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**JZM Letter Design Guide Template**
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**1. Introduction**
- Purpose of the guide
- Importance of consistent letter design
**2. Brand Identity**
- Overview of JZM branding
- Key brand attributes
**3. Typography**
- Primary font
- Font name, size, weight, and style
- Secondary font
- Font name, size, weight, and style
- Color palette for text
**4. Letterhead Design**
- Placement of logo
- Header and footer specifications
- Margin and spacing guidelines
**5. Layout Structure**
- Recommended layout examples
- Alignment and justification options
**6. Color Usage**
- Primary colors
- Accent colors
- Background and text color combinations
**7. Graphics and Icons**
- Style of graphics
- Iconography guidelines
- Usage examples
**8. Signature Block**
- Formatting for name, title, and contact information
- Optional elements (e.g., social media links)
**9. Additional Elements**
- Appropriate use of images
- Watermark considerations
**10. Final Review Process**
- Steps for review before sending
- Approval process
**11. Conclusion**
- Recap of key design principles
- Encouragement to adhere to guidelines
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**Appendix**
- Contact information for design questions
- Links to downloadable templates
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