Month 00, 20XX

Addressee

Street Address or P.O. Box 0000

Citytown, ST 00000

Dear Reader:

The letter you are reading is a format drawn for the purpose of helping each person who writes university correspondence to understand Arkansas State University graphic standards. The objective of a stationery format or standard is to provide a unified presentation for all Arkansas State communications. In conjunction with our logo and identity system, we have adopted this style for all A-State correspondence.

The margins on this page are as follows: Top - 2.25” Bottom - 1.00” Left - 0.75” Right - 0.75”

The body of all letters should be set in Adobe Garamond 11-point type with automatic leading/line spacing. If you do not have the Adobe Garamond font, substitute Garamond or Georgia. Contact Publications & Creative Services if you need assistance.

There should be two hard returns after the date, after the address and before the salutation. The number of hard returns between the salutation and the addresser’s name depends on the size of the addresser’s actual signature. Only use the space necessary for signature.

Hard returns between paragraphs keeping the letter flush left. Do not use indents because of possible inconsistencies across various software platforms. Letters may be rag-right or fully justified.

These measurements and guidelines define the space for a letter and show how you may set up your document to fit this format. Consistent, approved use requires effort on the part of every stationery user to apply these rules.

Thank you for your assistance in upgrading the way we present Arkansas State University.

Sincerely,

Sender

Sender’s Title

< See notes on page two concerning multiple-page correspondence. >

(Page 2)

< Notes on multiple page correspondence. >

If correspondence should require two or more pages, pages two through “x” shall have .75” margins on all four sides. For these subsequent pages, the addresser should key “(Page 2)” in the top left corner of the page, use two hard returns and then continue with the correspondence. These pages should be printed on blank stock with no accompanying university logos or graphics. “Second sheets” can be ordered from ASU Printing Services at 870-972-2072, or visit AState.edu/Printing.

If the margins need to be reset for subsequent pages for any reason, please make sure when the text is highlighted at the start of the second page select “Format” from the top menu bar, then select “Document;” set the margins as listed above, and finally, make sure the option to the right that defaults to “whole document” is set to “selected text” from the drop down menu that appears.

Beyond this slight difference in margins, all of the guidelines set forth on the first page are to be adhered to for multiple page correspondence.