

## **GETTING THE STATIONERY RIGHT**

The design of your logo and stationery is an important part of your marketing strategy. Letters, invoices, mail shots, and statements are all forms of advertising.

### Limited companies

In designing the stationery of a limited company, you must consider the legal requirements detailed below:

#### *Letters and orders*

- Name of company
- Country of registration
- Address of registered office
- Company number
- Forename or initial and surname of ALL or NONE of the directors

#### *Invoices*

- Name and address of company
- VAT registration number

#### *Cheques, official publications, and forms*

- Name of company

#### *Premises*

- The name of the company must be displayed in a conspicuous position outside every office or place where business is conducted
- The address of the registered office has to be displayed prominently within the premises

### Partnerships

Partnerships are required to state on letters, orders, invoices, and receipts, and to display on the premises, the names of all partners together with the principal office of the partnership. Alternatively, they must indicate where a list of partners may be inspected. Invoices must state the VAT registration number, where applicable.

### Sole trader

A sole trader operating under a business name must state on letters, orders, invoices, and receipts his or her own name and business address. Invoices must state the VAT registration number, where applicable.

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