**Business Card Planning Sheet**

When creating a business card, you want to carry over the tone of your logo and product. Design elements, such as borders, should continue using the colors and fonts of the logo. You will also want to put your logo and contact information on your business card.

Fill out the following information:

|  |  |
| --- | --- |
| Title of the Company: | Address: |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Company Phone #: | City, State, Zip: |

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|  |  |
| --- | --- |
| Company Email Address: | Fax #: |

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Company Web Site:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tips for creating your business card:

* When you insert an address, it either needs to be all on one line or the street address should be on one line and the city, state, and zip should be on the 2nd line
* Phone numbers and web sites should all be on one line
* All hyphens should be removed except for phone numbers
* Include the logo on your business card
* Look at some examples of business cards for ideas

Sketch out your business card design below:

|  |  |
| --- | --- |
| **Objective** | **Points** |
| Logo is included | 15 |
| Design elements of the logo are carried through | 20 |
| the rest of the design |  |
| All text is easy to read | 20 |
| Publishing layout business card template is | 6 |
| used |  |
| All information is included on the business card | 14 |
| (2 pts each) |  |
| Business card is well designed | 25 |
| Spelling and grammar | (-2 pts each) |
| **Total** | 100 |