



DESIGN PLANNING SHEETS

FOR

*logos &
business cards*

BUSINESS CARD

STRUCTURAL DETAILS

ORIENTATION {Portrait or Landscape}

FINISH {Matte or Glossy}

SIZES {Standard (2 x 3.5) | Equal Sides (2 x 2 or 2.5 x 2.5) | Slim (1.5 x 3.5 or 1.75 x 3.5) | Small Rectangle (2 x 3)}

SHAPES {Rectangle | Square, Circle | Rounded Rectangle | Oval | Wink (1 to 2 corners rounded)}

PAPER {100lb Cover Gloss | 14pt Cardstock | 16pt Cardstock | 100lb Cover Linen}

INFORMATION

Plan out the information and wording you want on the front and back of the card. Your designer will make it pretty, but be sure to include everything you need to communicate. (Common information includes name, title, address, email, phone numbers, phrase or summary of what you do)

FRONT

BACK

OTHER PRINT

Depending on your industry and your audience, other print materials may need to be created or updated to boost the look of your brand. The only way these materials will be effective for this purpose is if they are used often and handed to your target audience.

FLYERS & RACK CARDS

STATIONERY & ENVELOPES

SHIRTS

BOOKMARKS

DOOR HANGERS

NOTEPADS

NOTEBOOKS

GREETING OR THANK YOU CARDS

PRESENTATION FOLDERS

PRODUCT PACKAGING

HANG TAGS

TOTE BAGS

BROCHURES

BOOKLETS

BUTTONS