

Client Self-Promotion (your freelance/design business)  
Desc/Title Business Stationery Package  
Specs 4 Artboards: LH/BC/ENV & BC 10-up  
LH and BC are bleed optional; ENV is non-bleed.  
Colors 2C - 3C (Spot) or 4C (CMYK process)

Job # IL-03-Stationery-Pkg  
Designer \_\_\_\_\_  
ID # \_\_\_\_\_  
Deadline \_\_\_\_\_  
Start \_\_\_\_\_ End \_\_\_\_\_

### Competency/Task

To build your brand and begin marketing your own graphic design, illustration, creative services, etc. you will design your business logo, layout and prepare artwork for a fully functional stationery package. Each piece must incorporate your professional business logo. Package will include: Letterhead (8.5" x 11"), Business Card (3.5" x 2") and #10 Business Envelope (9.5" x 4.125"). Note: For business card supply art for both a single (card) as well as "ganged" (10-up on letter-sized sheet).

### Instructions

1. Layout a minimum of 15-20 thumbnails for each design/piece.
2. Discuss thumbnails/layout with instructor; choose the best concept, acquire approval.
3. Prepare artwork entirely in Illustrator. Each piece will be on its own artboard.  
Utilize the supplied project templates to ensure correct positioning. Account for bleeds.
4. Submit digital files (for each of the four pieces):  
**Client Comps:** 4C PDF (LoRes) = (High Quality Print, no marks, 150 ppi @100%)  
**Print-Ready:** 4C PDF (HiRes) = (Press Quality, marks, 300 ppi @100%)

### Criteria/Required Elements

Logo must also work in B/W! Envelope includes: Business Logo, Business Name, & Full (actual) Business Address/Location (can be PO Box). Letterhead includes (all of the above plus): Phone/Fax Numbers, Email Address, & Web address (URL). Business Card includes (all of the above plus): designer's Name and Title. Concept may include a tagline, services list, etc. Business Card design (options): Although realistically quite expensive, you may consider rounded corners, short-fold, varnishes or special finishing techniques (emboss/deboss, blind emboss, die-cut, foil stamp, drilling).

### Supplemental Information

Traditionally a large part of your company branding is your stationery. All of your business communications should be uniquely recognizable and relevant in representing your company's image. Continuity wins the day in terms of establishing visual identity. Consider the true function of each piece and avoid overdesigning, overcrowding and adding needless elements/clutter. Do not crowd text – be conscious of format edges and margins for each piece – contain your text within .375" to .75" margin. Letterhead will allow room for the correspondence, envelope leaves room for postage and addressing and business card must communicate within the live area.

### Grading Factors

- Procedural/Specification Accuracy • Concept Quality • Design/Layout Effectiveness
- Art/Photo/Illustration Usage • Proficiency/Production Speed