

**Communications Expertise Center**

Den Dolech 2, 5612 AZ Eindhoven  
P.O. Box 513, 5600 MB Eindhoven  
The Netherlands  
[www.tue.nl/huisstijl](http://www.tue.nl/huisstijl)

**Author**  
Iris Breugelmans

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# Writing Correspondence in the TU/e House Style

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# 1 Available Forms of Correspondence

If we correspond with people in a consistent, recognizable manner, it will serve to boost TU/e's profile. That is why we have decided to institute a standard style for all forms of correspondence.

This handbook will help you apply TU/e's house style successfully and in a straightforward manner. You will be presented with examples and explanations of the various forms of correspondence. We will also explain how to use the TU/e envelopes and mailing labels.

## **Correspondence Tool**

The forms of correspondence have been designed for a correspondence tool with templates in Word. This correspondence tool ensures that all of the information you enter is automatically placed in the right place. You can find instructions on how to use the correspondence tool at: [www.tue.nl/huisstijl](http://www.tue.nl/huisstijl).

## **What Forms of Correspondence Are There?**

The following forms of correspondence are available:

- Letter and secondary page(s)
- Covering letter
- "With compliments" card
- Fax
- Memo
- Address label
- Envelope
- Business Card
- Report

Each of these is explained in this document.

## 2 Letter and Secondary Page(s)

Letters are intended for formal correspondence. They are printed on preprinted TU/e letterhead, with any secondary pages on blank paper. You can order the preprinted letterhead through the easy-order system.

Create your letter using the correspondence tool. This is a system that ensures that all of the information is automatically placed in the right spot. If you leave any fields blank, everything will shift up so that there aren't any empty lines. Variables such as font style and size have already been standardized in the correspondence tool.

To learn more about the correspondence tool, visit: [www.tue.nl/huisstijl](http://www.tue.nl/huisstijl).

### 2.1 Letter Items

A letter contains the following items. Any items followed by "optional" are things that you can choose to leave out or not.

*To the left of the slanted line:*

- Administrative unit
- Department (optional)
- TU/e address and internal address (optional)
- Website
- Subject of the letter
- Date
- Contact details: name (optional), telephone number, fax number, e-mail address
- Our identifier (optional)
- Your identifier (optional)

*Upper right corner:*

- Return address (shows through envelope window)
- Classification (optional), e.g., "Confidential" or "Personal"
- Recipient's name and address

*Below the horizontal line:*

- Salutation
- Text
- Signature line, with your name, job title and department

*Very bottom of the page:*

- CC to one or more people (optional)
- Enclosure(s) (optional)

Any secondary pages to the letter must always contain the date and page number. If you have entered a personal identifier, this will appear under the date on the secondary pages.

<p><b>Communicatie Expertise Centrum</b> Den Dolech 2, 5612 AZ Eindhoven Postbus 513, 5600 MB Eindhoven Intern adres: TR 1.43 www.tue.nl/huisstijl</p>	<p><b>TU/e</b> Technische Universiteit Eindhoven University of Technology</p> <p>TR 1.43, Postbus 513, 5600 MB Eindhoven VERTROUWELIJK Eden Design T.a.v. mevrouw G. Hovink Nieuwe Prinsengracht 89 1018 VR AMSTERDAM</p>
<p><b>Onderwerp</b> Nieuwe huisstijl correspondentie- middelen voor Technische Universiteit Eindhoven</p> <p><b>Datum</b> 8 januari 2009</p> <p><b>Contact</b> Iris Breugelmans T 040 247 2275 F 040 240 3120 i.a.c.breugelmans@tue.nl</p> <p><b>Ons kenmerk</b> 102938</p> <p><b>Uw kenmerk</b> TUE_064265a</p> <p><b>Where innovation starts</b></p>	<p>Geachte mevrouw Hovink,</p> <p>In Niat lore verostisi bla faccumsan ent lumsan henisi dolortio odionsed magnit nulpute dolupat, suscidui blaore consequam do od endrem dolobor iuscidunt upute modolor adigna con ute feu faccum dolut at lutpat non vel ex eliquam, cor adigna at, sed do odit, verosto consed dolortie magnism olenit am, sum zzriliqipit volor alis alit lam, quatuero odiam veliquisi utpat, quat lamconsequam del utpatum veraess equat. Illaortis ad mod tinci bla commolenisi euisiscipit wisi ulla facil ulla consenim velisim nos nullamcore feugait acipis nisi blam, consequate magniam nim quat, quipsustrud modolor sim zzrit alit alised tat irit ad dit praesting esequipsum in hendrer il ulputpatet delendio dolore ming esequamet lam dipis ea acil dolum dolesto od dolor iusci et, consed duis aci alis alit euisi.</p> <p>Ommy num zzrit incipisi estrud er amconse ndionsequis nos nonse do conullandit amet lorem veliquat. Ut in et wis auguer sequis duisi dolorpero ea feugait ut vel illa ad delenibh ero odionsent luptatuero od mincipis numsan ea feugue tatie consequis nonsecte del ullaoreet amcon hent num iure duisi eum zzriuscing essis autpat, sustrud mod min ut lutpat. Irilit, veraesto dolor si tating essi tatum acinciduis aliquipit velessent velisi tat. Utpat, sendre veriure dolenibh et eros et, commolobore volut prate venit, vullaor si tat.</p> <p>Hoogachtend, I.A.C. Breugelmans</p> <p>Project huisstijl</p> <p>Kopie aan Jan Janssen, Pieter de Boer Bijlage(n) Verslag vergadering 12 december 2008</p>

An example of a letter created with the correspondence tool

**TU/e** Technische Universiteit  
Eindhoven  
University of Technology

**Datum**  
8 januari 2009

**Ons kenmerk**  
102938

**Pagina**  
2 van 2

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Hoogachtend,  
I.A.C. Breugelmans

Project huisstijl

*An example of a secondary page*

## 2.2 Composing a Letter

Preserving our brand identity goes beyond just the layout of a letter to include the manner in which it is written. Below, we outline some of the things to keep in mind when composing letters.

### 2.2.1 Address Line

Are you writing a letter to a company or institution? Then put their name on the first line. Be sure to use the spelling that the company or institution itself uses. That includes any abbreviations, such as “nv” or “bv.”

The contact person’s name is typed in on the second line, with department names and the like on the third. This is followed by the address.

Put the abbreviation “Attn:” in front of the contact person’s name (in Dutch, you should use: “T.a.v.”). You can address the contact person as “Mr.” or “Mrs.”/ “Miss” / “Ms.” (“de heer” of “mevrouw” in Dutch) in the salutation line. Pay attention to the use of capital letters, spaces and periods.

*Examples:*

Philips Research  
T.a.v. de heer A. Jansen

Philips Research  
Attn: Mr. Brown

Technische Universiteit Eindhoven  
T.a.v. mevrouw S.N.P. de Koning-Schepers

Eindhoven University of Technology  
Attn: Ms. Smith

Stichting Techniek Promotie  
T.a.v. Joris de Vries

Stichting Techniek Promotie  
Attn: Joris de Vries

#### **Surname Prefixes**

A surname prefix is written with a lowercase letter when it is preceded by an initial/initials or a full first name. If there is no first name or initial in front of the surname prefix, then the first letter should be capitalized.

*Examples:*

T.a.v. mevrouw S.N.P. de Koning-Schepers  
T.a.v. mevrouw De Koning-Schepers

Attn: Mrs. S. de Koning-Schepers  
Attn: Mrs. De Koning-Schepers

## Titles

We no longer commonly use formal forms of address such as “Honorable” or “Highly Esteemed,” but titles can be used under specific circumstances in both the address and the signature line. Pay close attention to the use of capital letters, spaces and periods and to the placement of the title (before or after the name). You can also use titles together with a given name.

### Examples:

prof.dr.ir. P.C. Jansen

ir. P.C. Jansen

ing. P.C. Jansen

dr.ir. Pieter Dijkstra

(Dutch academic titles written in lowercase, with a period after the degree designation and no space between each title; there is a space between the last title abbreviation and the initial or first name.)

P.W. Jones, PhD

P.W. Jones, MSc {it is not customary to use MS as a title}

P.W. Jones, BS c {it is not customary to use BS as a title}

P.W. Jones, PDEng

(Foreign degree abbreviations appear after the name, with no periods; pay close attention to the use of capitals and lowercase.)

In the address, this should appear as:

T.a.v. de heer prof.dr.ir. A. Jansen

Attn: Mr. A. Jansen, PhD

T.a.v. mevrouw ir. S.N.P. de Koning-Schepers

Attn: Mrs. S. de Koning-Schepers, MSc

{: it is not customary to use MS as a title}

When you write a letter directly to a particular person, then their name will appear on the first line of the address. It is no longer necessary to use “Attn:” (or “T.a.v.”). The mailing address appears on the second line.

### **Mailing Address**

Spell out street names in full and capitalize “P.O. Box” (Capitalize “Postbus” in Dutch.) In the Dutch postal code, type in a single space between the four digits and the two capital letters and two spaces after it, before the city name. The city name is written in all capital letters. Addresses do not have any periods or commas at the end of each line.

#### *Examples:*

Technische Universiteit Eindhoven T.a.v. de heer prof.dr.ir. A. Jansen Faculteit Technische Natuurkunde Postbus 513 5600 MG EINDHOVEN	Eindhoven University of Technology Attn: Mr. A. Jansen, PhD Department of Applied Physics P.O. Box 513 5600 MG EINDHOVEN The Netherlands
---	---

De heer A. Jansen Hoogstraat 2 5644 EA EINDHOVEN	Mr. A. Jansen Hoogstraat 2 5644 EA EINDHOVEN The Netherlands
--	---

Jochem Vermeulen Willemstraat 2A 5622 AC EINDHOVEN	Jochem Vermeulen Willemstraat 2A 5622 AC EINDHOVEN The Netherlands
--	---

### **2.2.2 Subject**

You should always indicate what the letter is regarding. Keep it as succinct as possible.

### **2.2.3 Contact Information**

It is always convenient for the recipient of a letter to have certain information, such as:

- Name of a contact person (especially if it’s someone other than who signed the letter);
- Direct telephone number for the contact person;
- Fax number for the contact person or their department;
- E-mail address for the contact person.

So, you should always fill in this information.

#### **Writing Style for Telephone Numbers**

Notate telephone numbers as follows:

National: 040 247 47 30 / 06 123 45 678

International: +31 40 247 47 30 / +31 6 123 45 678

## 2.2.4 Salutation

In Dutch, “Geachte” is the most neutral and common salutation for a letter. Another good alternative, which is less detached, is “Beste,” even in formal letters. You should not use any initials or titles in the salutation. In casual correspondence, you should definitely use “Beste” and also address the person by their first name.

In English, you can use “Dear” for both formal and casual correspondence.

*Examples:*

Dear Mr. Janssen, Dear Cees,  
Dear Mrs. De Vries, Dear Anja,

Not sure who's going to read the letter? Use:

Dear Sir/Madam,

## 2.2.5 Signature Line

You can sign the letter off, in Dutch, with “Hoogachtend” or “Met vriendelijke groet.” The latter can be used for almost any kind of letter. You can decide for yourself whether you sign your full first name or just your initials and whether or not to include your titles. Keep in mind that including your first name at the bottom of a letter comes across as more personal. In any event, make sure that the letter is signed.

In English you should use the valediction “Sincerely yours” in formal correspondence. Informal letters can be concluded with “With compliments” or “With best regards.”

### 3 Covering Letter

The covering letter (or short letter) comprises one page only since this is intended purely as a cover sheet for sending documents by post. The covering letter is printed on house style paper. You can create it using the correspondence tool.

The covering letter contains the same components as the letter. At the point where the text of the letter would appear, a list now appears with options that you can select.

**TU/e** Technische Universiteit  
Eindhoven  
University of Technology

TR 1.43, Postbus 513, 5600 MB Eindhoven  
AANGETEKEND  
Eden Design  
T.a.v. mevrouw G. Hovink  
Nieuwe Prinsengracht 89  
1018 VR AMSTERDAM

**Communicatie Expertise Centrum**  
Den Dolech 2, 5612 AZ Eindhoven  
Postbus 513, 5600 MB Eindhoven  
Intern adres: TR 1.43  
www.tue.nl/huisstijl

**Datum**  
8 januari 2009

**Contact**  
Iris Breugelmans  
T 040 247 2275  
F 040 246 3120  
i.a.c.breugelmans@tue.nl

Graag reactie en/of advies

Ter informatie

Ter afhandeling

Toezending volgens afspraak

Ter circulatie in de groep

Met dank retour

Na inzage / ondertekening retour

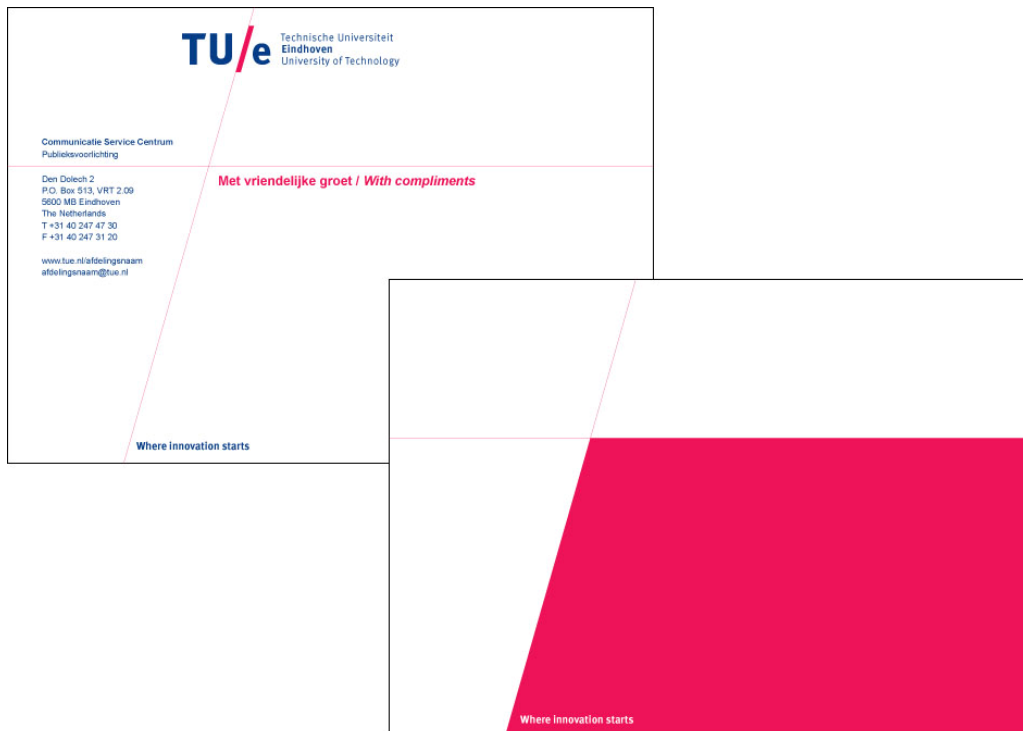
Zie ommezijde

Where innovation starts

## 4 'With compliments' card

If you are sending documents by post and feel a covering letter is not warranted, you can always use a pre-printed 'With compliments' card on which you can write a brief note or just your signature.

You can order 'With compliments' cards via the easy order system. The format is A5 (half A4). On the front of the card you can have your departmental details printed. On the back of the card is a red area containing the slogan 'Where innovation starts'.



## 5 Memo and fax

A memo is intended for internal use.

Memos and faxes are printed in black on blank paper. For longer memos or faxes there is also a continuation sheet.

**TU/e** Technische Universiteit  
Eindhoven  
University of Technology

Aan  
Peter Klaassen  
DIZ  
Traverse 3.12

**Memo**

**Communicatie Expertise Centrum**

Den Dolech 2, 5612 AZ Eindhoven  
Postbus 513, 5600 MB Eindhoven  
www.tue.nl/huisstijl

Onderwerp  
Nieuw briefpapier

Datum  
22 januari 2009

Contact  
Iris Breugelmans  
T 040 247 2275  
F 040 246 3120  
i.a.c.breugelmans@tue.nl

Ons kenmerk  
IS2009/2

Beste Peter,

Ommy num zzzit incipisi estrud er amconse ndionsequis nos nonse do conullandit amet lorem veliquat. Ut in et wis auguer sequis duiis dolorpero ea feugait ut vel illa ad delenibh ero odionsent luptatuero od mincipis numsan ea feugue tatie consequis nonsecte del ullaoreet amcon hent num lure duiis eum zzzruicing essis autpat, sustrud mod min ut luptat. Irilit, veraesto dolor si tating essi tatum acinciduis aliquipit velessent velisi tat. Utpat, sendre veriere dolenibh et eros et, commolobore volut prate venit, vullaor si tat.

Met vriendelijke groot,  
Iris Breugelmans

Kopie aan  
Jan Jansen, DICT  
Bijlagen  
Voorbeeld

**TU/e** Technische Universiteit  
Eindhoven  
University of Technology

Aan  
Eden Design

Ter attentie van  
Gerlanda Hoving

Fax  
020 229 9399

**Fax**

**Communicatie Expertise Centrum**

Den Dolech 2, 5612 AZ  
Eindhoven  
Postbus 513, 5600 MB  
Eindhoven  
www.tue.nl/huisstijl

Datum  
22 januari 2009

Contact  
Iris Breugelmans  
T 040 247 2275  
F 040 246 3120  
i.a.c.breugelmans@tue.nl

Aantal pagina's  
Inclusief deze pagina 5

Geachte mevrouw Hoving,

Ommy num zzzit incipisi estrud er amconse ndionsequis nos nonse do conullandit amet lorem veliquat. Ut in et wis auguer sequis duiis dolorpero ea feugait ut vel illa ad delenibh ero odionsent luptatuero od mincipis numsan ea feugue tatie consequis nonsecte del ullaoreet amcon hent num lure duiis eum zzzruicing essis autpat, sustrud mod min ut luptat. Irilit, veraesto dolor si tating essi tatum acinciduis aliquipit velessent velisi tat. Utpat, sendre veriere dolenibh et eros et, commolobore volut prate venit, vullaor si tat.

Hoogachtend,  
I.A.C. Breugelmans

Bijlagen  
Diverse stukken

## 6 Envelopes

For sending letters use the standard C5 or C4 envelope with a window and pre-printed TU/e logo. The letter is designed such that the address details fit exactly in the window.


In other cases uses an envelope without a window and use an address label.  
You can order printed envelopes (with or without a window) via the easy order system.



## 7 Address labels

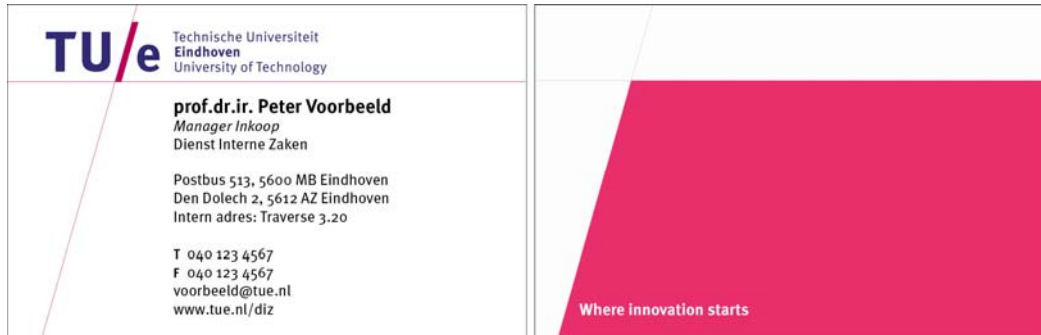
There are blank address labels and pre-printed address labels. The blank address labels should be used on pre-printed envelopes without a window. If you wish to send, for example, a cylinder, package or large envelope, use the pre-printed labels.

For both labels use the correspondence tool so that everything is printed in the right place. Address labels can be ordered via the easy order system.

<p>VRT 2.08, Postbus 513, 5600 MB Eindhoven, NL.                  VERTROUWELIJK                  Eden Design &amp; Communicatie                  T.a.v. mevrouw G. Hovink                  Nieuwe Prinsengracht 89                  1018 VR Amsterdam  </p>	<p>VRT 2.08, Postbus 513, 5600 MB Eindhoven, NL.                  Eden Design &amp; Communicatie                  Nieuwe Prinsengracht 89                  1018 VR Amsterdam</p>	<p><b>TU/e</b> Technische Universiteit                  Eindhoven                  University of Technology</p> <p>Postbus 513, 5600 MB Eindhoven, NL.                  VERTROUWELIJK                  Eden Design &amp; Communicatie                  T.a.v. mevrouw G. Hovink                  Nieuwe Prinsengracht 89                  1018 VR Amsterdam</p> <p>Where innovation starts</p>	<p><b>TU/e</b> Technische Universiteit                  Eindhoven                  University of Technology</p> <p>Postbus 513, 5600 MB Eindhoven, NL.                  Eden Design &amp; Communicatie                  Nieuwe Prinsengracht 89                  1018 VR Amsterdam</p> <p>Where innovation starts</p>
		<p><b>TU/e</b> Technische Universiteit                  Eindhoven                  University of Technology</p> <p>Postbus 513, 5600 MB Eindhoven, NL.</p> <p>Where innovation starts</p>	<p><b>TU/e</b> Technische Universiteit                  Eindhoven                  University of Technology</p> <p>Postbus 513, 5600 MB Eindhoven, NL.</p> <p>Where innovation starts</p>
		<p><b>TU/e</b> Technische Universiteit                  Eindhoven                  University of Technology</p> <p>Postbus 513, 5600 MB Eindhoven, NL.</p> <p>Where innovation starts</p>	<p><b>TU/e</b> Technische Universiteit                  Eindhoven                  University of Technology</p> <p>Postbus 513, 5600 MB Eindhoven, NL.</p> <p>Where innovation starts</p>
		<p><b>TU/e</b> Technische Universiteit                  Eindhoven                  University of Technology</p> <p>Postbus 513, 5600 MB Eindhoven, NL.</p> <p>Where innovation starts</p>	<p><b>TU/e</b> Technische Universiteit                  Eindhoven                  University of Technology</p> <p>Postbus 513, 5600 MB Eindhoven, NL.</p> <p>Where innovation starts</p>

## 8 Business cards

Business cards can be ordered via the easy order system. The layout of the business card is prescribed. On the back is a red area containing the slogan 'Where innovation starts'. You can also choose to have the front printed in Dutch text and the back in English.



## **9 Reports**

### **9.1 Report covers**

Three different designs have been made for report covers: two with a window and a variant without a window. The report covers can be ordered via Dienst Interne Zaken (Internal Services). For more information, go to [www.tue.nl/huisstijl](http://www.tue.nl/huisstijl).

### **9.2 Content of report**

You can compile a report using the correspondence tool. There are templates available for the following pages:

1. Title page
2. Contents
3. Text pages

This correspondence guide has been created using the report template.

#### **9.2.1 Title page**

The title page is printed on pre-printed stationery and may contain the following components:

- details of sender (management entity, department, address)
- details of author(s)
- customer
- date
- reference
- version
- title
- copy recipient

The correspondence tool ensures that all details are placed automatically in the right position. If you leave any fields blank, everything shifts up so that there are no white lines. The title will be positioned in exactly the right spot so that it appears in the window of the cover.

#### **9.2.2 Contents**

The correspondence tool automatically creates the contents page which is printed on pre-printed stationery. The contents page contains:

- the title of the report in the left-hand margin
- contents with chapter and paragraph headers as well as the respective page numbers
- appendix or appendices without page numbers

### 9.2.3 Text pages

The text pages must be printed on blank paper with the name of the university in both Dutch and English (Technische Universiteit Eindhoven University of Technology) at the top and at the bottom the page number together with the title of the report and version number.

The text page may also comprise the following components:

- chapter number and title
- paragraph number and title
- subparagraph number and title
- header
- footnote
- summary
- illustration
- caption for illustration

For a large chart you may, for example, opt for a landscape page layout.

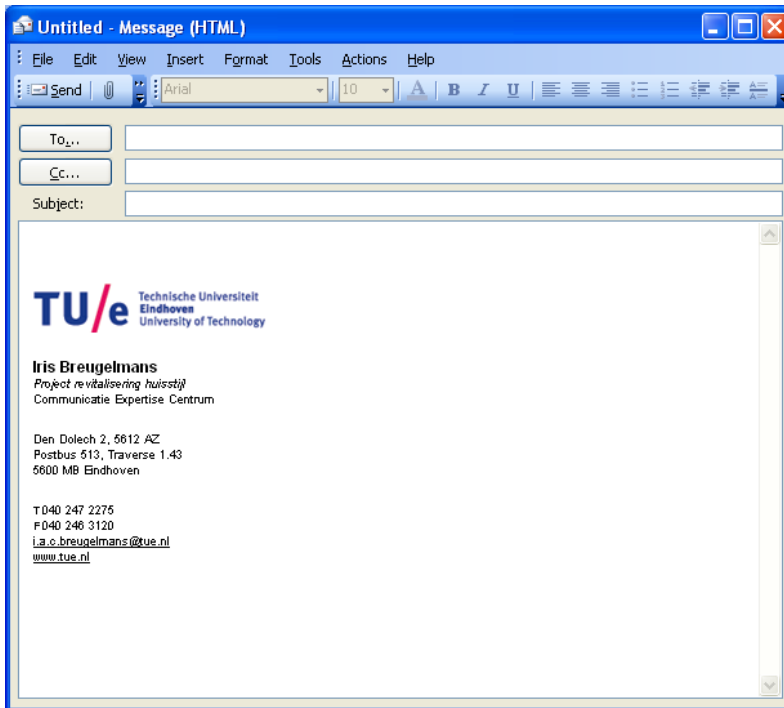
## 10 E-mail messages

### 10.1 Creating e-mail messages

Use a white background and black lettering for e-mail messages. Use Arial font, point size 10. This font is the set standard in all forms of correspondence.

### 10.2 Signing e-mail messages

To place the TU/e logo and your details as standard below each message, you can make an e-mail signature using a script. Your message is then signed as below:



The script uses details from the active directory, such as your initials, last name, Telephone number, e-mail address, etc. Details not contained in the active directory you must add yourself.

You can add text above the logo such as a standard signature (like 'With compliments') and/or a message stating when you are present at the TU/e.

The script and manual can be downloaded from [www.tue.nl/huisstijl](http://www.tue.nl/huisstijl).