

ABD BUSINESS CARD DESIGN PACKAGES

SILVER PACKAGE: (\$Under \$75) - FOR THE QUICK, SIMPLE BUSINESS CARD

Silver packages are meant for businesses that want a basic and simple business card. It is an inexpensive business card with a professional design. A standard business card is 3" x 2.5" but can be customized. Up to 5 basic revisions are allowed to ensure that the final product is satisfactory. This business card package typically allows for a 3 day turnaround.

GOLD PACKAGE: (\$75-150) - PROVIDING OPTIONS AND FAST TURNAROUND

The gold package is for a more high end, less typical design that includes custom design styles and a detailed creative approach. A standard business card is 3" x 2.5" but can be customized. The package allows for 2 concepts and up to 7 basic revisions. This business card package typically allows for a 3-5 day turnaround.

PLATINUM PACKAGE: (\$150-300+) - TOP TIER DESIGN OPTION

The platinum package is for businesses looking for a very unique and high end card that requires a more thought out and stylized approach. A standard business card is 3" x 2.5" but can be customized. The business card is offered in 3 concepts and content revisions are endless (Does not include full redesigns, only content and minor design changes). Such a business card can be produced in approximately 1 week.

**Endless revisions are in regard to content and content basic layout. Does not include endless full redesign.*

THE IMPORTANCE OF WELL DESIGNED BUSINESS CARD

Business cards are something that people tend to take for granted. They shouldn't. The look, feel and message on a card helps people determine how they view you and, more importantly, if they will remember you.

When you leave a conversation and the other person has your business card, your identity is that piece of paper, and it should leave a lasting impression.

Your business card should not only state the name of your business, your contact information and what you do, but it should also state something about you. Not in a written sense, but more so on the overall image it creates about you.

SOME TIPS: Don't put absolutely everything on your card. Too much information ruins the design of your card and please refrain from adding clichéd mission statements or values on the back. All the additional information should be on your website (which should be prominent and easy to find).

A good business card is one of the best marketing tools you'll ever invest in, and should be considered as such an investment.

Please explain any ideas you may have for your card:

Will you be providing us with a logo? No

If YES, please provide us with a vector or high resolution logo.

If NO, do you need a logo designed? Yes No

If YES, please fill out the ABD LOGO DESIGN CHECKLIST

How will you be providing your content?* Email Word Doc or PDF Existing Card

**All content must be provided preproofed and in full. Text should be digital to allow for easy copy & pasting . If development of content is needed, ABD can help to prepare your copy for additional charge.*

If this is a new card design, do you have any existing branding samples beyond a logo that may help our designers to prepare your cards?

Yes Please Explain: _____

No

Identity Style:

Corporate Clean Elegant Bold Edgy Simplistic Organic Retro

Other _____

Do you need Imagery incorporated into your design? Yes No

IF YES: We have images we would like incorporated in the design*

We will need ABD to find appropriate images for the design**

** Images that are low resolution will be flagged upon receipt by the designers, and suggestions will be made on how to proceed.*

*** Concepts utilizing stock photography will be shown using low resolution samples. Final images must be purchased prior to printing.*

What is your target demographic? _____

Preferred Due Date (List the preferred date you would like the design completed): _____

Budget (Please provide the price range you are willing to spend on your business card design*)

Under \$75 (Silver Pkg) \$75-\$150 (Gold Pkg) \$150-\$300+ (Platinum Pkg)

**See Business Card Design Package Form for pricing details & more information.*

