

BUSINESS STATIONERY CHECKLIST

Business stationery isn't just a practical necessity. A consistent suite of items can help keep you front of mind and put your brand in the right light. Here are some key items you should have in your inventory.

✓ TICK

○ BUSINESS CARDS

Business cards underline your credibility. Hand them out at [networking events](#) to share your details and stay top of mind with new prospects.

○ LETTERHEADS

A branded letterhead that includes your logo, name and contact info can make your paper communications stand out and appear more consistent and professional.

○ CUSTOM ENVELOPES

Custom envelopes with your logo and other design elements can help you stand out in a crowded mailbox.

○ COMPLIMENT SLIPS

A miniature version of your letterhead, compliment slips are great for accompanying items in the post. Brief, handwritten messages give them a personal touch.

○ POST-IT NOTES

Ideal for bookmarking documents, brainstorming ideas or writing reminders, customise your post-it notes with your logo, name or a unique, laser cut design.

○ PRESENTATION FOLDERS

As well as using them for info packs or to organise your documents at events, branded presentation folders also double up as an on-the-go promotional tool.

○ NOTEPADS

Branded notepads are not only practical around the office, they are a great advertising tool. Hand them out to customers to ensure they get seen and used.

○ CALENDARS

Business calendars are another practical item to gift. Despite digital alternatives, they're still widely used and can put your brand in a prime position on people's desks and homes.

○ WRITING UTENSILS

Branded pens, markers and pencils are still one of the most popular promotional items, while being extremely practical.

○ USBS

Considered a business must-have in this digital age, branded USBs enable employees to carry large files wherever they go. They are also great client or customer [giveaway goodies](#).

○ MAILING LABELS

An alternative to custom envelopes, branded labels can set your letters and packages apart and further enhance your business's professional image.

○ INVOICE & RECEIPT BOOKS

When branded and well designed, these integral sales and accounting documents can add credibility and may even help you get paid quicker.

OTHER OFFICE ESSENTIALS

- Scissors
- Staplers
- Hole punchers
- Tape and tape dispensers
- Erasers
- Glue
- Mouse mats
- Paper clips

TIP

Choose colours and designs that complement your business's [visual identity](#) for a complete look.