

## **Unit 318 (B&A 57): Principles of business communications and information**

### **Handout 1: Bespoke documents**

## **Effective bespoke documents must:**

be accurate

have correct spelling and correct use  
of grammar

be produced according to organisational  
guidelines on, eg house styles, language  
to be used etc

be fit for the purpose they serve.

## **Factors for creating documents**

- Type of document required
- Purpose/use
- Audience
- Frequency of use
- House styles
- Budget

## Templates

A blank copy of the document that is saved for future use over and over again.

Set up in the house style in terms of layout and style.

Could also contain any standard text.

## House styles

A set format used by an organisation for its documents.

An organisation's image is reflected in their house style, eg by using:

- their logo
- same colour of paper
- same font
- set document layout.

## **Factors that may form part of the house style**

- Font style and colour
- Size of font
- Style and position of headings
- Justification of the text
- Size of the margins
- Position of date, references and addressee's details on letters

## Legal requirements regarding content

- Plagiarism
- Copyright law
- Data protection