## Logo and Business Set Assignment

Your assignment is to create a business set (logo, business card, letterhead, and envelope) for a fictitious company created by a student in the Business Management and Ownership class. Use Illustrator to create the logo, and InDesign to layout the business card, letterhead, and envelope.

You can find examples of business sets in the books your instructor has available and in the work examples folder on the p:/ drive. You can also research stationery set designs at

- http://designshack.co.uk/articles/graphics/50-fantastically-clever-logos
- http://www.mannastudio.com/print/print_portfolio.html
- http://www.webdesignerdepot.com/2009/05/100-really-creative-business-cards/
- http://logodesignerblog.com/creative-business-cards-design-inspiration/
- http://www.youthedesigner.com/2009/01/23/30-new-slick-business-cards/
- http://www.123print.com/Business-Cards
- http://www.stocklayouts.com/Templates/Free-Templates/Free-Sample-Letterhead-Template-Design.aspx
- http://blog.uprinting.com/30-sample-company-letterhead-design-pieces-for-inspiration/
- http://www.youthedesigner.com/2009/12/22/83-crazy-beautiful-letterhead-logo-designs/

When developing your pieces, use this table to determine content of each piece.

|  | Business <br> card | Letterhead | Envelope |
| :--- | :---: | :---: | :---: |
| Company name | X | X | X |
| Logo | X | X | X |
| Company tag line | X | X |  |
| Person's name | X |  |  |
| Person's job title | X | X | X |
| Company address | X | X | X |
| Company city, ST zip | X | X | X |
| Company phone \# <br> (including area code) | X | X |  |
| Email Address | X | X |  |
| Website | X | X |  |

## Specific Requirements:

- Create a "business set" folder.
- Draw the company in which you plan to create the business set.
- Create sketches (see below for details).
- Create your logo in Illustrator.
- Create the business card, letterhead, and envelope in separate InDesign files.
- Export each document as a pdf file (including logo)
- Combine the files into one pdf file using Adobe Acrobat Professional.
- When all of the above is completed, copy the entire folder to the p:/drive.


## Logo:

- Sketch three (3) logo ideas on blank paper. Get feedback on your sketches from teacher and decide which one that you want to create.
- Use Illustrator to create.
- Save as ai file. Export as a pdf.
- Turn in sketches.


## Business Card:

- Sketch two (2) business card layouts on blank paper. The dimensions are 3.5" X 2". The general orientation is landscape, however, you may choose to use portrait. Get feedback on your sketches from teacher and decide which one that you want to create.
- In InDesign, set up your business card. Use the dimensions above for your document size. Change margins to .125 all around. If you plan to use bleed, change the bleed settings to .125 also.
- Place the logo in InDesign (ai file)
- Get teacher and one peer comments. Make recommended changes.
- Save as indd. Export as pdf.
- Turn in sketches.


## Letterhead:

- Sketch one letterhead layout. This should follow the same "style" as the business card.
- In InDesign, set up your letterhead on letter-size (8.5x11) paper.
- Margins are up to you but no text should be outside .25 " margin.
- Get teacher and one peer comments. Make recommended changes.
- Save as indd. Export as pdf.
- Turn in sketch.


## Envelope:

- The envelope should follow the same "style as the business card and letterhead.
- In InDesign, set up your envelop. The envelope dimensions are $9.5 \times 4.125$.
- Return address should fall in the upper left-hand corner, with at least .125" margin, top and left.
- Get teacher and one peer comments. Make recommended changes.
- Save as indd. Export as pdf.

| Category | Poor (1) | Fair (2) | Excellent (3) |
| :---: | :---: | :---: | :---: |
| Creativity x3 | Student is not creative in their thinking and their final production doesn't demonstrate outside the box thinking. Student went with the expected in their final project. | Student is creative in their thinking, but they haven't gone through or demonstrated a creative process. They didn't explore many possibilities and just went with the expected | Student is creative in their thinking and demonstrates outside the box thinking. It is evident the student had a creative process in their work and explored many possibilities and didn't just go with the expected. |
| Sketches x3 | Only 1 finished and sketch doesn't include details | Not all sketches finished or sketches don't include details | All sketches finished and include detail (3, logos, 2 business card, 1 letterhead) |
| Simplicity $\mathbf{x} 2$ | Multiple minor mistakes concerning principle or one glaring mistake made | One instance of principle not being used effectively or not used when appropriate principle looks sloppy. | Strong, obvious use of principle. Principle s used effectively and when appropriate |
| Contrast x2 | Multiple minor mistakes concerning principle or one glaring mistake made | One instance of principle not being used effectively or not used when appropriate principle looks sloppy. | Strong, obvious use of principle. <br> Principle s used effectively and when appropriate |
| Repetition $\mathbf{x} 2$ | Multiple minor mistakes concerning principle or one glaring mistake made | One instance of principle not being used effectively or not used when appropriate principle looks sloppy. | Strong, obvious use of principle. <br> Principle s used effectively and when appropriate |
| Alignment x 2 | Multiple minor mistakes concerning principle or one glaring mistake made | One instance of principle not being used effectively or not used when appropriate principle looks sloppy. | Strong, obvious use of principle. Principle s used effectively and when appropriate |
| Proximity $\mathbf{x} 2$ | Multiple minor mistakes concerning principle or one glaring mistake made | One instance of principle not being used effectively or not used when appropriate principle looks sloppy. | Strong, obvious use of principle. Principle s used effectively and when appropriate |
| Professionalism x3 | Work not submitted to the appropriate network drive or no paperwork. | Work not submitted to the appropriate network or paperwork (scoring guide/ sketches/drafts) not turned in. | Work submitted to the appropriate network drive and scoring guide/sketches/drafts turned in. |
| Typography x3 | Minimal attention is paid to typography and business set lacks good font choices and character adjustments (tracking, leading, etc). | Minimal attention is paid to typography or business set lacks readability or font choice clashes with message. | Attention is paid to typography and business set reflects good font choices and character adjustments (tracking, leading, etc) that tell the message and are readable. |
| Unity x 2 | Business set doesn't work as a singular piece. Each piece stands alone and doesn't compliment. | Business set needs more unity across all 3 pieces. Each piece lacks unity with the others. | Business set works well together and looks like a unified set. Each piece compliments the next piece. |
| Requirements x3 | No combined PDF file. Incorrect dimensions. | Incorrect dimensions or not all files included in combined PDF file. | All finished pieces are at the appropriate dimensions <br> Letterhead Dimensions: 8.5" x 11" <br> Envelope Dimensions: 9.5" x 4.125" <br> Business Card Dimensions: 3.5" x 2" <br> PDF files combined into 1 PDF file. |
| Overall Impression x4 | Sloppy design. | Overall average impression. | Professional level work. |
|  |  | Total | /93 |

