Date

Recipient’s Name

Company

Street Address

City, State, ZIP

Dear Administrative Assistant,

Much of the responsibility for the success of Houston Methodist's graphic standards rests in your hands. Generally, only our administrative assistants and printers see the letterhead without a typewritten message. It is the administrative assistant who completes the design of our letterhead and creates a visual balance for the printed components on the top of the letter.

The preferred font for all body copy is Franklin Gothic Book. The name at the top left should be in Franklin Gothic Medium and not a boldface version Franklin Gothic Book. Preferred type size and leading is 11 points / 13.5 points.

We are counting on you to use your professionalism in maintaining the continuity established in all elements of stationery. If you have any questions, please contact the brand marketing at brand@houstonmethodist.org.

Sincerely,

Name

Title

Typist’s initials

Enclosure