provides emphasis to text or artwork by creating a raised image with or without ink color. Ideal for logos, seals and symbols or enhances any traditional printed image or text.



PRINTING

The most traditional and economical process for achieving professional results with environmentally friendly, low Volatile Organic Compound (VOC) inks.



THERMOGRAPHY

Also known as “raised printing” to simulate raised feel of engraving with a high gloss finish.



FOIL-STAMPING

Offered in shiny, flat, metallic and non-metallic finishes that can be used with other processes to add emphasis to your logo or firm name. Perfect for darker stocks typically used for presentation folders and other client communication materials. Not recommended for letterhead or envelopes that will be sent through printers.



MICROSOFT® WORD STATIONERY TEMPLATES

TO SUPPLEMENT YOUR ASL PRODUCED STATIONERY

ONLY \$110
PER TEMPLATE
FOR STATIONERY
CUSTOMERS

Help build recognition by constantly and consistently displaying your brand.

Electronic letterhead provides brand consistency from your printed communications to your electronic documents.

Use engraved stationery for your original documents to project the best image with the added security that no scanner, copier or desktop printer can replicate.

LETTERHEAD TEMPLATES*

You will receive a Microsoft Word document that can be used as your electronic letterhead template. This document will replicate your letterhead format, using the same layout, timesteps, logos, and complementary colors. It is important to note that color will vary depending on the printing and viewing device.

FAX COVER OR BILLHEAD TEMPLATES*

You will receive a Microsoft Word document that can be used as your electronic template. We will attempt to match your letterhead template. However, since additional information is used on these templates (such as the addition of the To and From information), we may need to make minor alterations.

*Templates will be provided only in Microsoft Word. To ensure that your brand standards are maintained and licensed fonts are protected, your information will be converted into a JPEG image and embedded into the document. You will not be able to move or change the contents. Please note that your letterhead will appear "ghosted" on screen only in the word file, but the density will print as 100% solid color. This is built into Microsoft Word and cannot be altered. All templates include one free proof. Monitors and printers can display color differently. Only engraved or printed materials can provide color consistently.