

# appendix

## ■ APPENDIX D: Business Document Formats

## Business Document Formats

### Common Types of Business Documents

There are three main types of business documents, and each has a specific use for professional communication. The following table lists the different types of business documents and their uses:

#### Types of Business Documents

Business Document	Purpose
<b>Memorandum (memo)</b>	Used for intra-office or intra-organization communication. Most communication within an organization is done using email, but memos are still regularly used for formal business communication.
<b>Business letter</b>	Used by businesses and organizations to communicate with those outside of their organization. Business letters are sent to other companies or individuals. Business letters are typically printed on company letterhead.
<b>Personal business letter</b>	Used for communication from an individual to a business or another individual. A job application letter (cover letter) is the most commonly used personal business letter.

### Parts of Business Documents

Most business documents have similar parts. These parts differ in memos, business letters, and personal business letters. The following sections describe the common parts of each of the common business document types.

#### Memorandums

The following table lists and describes the standard parts of a memorandum:

#### Parts of a Memorandum

Part	Description
<b>Title</b>	The title “MEMORANDUM” or “MEMO” is typically centered at the top of the page. Sometimes the title is omitted on memos.
<b>Memo heading</b>	<p>Memo heading guidewords begin at the left and are typed in all caps followed by a colon. The following are the memo heading guidewords and a description of each:</p> <p><b>TO:</b> Recipient(s) of the memo</p> <p><b>FROM:</b> Writer of the memo</p> <p><b>DATE:</b> Date of the memo</p> <p><b>SUBJECT:</b> Brief description of the content of the memo</p> <p>Information after each guideword is typically lined up at 1”, using a left tab stop.</p>
<b>Body</b>	The body of a memo is typed in single space. Include a double space (press <b>Enter</b> twice) after each body paragraph. Each paragraph begins at the left margin; no tab or indent is used.

Part	Description
<b>Reference initials</b>	Used when someone else types the letter for the writer of the letter. Reference initials are typed in lower case letters with no spaces or punctuation between (e.g., rn) and a double space (press <b>Enter</b> twice) after the last body paragraph. Reference initials are omitted if the writer of the memo also types the memo.
<b>Enclosure or attachment notation (if needed)</b>	Used when something is enclosed with or attached to the memo. The attachment can be an itinerary, meeting agenda, or any supplemental information. If you include an attachment or enclosure, type the words “Enclosure” or “Attachment” below the reference initials or last body paragraph. If there are more than one enclosure or attachment, the number of enclosures or attachments can be included in parentheses (e.g., Enclosures (3)).

## Business Letters

The following table lists and describes the standard parts of a business letter:

### Parts of a Business Letter

Part	Description
<b>Date line</b>	Type the date of the letter in the following format: January 15, 2015
<b>Inside address</b>	This typically includes the letter recipient’s full mailing address, including name, company name (if applicable), street address, and city, state, and ZIP code. Typically, use a courtesy title (e.g., Mr., Mrs., Ms., or Dr.), first name, and last name. Use standard USPS address.  Mrs. Cammie Speckler Hartford Specialty 4788 Market Street, Suite A205 San Francisco, CA 95644
<b>Salutation</b>	This is the formal greeting to the recipient of the letter. The salutation typically includes “Dear,” a courtesy title (e.g., Mr., Mrs., Ms., or Dr.), and the recipient’s last name.  Dear Mrs. Speckler  The punctuation that follows the salutation is determined by the type of punctuation style used in the letter: mixed or open. The different types of punctuation are discussed in the <i>Types of Business Letter Punctuation</i> section of this appendix.
<b>Subject line (optional)</b>	A brief description of the content of the letter. The subject line is optional. The subject line typically begins with “SUBJECT:”, “Subject:”, or “RE:” followed by a brief description of the subject of the letter.
<b>Body</b>	The body of a letter is single spaced. Include a double space (press <b>Enter</b> twice) after each paragraph.
<b>Complimentary close</b>	Used to conclude the letter. The complimentary close is typically “Sincerely,” “Sincerely yours,” “Best regards,” “Cordially,” or “Cordially yours.”
<b>Writer’s name and title</b>	The writer of the letter and his or her title. The writer’s name and title can be typed on the same line as the close or on a separate line. Sometimes the writer’s company name is included below the writer’s name and title.
<b>Reference initials</b>	Used when someone else types the letter for the letter writer. Reference initials are typed in lower-case letters with no spaces or punctuation between (e.g., rn) and a double space (press <b>Enter</b> twice) after the last body paragraph. Reference initials are omitted if the memo writer also types the letter.

(continued)

Part	Description
<b>Enclosure notation</b> (if needed)	This notation is included when something is enclosed with or attached to the memo. An attachment can be an itinerary, meeting agenda, or any supplemental information. If you include an attachment or enclosure, type the words “Enclosure” or “Attachment” and a single space below the reference initials. If there are more than one enclosure or attachment, the number of enclosures or attachments can be included in parentheses (e.g., Enclosures (3)).
<b>Copy notation</b> (if needed)	Use a notation to list others who are receiving a copy of the letter. Type a lower-case “c” and type the name(s) of those receiving a copy of the letter.  c Taylor Mathos
<b>Postscript</b> (if needed)	Used to include a note at the end of the letter. Type “P.S.” and the information to be included.  P.S. An updated itinerary will be emailed to you later this week.

### MORE INFO

The punctuation after the salutation and complimentary close can vary depending on the type of business letter used. Types of business letter punctuation are covered later in this appendix.

## Personal Business Letters

In a personal business letter, the writer’s address is included below the writer’s name (rather than the writer’s title as it is in a business letter) and reference initial are omitted since the writer of a personal business letter is also the one who types the letter. The following table lists and describes the standard parts of a business letter:

### Parts of a Business Letter

Part	Description
<b>Date line</b>	The date of the letter is typed in the following format:  January 15, 2015
<b>Inside address</b>	This typically includes the recipient’s name, company name (if applicable), street address, and city, state, and ZIP code. Typically, use a courtesy title (e.g., Mr., Mrs., Ms., or Dr.), first name, and last name. Use standard USPS address.  Mrs. Cammie Speckler Hartford Specialty 4788 Market Street, Suite A205 San Francisco, CA 95644
<b>Salutation</b>	This is the formal greeting in the letter. The salutation typically includes “Dear,” a courtesy title (e.g., Mr., Mrs., Ms., or Dr.), and last name.  Dear Mrs. Speckler
<b>Subject line</b> (optional)	The punctuation that follows the salutation is determined by the type of punctuation style used in the letter: mixed or open. The different types of punctuation are discussed in the <i>Types of Business Letter Punctuation</i> section of this appendix.  A brief description of the content of the letter. The subject line is optional. The subject line typically begins with “SUBJECT:”, “Subject:”, or “RE:” followed by a brief description of the subject of the letter.
<b>Body</b>	The body of a letter is single space. Include a double space (press <b>Enter</b> twice) after each paragraph.

Part	Description
<b>Complimentary close</b>	Concludes the letter. The complimentary close is typically “Sincerely,” “Sincerely yours,” “Best regards,” “Cordially,” or “Cordially yours.”
<b>Writer’s name and address</b>	The writer of the letter and his or her address. Use standard USPS address.
<b>Enclosure notation</b> (if needed)	This notation indicates that something is enclosed with or attached to the memo. The enclosure can be a resume, job application, or any supplemental information. If you are including an enclosure, type “Enclosure” or “Attachment” and a double space (press <b>Enter</b> twice) after the writer’s name and address. If there are more than one enclosure or attachment, the number of enclosures or attachments can be included in parentheses (e.g., Enclosures (3)).
<b>Copy notation</b> (if needed)	This notation lists any others who are receiving a copy of the letter. Type a lower-case “c” and type the name(s) of those receiving a copy of the letter.  c Taylor Mathos
<b>Postscript</b> (if needed)	Used to include a note at the end of the letter. Type “P.S.” and the information to be included.  P.S. I completed the job application online.

## Business Letter Formats

There are two commonly used formats for business letters: *block* and *modified block*. You can use either block or modified block format on both business and personal business letters.

- **Block format business letter:** All parts of the letter begin at the left margin.
- **Modified block format business letter:** The date line, complimentary close, and writer’s name and title (or return address on a personal business letter) begin at the horizontal midpoint (text is not centered but begins at the center). Set a left tab stop at the horizontal midpoint, and press **Tab** to begin these lines at the horizontal midpoint.

## Types of Business Letter Punctuation

There are two types of business letter punctuation that you can use on business and personal business letters: **mixed punctuation** and **open punctuation**. Mixed or open punctuation can be used on either block or modified block formats. This punctuation applies only to the punctuation after the salutation and complimentary close.

- **Mixed punctuation:** Use a colon after the salutation and a comma after the complimentary close.
- **Open punctuation:** Omit the colon after the salutation and the comma after the complimentary close.

## Margins on Business Documents

Memos are usually typed using the default margins (1” top, bottom, left, and right). For average-length business letters, place the date line approximately 2” from the top margin and use the default left and right margins. The objective is to balance the letter vertically on the page. Longer letters have less space above the date line, while shorter letters have more space above the date line. You can change the amount of space before the date line using the following methods:

- **Change top margin:** For a letter that is average length, set a **2”** top margin.
- **Change the Before paragraph spacing on the date line:** For an average-length letter, use **72 pt. Before** paragraph spacing on the date line. This option is best when typing a multi-page business letter.
- **Use Enter before the date line:** For an average-length letter, press **Enter** five times before typing the date line.

## Examples of Business Documents

The examples provided here illustrate the standard format for each of the different types and formats of business documents. Realize that a given company might use a format that varies slightly from those shown on the following pages.

The spacing provided after each part on the following examples is based on a document with **Single** line spacing (1.08 line spacing, which is the default in Word 2013) and **0 pt. After** paragraph spacing.

Remember, you can use paragraph spacing to provide a similarly spaced business document. For example, you might use 10 or 12 pt. *After* paragraph spacing to provide space after each body paragraph rather than pressing **Enter** twice (double space; *DS*) after each body paragraph. If you use paragraph spacing in your document, you can insert line breaks (**Shift+Enter**) to omit the *After* paragraph spacing in the inside address and writer’s name and title (or address on a personal business letter).

The following table lists abbreviations that are used to describe spacing after parts of business documents. Also included is the equivalent *After* paragraph spacing that can be used in lieu of pressing **Enter** between parts.

### Spacing after Parts of Business Documents

Abbreviation	Spacing	Number of Times Enter Is Pressed	Blank Lines between Typed Lines	Equivalent After Paragraph Spacing
<b>SS</b>	Single	One	None	0 pt.
<b>DS</b>	Double	Two	One	12 pt.
<b>TS</b>	Triple	Three	Two	24 pt.
<b>QS</b>	Quadruple	Four	Three	36 pt.

# Memorandum

» Memo guidewords are typed in all caps followed by a colon.

» Memo title is centered and typed in all caps.  
» **TS** or **DS** after title.

## MEMORANDUM¶

TO: All ARCC Club Members¶  
¶  
FROM: Taylor Mathos, ARCC Coach¶  
¶  
DATE: September 1, 2015¶  
¶  
SUBJECT: Heart Rate Training¶

» Information after the guide words lines up at 1". Set a 1" left tab stop if necessary.  
» **DS** after each line.

» **TS** or **DS** after subject line. Spacing should be consistent with the spacing after the title.

What is **Maximum Heart Rate**? The maximum heart rate is the highest your pulse rate can get. To calculate your predicted maximum heart rate, use this formula:¶

$$220 - \text{Your Age} = \text{Predicted Maximum Heart Rate}¶$$

(Example: a 40-year-old's predicted maximum heart rate is 180.)¶

» **SS** body paragraphs with a **DS** (press **Enter** twice) after each paragraph.

Your actual maximum heart rate can be determined by a graded exercise test. Please note that some medications and medical conditions might affect your maximum heart rate. If you are taking medicines or have a medical condition (such as heart disease, high blood pressure, or diabetes), always ask your doctor if your maximum heart rate/target heart rate will be affected.¶

You gain the most benefits and decrease the risk of injury when you exercise in your **Target Heart Rate Zone**. Usually this is when your exercise heart rate (pulse) is 60 percent to 80 percent of your maximum heart rate. Do not exercise above 85 percent of your maximum heart rate. This increases both cardiovascular and orthopedic risk and does not add any additional benefit.¶

When beginning an exercise program, you might need to gradually build up to a level that is within your target heart rate zone, especially if you have not exercised regularly before. If the exercise feels too hard, slow down. You will reduce your risk of injury and enjoy the exercise more if you don't try to overdo it.¶

To find out if you are exercising in your target zone (between 60 percent and 80 percent of your maximum heart rate), use your heart rate monitor to track your heart rate. If your pulse is below your target zone, increase the intensity of your exercise. If your pulse is above your target zone, decrease the intensity of your exercise.¶

yoi¶

» **DS** after last body paragraph and type reference initials.  
» Typist's initials are typed in lower case with no spaces or punctuation.  
» Omit if the writer is also the typist.

## Block Format Business Letter with Open Punctuation

September 1, 2015 ¶

- » **Date line:** Use **72 pt.** Before paragraph spacing or **2"** top margin for an average-length business letter.
- » **QS** after date line.

Mrs. Cammie Speckler ¶  
Hartford Specialty ¶  
4788 Market Street, Suite A205 ¶  
San Francisco, CA 95644 ¶

- » **Inside address:** **SS** each line and **DS** after the last line. Use proper USPS format for the address.

Dear Mrs. Speckler ¶

- » **Salutation:** Use courtesy title and last name. **DS** after.
- » **Open Punctuation:** No colon after the salutation.

RE: Valley Custom Manufacturing ¶

Central Sierra Manufacturing (VCM) since 1992. We changed original underwriters and/or branch managers left and the new personnel did not take the time to study the risk. In both cases, renewal numbers were offered but were not competitive. In all cases, in every year with all three companies, this risk has been very profitable. ¶

- » **Subject line:** Optional. **DS** after.

Valley Custom Manufacturing are best known for their equipment. Your loss control people have visited reports are very good. Expiring combined premiums are around \$525,000. I expect we'll see some inflation for the January renewal. ¶

- » **Body:** **SS** body paragraphs with a **DS** after each paragraph.

Thank you for your careful meeting to discuss this renewal call if I may be of any assistance.

- » **Complimentary close:** **DS** after body to type the complimentary close. **QS** after.
- » **Open punctuation:** No comma after the complimentary close.

Sincerely ¶

- » **Writer's name and title:** Name and title can be typed on the same line or separate lines. Company name can also be included after title. **DS** after last line.

Jennie Owings ¶  
Vice President ¶

- » **Reference initials:** Use lower-case letters and no punctuation.

yo ¶

Enclosures (2) ¶  
cc Bob Lingle ¶

- » **Enclosure notation:** If needed. **SS** before.

P.S. Last year's policy will be faxed to you.

- » **Copy notation:** If needed. **SS** before.

- » **Postscript:** If needed. **DS** before.



## Modified Block Format Business Letter with Mixed Punctuation

September 1, 2015

» **Modified block:** Set left tab stop at the horizontal midpoint (3.25" when using 1" default left and right margins).

» **Date line:** Use **72 pt.** Before paragraph spacing or **2"** top margin for an average-length business letter.

» **QS** after date line.

Mrs. Cammie Speckler  
Hartford Specialty  
4788 Market Street, Suite A205  
San Francisco, CA 95644

» **Inside address: SS** each line and **DS** after the last line. Use proper USPS format for the address.

Dear Mrs. Speckler:

» **Salutation:** Use courtesy title and last name. **DS** after.

» **Mixed Punctuation:** colon after the salutation.

SUBJECT: Valley Custom Manufacturing

Central Sierra Insurance has insured ~~Valley Custom Manufacturing (VCM)~~ since 1992. We changed companies ~~twice~~ because branch managers left and the new personnel did not take the time to study the risk. In both cases, renewal numbers were offered but were not competitive. In all cases, in every year with all three companies, this risk has been very profitable.

» **Subject Line:** Optional. **DS** after.

Valley Custom Manufacturing is best known as a ~~major~~ ~~client~~ ~~of~~ ~~ours~~. Your loss control people have visited VCM several times, and I'm told the reports are very good. Expiring combined premiums are ~~around \$525,000~~ ~~I expect we'll see~~ some inflation for the January renewal.

» **Body: SS** body paragraphs with a **DS** after each paragraph.

» **Complimentary close:** **DS** after body.

Thank you for your careful consideration. Please meet with me in person or schedule a meeting to discuss this renewal. Please review the enclosed information and call me if I may be of any assistance.

» **Modified block:** **Tab** to the horizontal midpoint. **QS** after.

» **Mixed punctuation:** Comma after the complimentary close.

Sincerely,

» **Writer's name and title:** **Tab** to the horizontal midpoint. **DS** after last line.

Jennie Owings  
Vice President

cc: Bob Lingle

» **Reference initials:** Use lower-case letters and no punctuation.

Enclosures (2)  
cc Bob Lingle

» **Enclosure notation:** If needed. **SS** before.

P.S. Last year's policy will be faxed to you.

» **Copy notation:** If needed. **SS** before.

» **Postscript:** If needed. **DS** before.

## Block Format Personal Business Letter with Mixed Punctuation

November 22, 2015 ¶

- » **Date line:** Use **72 pt.** Before paragraph spacing or **2"** top margin for an average-length business letter.
- » **QS** after date line.

Ms. Geneva Song ¶  
Central Sierra Insurance ¶  
5502 Ridley Way ¶  
Cameron Park, CA 94463 ¶

- » **Inside address:** **SS** each line and **DS** after the last line. Use proper USPS format for the address.

- » **Salutation:** Use courtesy title and last name. **DS** after.
- » **Mixed Punctuation:** Colon after the salutation.

Dear Ms. Song: ¶

I am interested in the position of Marketing Director listed on Career Finder. I will be receiving my bachelor's degree in Business Communication and Computer Science in December 2014. I also have internship and educational experience in sales, sales analysis, graphic design, event planning, customer service, and distribution logistics. ¶

As a small business owner, I have direct sales experience. I have developed programs to increase sales among existing customers and to expand the market. While media, flyers, and brochures are still useful, but a company website is essential to connect with customers. Web sites offer exceptional flexibility in reaching a target audience with a message. My training in the most current and effective methods of web development and business communication will benefit your company and customers. ¶

- » **Body:** **SS** body paragraphs with a **DS** after each paragraph.

The combination of actual work experience and contemporary and relevant education makes me a candidate who is very suitable to be your marketing director. My resume is enclosed. I look forward to meeting you in person to further discuss this opportunity. Feel free to schedule an appointment at your convenience (mdillard@live.com, 916-336-2182). ¶

Sincerely, ¶

- » **Complimentary close:** **DS** after body to type the complimentary close. **QS** after.
- » **Mixed punctuation:** Comma after the complimentary close.

Mark Dillard ¶  
6784 Akers Road ¶  
Sacramento, CA 95841 ¶

- » **Writer's name and address:** **SS** after each line. Use proper USPS format for the address.

Enclosure ¶

- » **Enclosure notation:** If needed. **DS** before.

## Modified Block Format Personal Business Letter with Open Punctuation

November 22, 2015 ¶

Ms. Geneva Song ¶  
Central Sierra Insurance ¶  
5502 Ridley Way ¶  
Cameron Park, CA 94463 ¶

Dear Ms. Song ¶

Subject: Marketing Director ¶

I am interested in the position of Marketing Director listed on Career Finder. I will be receiving my bachelor's degree in Business Communication from California State University, Sacramento in December 2014. I also have internship and education experience in graphic design, event planning, customer service, and distribution logistics. ¶

As a small business owner, I have direct sales experience. I have developed marketing programs to increase sales among existing customers and to expand into new markets. Flyers, and brochures are still useful, but a company website is essential for reaching customers. Web sites offers exceptional flexibility in reaching customers. My training in the most current and effective methods of web development and business communication will benefit your company and your customers. ¶

The combination of actual work experience and content marketing skills make me a candidate who is very suitable to be your market. I look forward to meeting you in person to further discuss my qualifications. Please schedule an appointment at your convenience (mdillard@live.com). ¶

Sincerely ¶

Mark Dillard ¶  
6784 Akers Road ¶  
Sacramento, CA 95841 ¶

Enclosure ¶

» **Modified Block:** Set left tab stop at the horizontal midpoint (3.25" when using 1" default left and right margins).

» **Date line:** Use **72 pt.** Before paragraph spacing or **2"** top margin for an average-length business letter.

» **QS** after date line.

» **Inside address: SS** each line and **DS** after the last line. Use proper USPS format for the address.

» **Salutation:** Use courtesy title and last name. **DS** after.

» **Open Punctuation:** No colon after the salutation.

» **Subject line:** Optional. **DS** after.

» **Body:** **SS** body paragraphs with a **DS** after each paragraph.

» **Complimentary close:** **DS** after body to type the complimentary close. **QS** after.

» **Modified block:** **Tab** to the horizontal midpoint. **QS** after.

» **Open punctuation:** No comma after the complimentary close.

» **Enclosure notation:** If needed. **DS** before.

» **Writer's name and address:** **SS** after each line. Use proper USPS format for the address.

» **Modified block:** **Tab** to the horizontal midpoint.