

# Using Business Card Design Form

## Introduction

As you begin to submit your card designs, you will find that communicating your ideas can be a challenge. Like anything else, submitting your ideas will get easier as you do more of it. To simplify design communications, we created the Business Card Design Form. We will talk about how to use the design form in a little bit, but first we need to bring you up to speed on some of the background information you will need to understand before using the Business Card Design Form.

## Design elements

When you design a business card, you basically start with a blank card and add text and design elements. Design elements consist of pictures, logos, and other artwork.

## Design

The assembled group of pictures, logos, and/or artwork is referred to as the design.

## Text

Words used in the card design. Text is not considered a design element. Text has a property call its font.

## Font

A graphical feature applied to all numerals, symbols and characters in the alphabet. The font is what makes one kind of text look different from another text. We provide samples of the 12 most frequently used fonts right on the Business Card Design Form. When selecting a font that is not on our list, please include the font name and a brief sample of text written using your selected font. We have found that on occasion, our Macintosh font names do not exactly match PC fonts. With a sample we can make certain you get the font you request.

## Text Size

Our designers will size the text based on your instruction and their experience. If text size adjustment is necessary, communicate the change relative to something in the design (*Make my title 50 percent larger than my address*) or communicate the size relative to something in your portfolio (*Make my title the same size as the words "Brooklyn Park" on the Goodyear card*).

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## Colors

Printers refer to color by an identifying number. Our press method requires CMYK colors. The letters CMYK refer to colors; Cyan, Magenta, Yellow and Black (K). The CMYK numbers you will be submitting define the percentage mix of each component color. Your color reference chart provides the frequently used colors. You may also reference a color by using your sample cards in your portfolio (Make the background red similar to the phone number in the Paradise Printing card). If you reference a color in a sample card photo, please submit a scan of the image with the color circled. Sometimes there are different “reds” within a photo. If you submit an electronic file of a logo or graphic, we can read its color information from the file. Therefore you can say: Make the Business name the same color as the Logo. If you have a customer that is very color sensitive, please request a press proof.

## Maps

Maps add value to a business card. Simple maps are more effective than complicated ones. Designers can redraw your sketched map but we cannot use a web mapping service (Like Yahoo Maps) directly on your card. Just be sure that your sketch accurately describes the area. We will go entirely off of what you provide. Please be sure to reference any color information for lines if you are using multiple colors.

## Photos

Photos from a digital camera usually work fine. Photos from websites can be problematic. Most images used on websites have been modified to look good on a computer screen but print poorly on our high quality equipment. High quality (usable) images will usually have to be downloaded. If you are uncertain about the quality of a web image please email it to [Production@BusinessCardExperts.com](mailto:Production@BusinessCardExperts.com). We can easily evaluate the image quality and let you know if it is acceptable.

## Cropping

A term that indicates that only part of the image will be used in the final design. Circle, Square, oval, and clipping path are frequently requested image crops.

## Bleed

Refers to how the image overlaps the edges of the card. If you do not bleed an image over the edge of the card, slight deviations in the cutting process may cause white lines on the edge of the card where the image stopped and the white card stock began

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## Clipping Path:

A cropping term used to communicate that you want to “cut-out” an irregular part of the image. A clipping path has a sharp, defined edge. When requesting a clipping path, please supply an example detailing the path outline.



## Feathered Edge:

An optional way to soften the edge of an image. A feathered edge may be applied to a whole or cropped image.



## Screening:



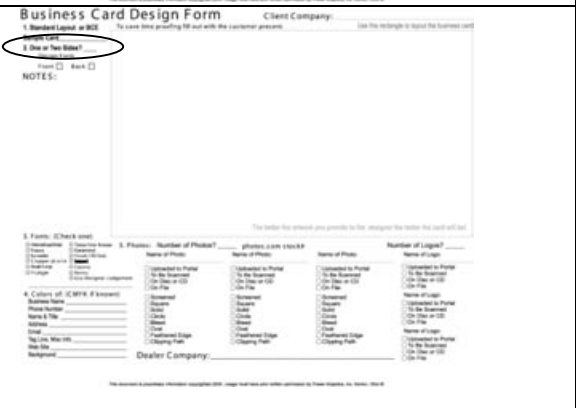
A method of lightening the image by varying its opacity. Screening an image makes the image less dominant. A 15% screen makes the image almost disappear whereas a 50% screen slightly lightens an image. Solid is a term to refer to zero screening.



# Using Business Card Design Form

The Business Card Design Form works together with the Sales Order Form to communicate all the information necessary to create a business card. The Business Card Design Form communicates design Ideas whereas the Order Form contains most of the text information. Please also see the document titled Putting Your Ideas Together Handout. This handout is used in our training program and further exemplifies how to submit you design ideas.

## Using the Business Card Design Form

<p><b>Client Company:</b></p> <p><i>Your Client's name</i></p>	
<p><b>1. Standard layout or BCE Sample card.</b></p> <p><i>This refers the graphic designer to another card design that is similar to the one you are about to create.</i></p>	
<p><b>2. One or Two Sides</b></p> <p><i>Is card single sided or double sided?</i></p> <p><b>2a. Design form front/back</b></p> <p><i>Tell the designer if this information is for the front of the card or the back of the card. Two sided card designs will require 2- Business Card Design Forms.</i></p>	

# Using Business Card Design Form

## Notes:

Notes that clarify design go here.

The form includes sections for: 1. Standard Layout or BICE, 2. Sample Card, 3. One or Two Sides?, 4. Colors of CMYK if known, 5. Fonts, 6. Photos, 7. Dealer Company, and 8. Number of Logos. A large empty box labeled 'NOTES:' is provided for design clarifications.

## 3. Fonts: (Check one)

Please select the font you want to use on the card. If you will be using two or more fonts, detail the usage in the notes field.

The form is identical to the previous one, but the '3. Fonts: (Check one)' section is circled in red to indicate the required selection.

## 4. Colors of: (CMYK if known)

Please provide color numbers for the different text and elements. You do not need to provide numbers for the colors black or white.

The form is identical to the previous ones, but the '4. Colors of CMYK if known' section is circled in red to indicate where to provide color numbers.

## 5. Number of Photos

This is the total number of photos on this side of the card.

The form is identical to the previous ones, but the '5. Photos: Number of Photos?' field is circled in red to indicate where to specify the total number of photos.

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## Name of photo

When submitting photos to the Portal, name them with an appropriate name like building.jpg, bob.jpg or bird.jpg. The name will help the designer use it in the correct area on the card.

The screenshot shows the 'Business Card Design Form' with a 'Client Company' field. Section 3, 'Photos', contains a table with columns for 'Number of Photos?' and 'Name of Photo?'. The 'Name of Photo?' column has a circled input field with the text 'Name of Photo?'. Below the table is a 'Dealer Company' field.

## How photo is being submitted

99% will be submitted via the Portal. If an alternate method is necessary, please check the appropriate box.

The screenshot shows the 'Business Card Design Form' with a 'Client Company' field. Section 3, 'Photos', contains a table with columns for 'Number of Photos?' and 'Name of Photo?'. The 'Name of Photo?' column has a circled input field with the text 'Upload to Portal'. Below the table is a 'Dealer Company' field.

## Image manipulation

Select the box or boxes that apply. See above for descriptions of terms.

The screenshot shows the 'Business Card Design Form' with a 'Client Company' field. Section 3, 'Photos', contains a table with columns for 'Number of Photos?' and 'Name of Photo?'. The 'Name of Photo?' column has a circled input field with the text 'Image Manipulation'. Below the table is a 'Dealer Company' field.

## Dealer Company:

Your Dealership name

The screenshot shows the 'Business Card Design Form' with a 'Client Company' field. Section 3, 'Photos', contains a table with columns for 'Number of Photos?' and 'Name of Photo?'. The 'Name of Photo?' column has a circled input field with the text 'Dealer Company'. Below the table is a 'Dealer Company' field.

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## Number of Logos

Total number of logos used on this side of the card.

The screenshot shows the 'Business Card Design Form' with a 'Client Company:' field. Below the form title, there are sections for '1. Standard Layout or BICE', '2. One or Two Sides?', and 'NOTES:'. The main area is a large empty box for the design. At the bottom, there are sections for '3. Photos - Number of Photos?', '4. Colors of CMYK & Pantone', and 'Dealer Company:'. A red circle highlights the 'Number of Logos?' field in the '3. Photos' section.

## Name of Logo (or graphic)

When submitting Logos to the Portal, name them with an appropriate name like companylogo.gif, mlslogo.gif, or bird.jpg. The name will help the designer use it in the correct area on the card.

This screenshot is identical to the one above, but a red circle highlights the 'Name of Logo?' field in the '3. Photos' section.

## How Logo is being submitted

99% will be submitted via the Portal. If an alternate method is necessary, please check the appropriate box. Write any web addresses in the notes section.

This screenshot is identical to the ones above, but a red circle highlights the 'Upload to Portal' checkbox in the '3. Photos' section.