

## **Q: We're a small firm redesigning our letterhead and want to save money. Should we engrave or print it?**

**A:** Even if some firms have begun printing their stationery, I still think engraved letterhead looks much better, unquestionably so for firms with colored logos.

I know that laser-printed letterhead seems cheaper, but in a profession where clients and prospects are looking for ways to evaluate the quality of our professionals, I think we have to be careful about the impression made by the little things. And laser-printed letterhead simply doesn't convey the sense of quality and professionalism nearly as well as engraved paper does. This is especially so for smaller firms that compete against larger ones. Arguably because they're larger, big firms can cut corners without losing credibility, but smaller firms have more to prove and so have to do all the tangible little things perfectly. I think engraving is still important.

But there's no reason to waste money. When we design new stationery, the solution I typically advocate is to have the firm-wide logo engraved on blank sheets. Then, the rest of the info, *e.g.* office addresses, direct dial, *etc.* can be printed or laser-printed. That way you get the positive impact of an engraved logo, and the individual flexibility that works for all lawyers in all offices.

BTW, there are some interesting studies engraving companies have conducted that compared the cost of engraving to the cost of the toner needed to constantly laser print the letterhead. I recall hearing that the numbers were surprisingly close, or perhaps finding engraving cheaper. It might be worth tracking down one of those studies.