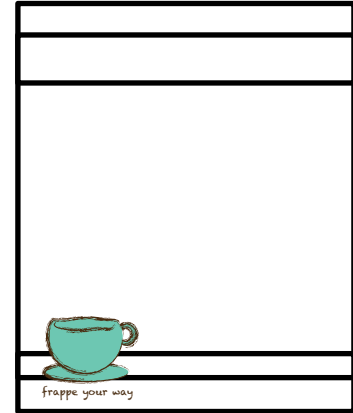# Graphic Arts:
Business System
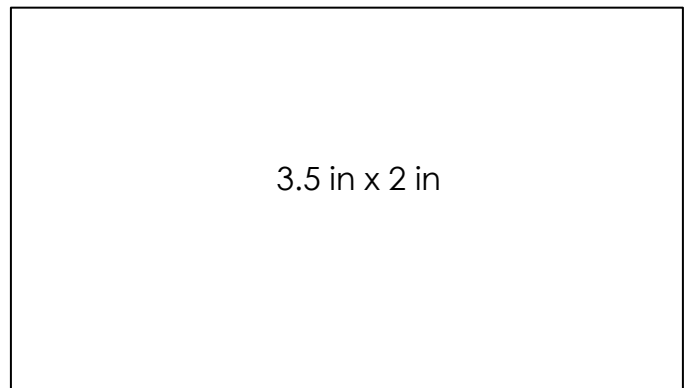

Your finished logo in color

3 of your final business cards

Your finished letterhead

Requirements for the business cards:
- o Logo/identity mark
- o Name of person they are contacting
- o Email address or website
- o Mailing address
- o Telephone number
- o Extras if you want to include:
  - o Fax number
  - o What your company does

3.5 in x 2 in

Requirements for your letterhead:
- o Logo/identity mark
- o Name of person they are contacting
- o Email address or website
- o Mailing address
- o Telephone number
- o Extras if you want to include:
  - o Watermark (which is using your symbol and changing the transparency)

Make sure and really stress what kind of company you are promoting. A business card is reminder of your company in one simple glance. How will you impress your audience?

http://www.behance.net/Gallery/MUSICA-Corporate-Identity/202701