

NaluHou

Document Style Guide

The details set us apart from our competitors...

The following document should be used by NaluHou employees for all written communications. Remember, first impressions only happen once. Make your first impression your best impression.

Paper

1. Use 20-pound bond paper.
2. Use 8.5 by 11 inch paper.
3. Use off-white (white if off-white isn't available) paper.
 - Off-white is easier on the eyes.
 - Do not ever use colored paper.
4. If you have more than one page, make sure that the paper matches in weight, size, and color.
5. Fold the letter into thirds with the top folded over the bottom.

Cover Page

NaluHou always includes a cover page when sending out written communications to our clients.

1. Use the "Pinstripe" Cover Page in MS Office.
2. Use Cambria font, 36-point, left-justified for the Client's Name in the upper left area of the page at approximately 2" from the top of the page.
3. Use Times New Roman font, 18-point for our company name, right-justified in the lower right area of the page at approximately 2" from the bottom of the page.
4. Include the NaluHou logo with the company's address in the lower right area of the page. Use Times New Roman font, 12-point for the company address and URL.

Format

1. Type out the date with the month, day and year (for example, June 11, 2001) two inches from the top of the page. It should be left-justified. Use Arial, bold, 11-point.
2. Type client's address 2 lines below the date. It should be left-aligned.
3. Type a salutation. You should always write to a specific individual at the business to which you are writing. Be sure to include a personal title such as Ms., Mrs., Mr., or Dr. Use the U.S. Post Office Format. For international addresses, type the name of the country in all-capital letters on the last line of the address.
4. Use top and bottom margin of 0.75", a left margin of 1.5" to allow room for the binding, and a right margin of 1".
5. Begin all lines of the letter at the left margin
6. Begin the text two spaces below the subject line.

7. Include in the header of the second (and additional) page(s) who the letter is to (left-aligned) and the date (right-aligned).
8. Include in the footer “Page” with the number (For example: Page 1). Center the footer.
9. Type the salutation using the same name as the client’s address, including the personal title. If you know the person and typically address them by their first name, it is acceptable to use only the first name in the salutation (for example: Dear Lucy:). In all other cases, however, use the personal title and full name followed by a colon. Leave one line blank after the salutation.

Body

1. Use single-space the body of the letter, and insert two spaces between paragraphs.
2. Use the block format. The entire letter should be left-justified and single-spaced except for a double space between paragraphs.

Font

Readability is the most important part of the letter. Since our company is a conservative one, we have adopted using Times New Roman, size 12-point for the body of the document.

Closing

The closing begins at the same horizontal point as your date and one line after the last body paragraph. Capitalize the first word only (for example: Thank you) and leave four lines between the closing and the sender's name for a signature. A comma should follow the closing.

The sender should signs the letter with his or her full name.

Enclosures

If you have enclosed any documents along with the letter, such as supporting documents or presentation slides, you indicate this simply by typing Enclosures one line below the closing. As an option, you may list the name of each document you are including in the envelope. For instance, if you have included many documents and need to ensure that the recipient is aware of each document, it may be a good idea to list the names.

Resources

Northland Community and Technical College's On-line Writing Lab

(http://www.northland.cc.mn.us/owl/business_letters.htm)

Purdue University Online Writing Lab (<http://owl.english.purdue.edu/owl/resource/653/01/>)