A few rules to keep in mind while creating a headed paper:

- **What should be on the headed paper?** Company name, contact information (phone number, e-mail, web page address). Company logo. Slogan is a good idea - especially if it is interesting and original.
- **Company materials should result from the image that you would like to promote.** Logo should be associated with the industry of the company. Logo is mandatory on the headed paper. Logo of a catering company should be different than of a company producing, e.g. industrial machinery.

- **Font.** The standard is to use a fixed, corporate typeface, which should be used on all company materials.
  Often, two carefully selected typefaces are used. One is used in the company name, the headlines, slogans, etc. The second is used for texts where readability is more important than style. The use of more fonts generally leads to disorder and is considered a mistake.

- **Colors.** Some colors are associated with professionalism and elegance more than others.

- **Do not put intensely colored items in every available spot** – they will compete with each other and lose all power of expression. Use color to emphasize important parts of the project - and not to eliminate all "empty" space.

- **WRITING LONG TEXT IN CAPITAL LETTERS IS ONE OF THE MOST COMMON ERRORS. Contrary to appearances, it is not easier to read** than properly composed text. Avoiding this type of "scream" is a good practice that should be followed for the sake of your project.

- Empty space in the project is never really empty. "White" spaces on company paper take part in formation of the composition as well as those filled spaces. Determine the relative proportions with caution - designing such graphics is not a race, who will fit more on a single sheet of A4.

- Consistency - all company materials should be kept in a consistent style.