



BUSINESS CARD DESIGN CREATIVE BRIEF

Whether you're representing a company or working independently, we can help you design a business card that's sure to get results. To help us meet that objective, please email us at art@companyfolders.com with:

1. Your name
2. Email address and phone number
3. This document (once completed)
4. Your logo, if applicable (ideally 300 dpi or greater, or a vector image)
5. Any other marketing collateral designs you have (fliers, brochures, folders, etc)

Please answer the questions below. The more details you give us, the easier it will be to create a design that matches your vision.

What is the name of the person and/or organization this business card is for?

What does the company/organization do?

What adjectives best describe your company/organization?

(Examples: authoritative, innovative, stylish, caring, etc.)

Who is your target audience?

Name one or more elements (including contact information, employee position, etc.) that you would like your design to include.

List some examples of business card designs you like (you can attach or link images), and describe what you like about them:

What is the URL of your website? (If you don't have a website, please write "None.")

Do you want your business card design to match the current design of your website? (If you don't have a website, please write "None.")