**Elara Caring Letterhead**

Access and Best Practices

Letterhead plays an important role in conveying the Elara Caring brand. Every day, our staff corresponds with patients, referral sources, payers and vendors making letterhead one of the most visible and frequently used forms of printed communication. Consistency and coordinated use of Elara Caring visual identity elements on letterhead is a vital part of preserving and enhancing the value of our brand.

Elara Caring letterhead should only be used by staff in conducting official company business.

Electronic (Microsoft Word) versions of our letterhead can be found on our Welcome to Elara Caring resource page.

Editing rules:

* Please only edit the address line in the footer, as the rest of the elements are key to the branding on their piece.
* Do not alter the placement or formatting of the elements in the header and footer, or add additional items.
* When using the electronic letterhead template, only use Arial font.
* Do not personalize the letterhead with your name, title or individual contact information.

Pre-printed letterhead can be ordered by your branch’s supply person or office manager. To ensure brand and color consistency, we ask that you only use the approved pre-printed letterhead to your printing needs.

Please note that individual departments or staff members should not create personalized versions of the letterhead or attempt to duplicate/recreate it themselves. You can find the letterhead template on the resource page or ask your branch’s supply person or office manager for pre-printed letterhead.

Questions regarding letterhead, envelopes, and other stationary related items should be directed to the Marketing Department at marketing@elara.com.