

# Identity Systems

## Identity Systems

- logos, letterhead, and business cards
- spills over into other areas such as business forms, brochures, and signage as well.

## Logos

- are symbols and/or type that help to quickly, visually identify a company or organization.
- They are used in almost all printed materials a company produces
- Along with color and basic design elements reinforce an organization's identity and name or brand awareness.

## Letterhead and business cards

- are the basic items that most businesses use and are often the first thing small business owners will contact a designer to create.
- For small business on a tight budget the letterhead may do double or triple duty for printing invoices, fliers, or even for simple brochures.
  - If you are working with a new or very small business you can create goodwill by showing them designs which allow them to use their basic letterhead for a large variety of other documents.

- A good identity system has several specific features.
- In addition to the overall layout, careful choice of :
  - *fonts,*
  - *color,*
  - *paper and*
  - *methods of printing* help to make a lasting impression.

## Fonts

- Readability is the most important aspect of font choice.
- Choose fonts that communicate your identity and message.

## Color

- Color is a powerful element of design. It is often the most noticeable aspect of a design.
- Are there established corporate colors which you must work with or are you free to explore a variety of color combinations?
- In general, the more colors used, the more expensive it is to print the design.
- Color printing can be expensive. Careful use of just one color can be just effective as an entire rainbow.
- The color of the paper itself is also a factor in the design.

## Paper

- Choose the right grade of paper for each piece of your stationery package.
- Business cards typically use cover stock and letterhead uses bond paper.
- Many paper manufacturers produce complimentary color and textured paper in different grades to allow you to coordinate your designs.



## Printing/Distribution

- "How will the letterhead be used?"
- If thermography is under consideration as a printing method and an element of the design, be sure to ask your printer if they are using laser-safe thermography techniques.
- If the client indicates that the letterhead may frequently be photocopied or faxed, you'll want to design with the limitations of those reproduction methods in mind.

## Questions to ask about the stationery package

- If the business already has a stationery package in use, what do they like/dislike about the current package?
- How will the letterhead be used? (That is, will it be run through laser printers, inkjet printers, be handwritten, frequently photocopied or faxed?)
- What kind of budget does the business have and what type of volume is required?
- Will color be used? (And how much color will the budget allow?)
- Does the client have a preference for or against thermography, single, bi-fold, or tri-fold business cards, or other definite likes/dislikes?

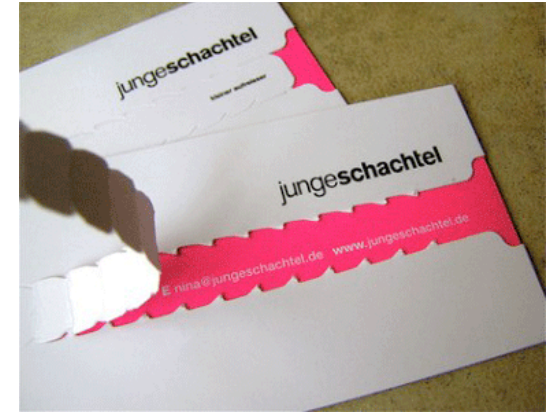
- The next steps in the design process involve determining exactly what information is needed on the letterhead and business cards and developing specific design ideas.
  - company name, logo, name of individual, title of individual,
  - street address, mailing address (if different),
  - phone number(s), fax numbers, voice mail or pager numbers,
  - email address, and web address.

## Your design should meet all these requirements:

- The company or individual is clearly identified.
- Contact information is easy to find.
- Design reflects the client's personality.
- The pieces in the package work well together and have a unified or coordinated design.
- The letterhead design leaves ample room for the letter itself.
- The envelope meets postal regulations (placement of return address and other design elements).

## Design business card first

- Because you'll want to maintain consistency in color, type, and basic layout between all components in the stationery package, start with the smallest -- the business card.
  - Layouts and font choices that look great on letter size paper, can become illegible in the small space of the business card.
- Begin sketching out ideas. Explore layout options quickly with rough thumbnail sketches.



## Business Card Layout

- Look at other business card layouts for ideas and inspiration.
- **horizontal layouts** may be more "traditional"
- **vertical layouts** could provide more opportunity for creativity.
- In some cases it may be easier to work simultaneously on both the business card and letterhead.
- Standard size business cards x custom
- Fold-over cards



## Templates

- Can be used as starting points for creating the pieces of a stationery package .
- "Remember, in many cases templates are designed by well-known designers.



## Info positioning

- Individual's Name and/or Business Name
  - usually the most prominent text item
  - center or upper half of the card, larger or bolder font or color
- Individual's Title Services or products. Keep it to the essentials.
  - center or upper half of the card and emphasized with a larger or bolder font.
- Contact usually placed in the lower half of the card
  - preferred method of contact often emphasized with a larger size, bolder font, or more prominent placement.

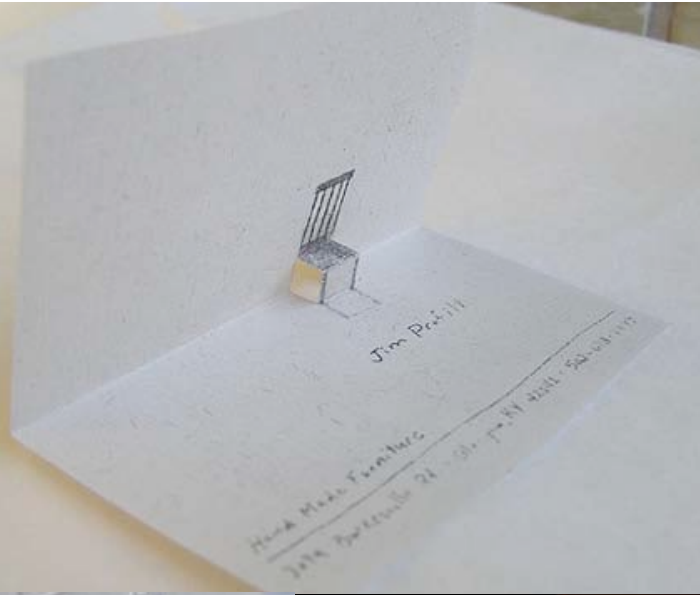


- logo at the top or upper left
- followed by the name
- with the contact information in the lower right
- Business cards can be two sided

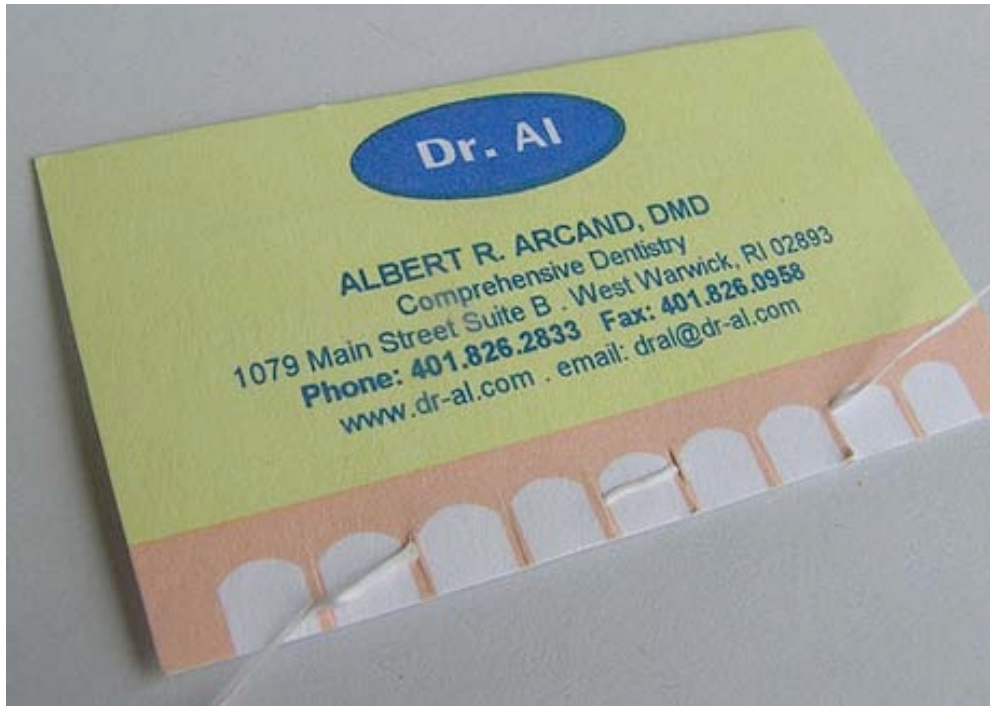


[http://creativebits.org/cool\\_business\\_card\\_designs](http://creativebits.org/cool_business_card_designs)

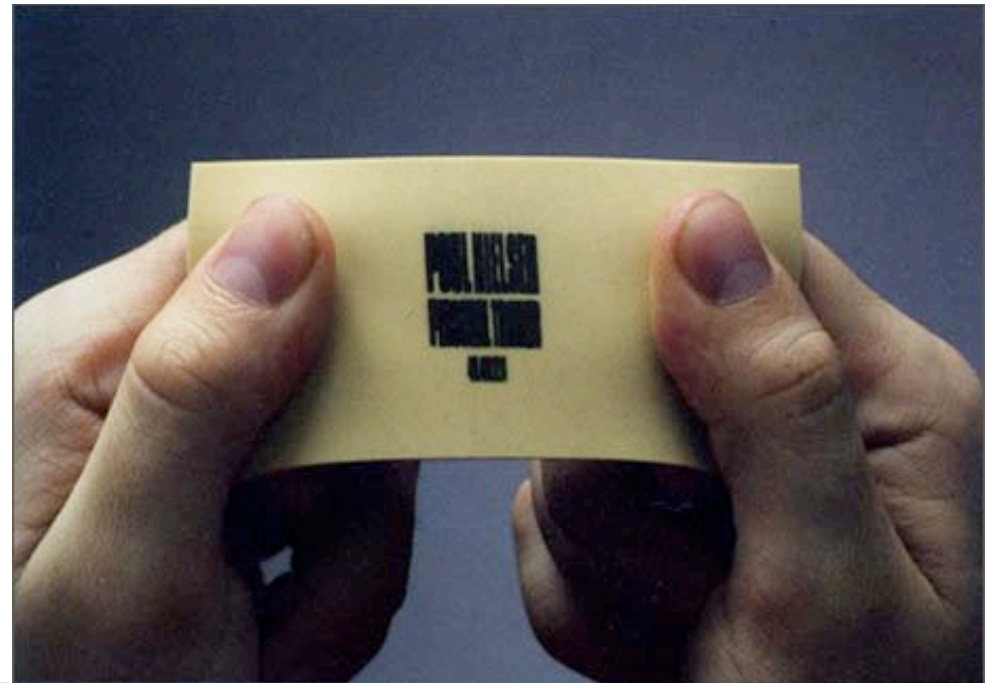


















# Letterhead

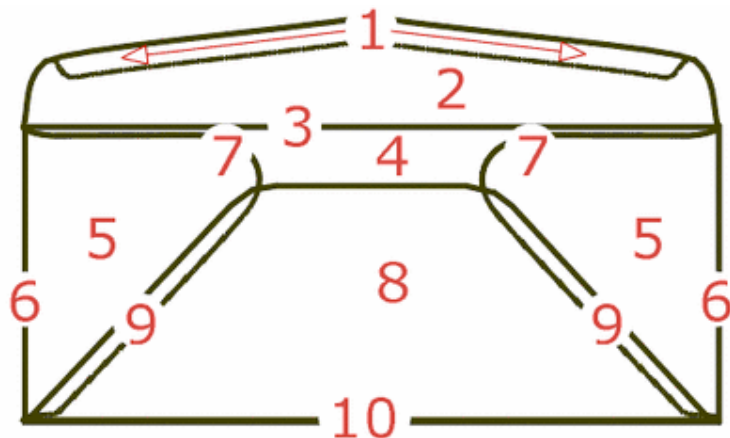
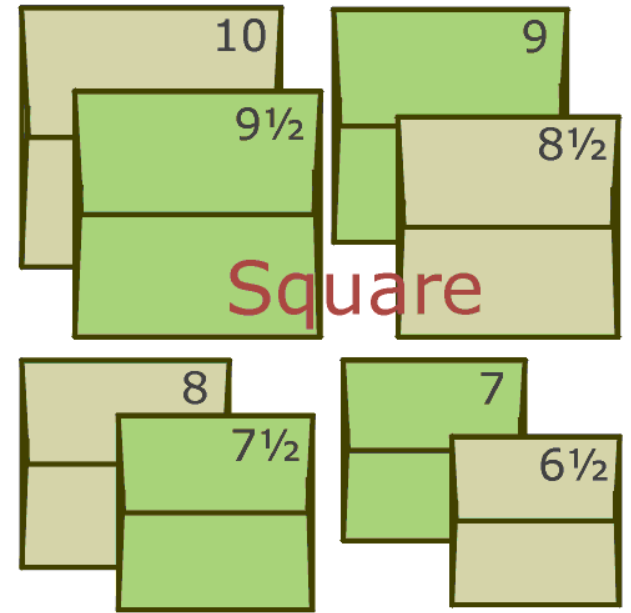
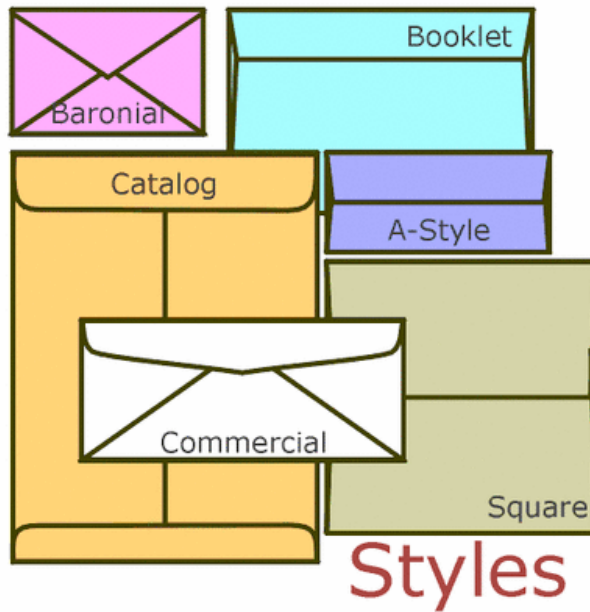
- simple.
- accented by your logo design.
- enough room for writing.
- fairly understated so that the message on the page such as a letter, or communication, is always the focus.
- always contain your business name, address, telephone number, website, fax number, and email address.

- Can be printed double sided, embossed, dye cut...
- Need to pass through printers and copiers
- Paper choices
- <http://www.allgraphicdesign.com/graphicsblog/2008/11/best-of-business-stationary-letterhead-business-cards-inspirational-corporate-identity-design/>

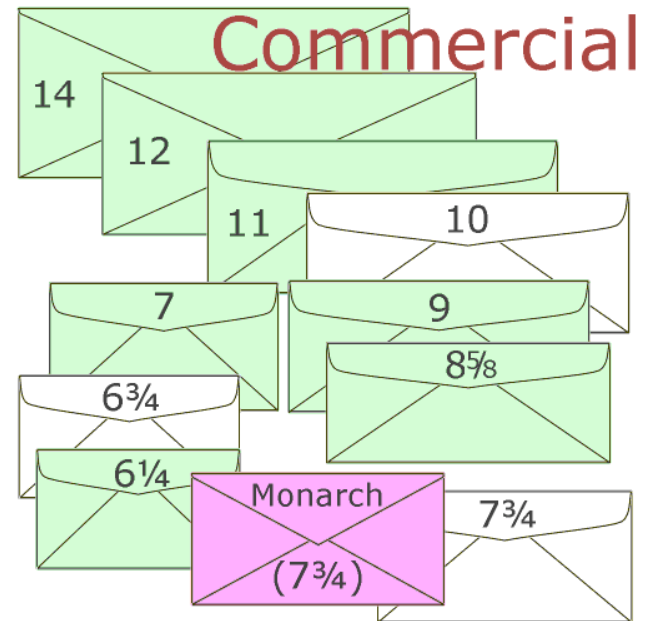
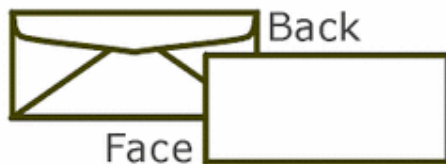
# Envelope

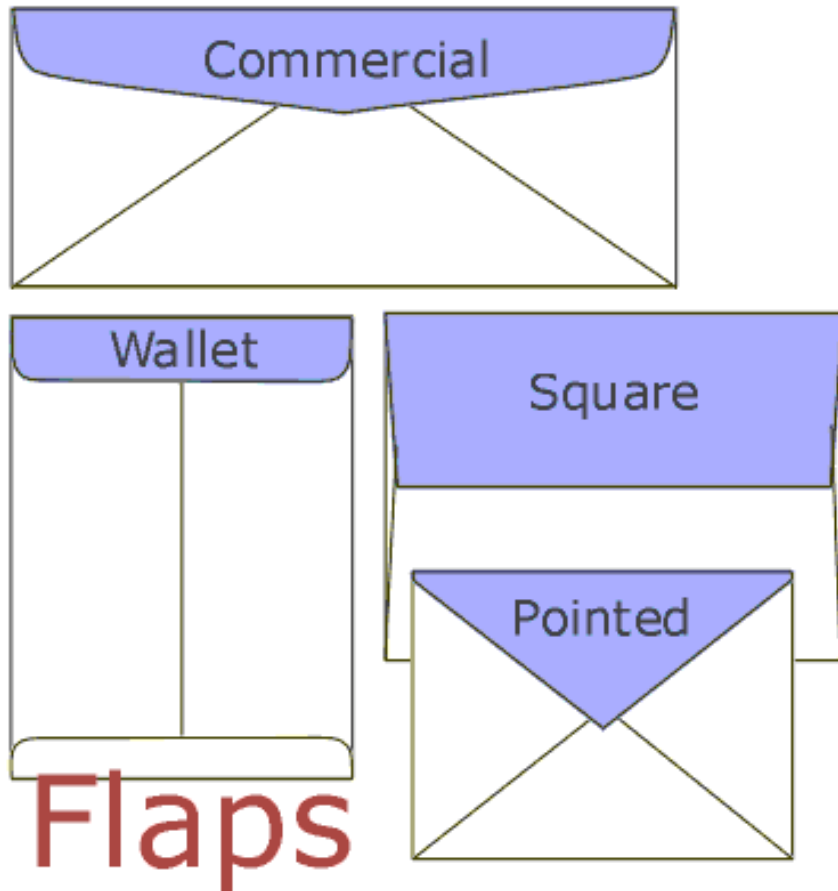
- Can buy pre-made envelopes and print on top (cheaper)
- Print flat and get the printer to assemble
- Can print on both sides
- Inside lining can be printed for accent
- Careful about postal regulations



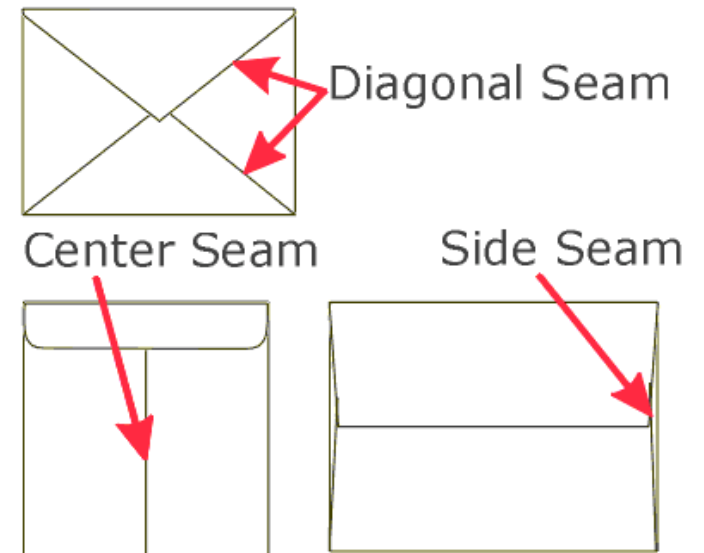


- 1 Seal Adhesive
- 2 Top Flap
- 3 Top Fold
- 4 Throat
- 5 Side Flap
- 6 Side Fold
- 7 Shoulder
- 8 Bottom Flap
- 9 Seam Overlap
- 10 Bottom Fold

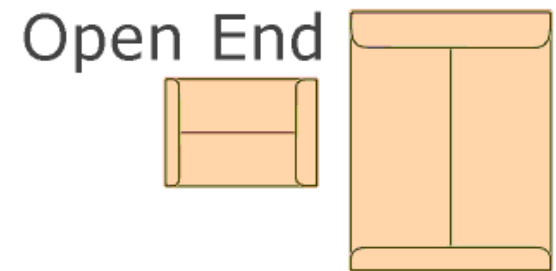




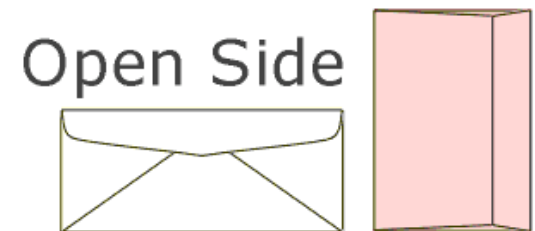
# Flaps



# Seams



Opening on short side



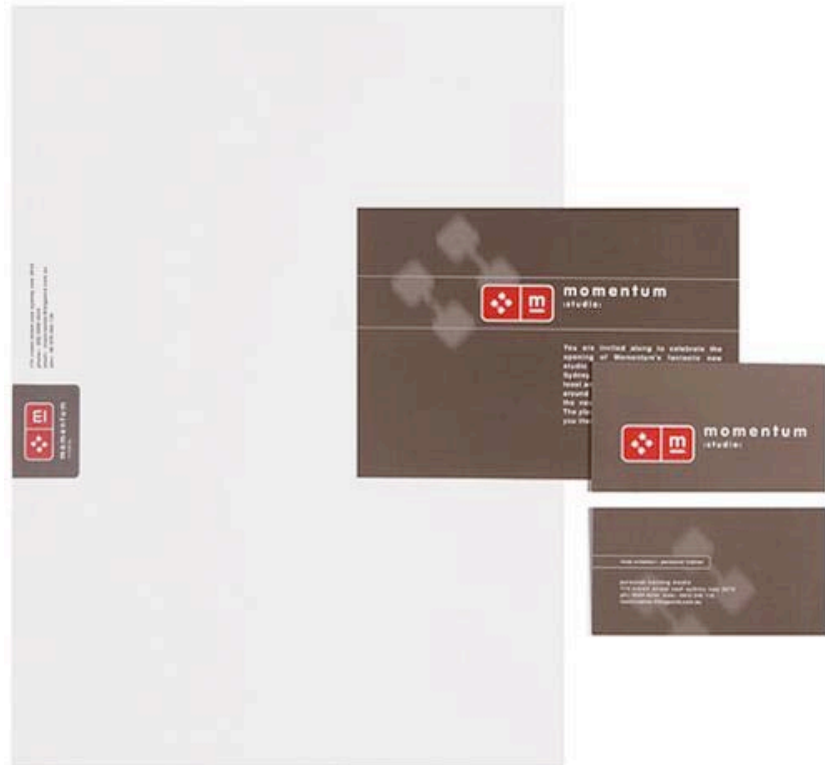
Opening on long side

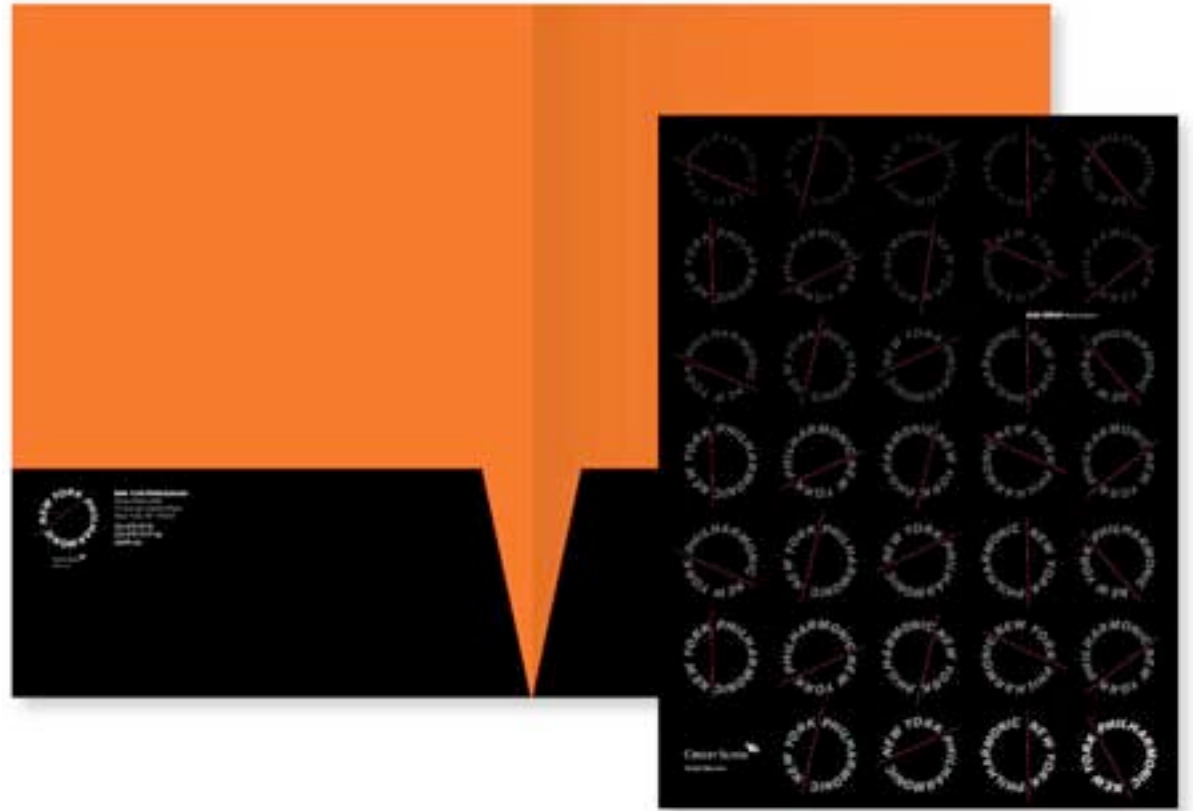
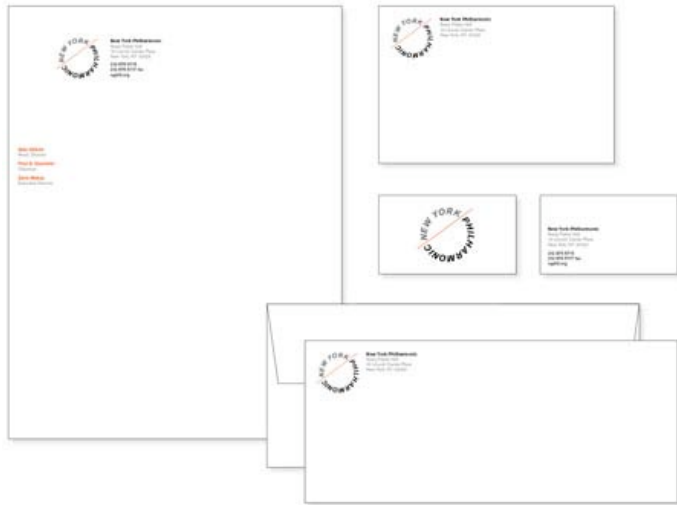




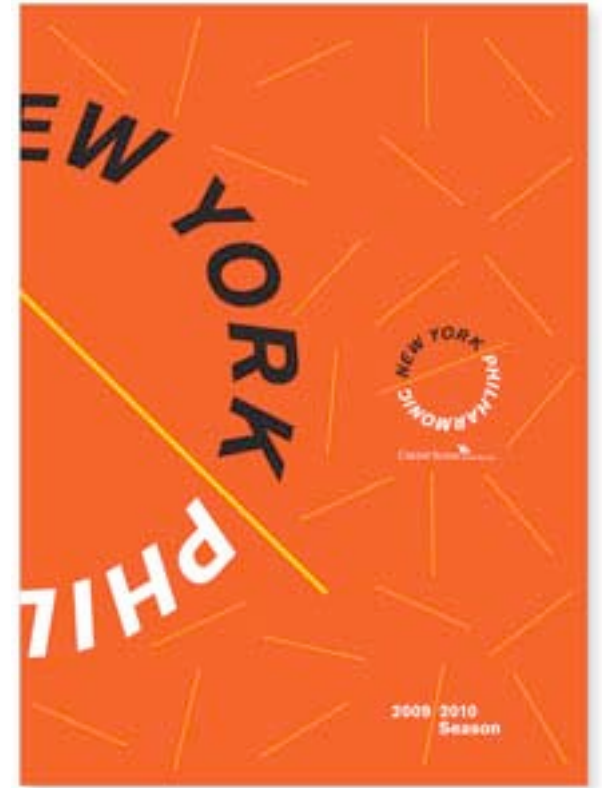






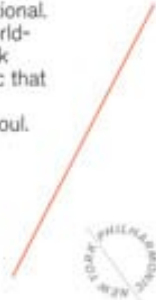






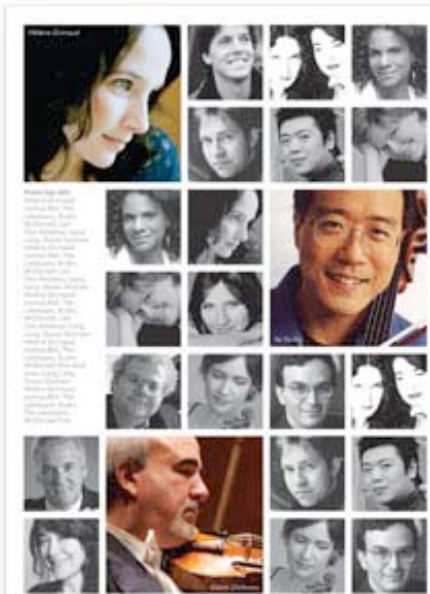


For some, passion has a color. Red, scarlet, crimson. For others, it has a sound. Powerful, memorable, inspirational. Welcome to the world-renowned New York Philharmonic. Music that moves you. Music that touches your soul. Music you feel.



**Red Ribbon** Music Education  
2009-2010 Season

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2009-2010 Season Highlights



**Music in Exile**  
 The New York Philharmonic's 2009-2010 season is a season of discovery and exploration. It is a season of music that moves you, music that touches your soul, music you feel. It is a season of music that is both powerful and memorable, both inspirational and accessible. It is a season of music that is both new and old, both familiar and unfamiliar. It is a season of music that is both beautiful and powerful, both uplifting and moving. It is a season of music that is both timeless and contemporary, both classic and modern. It is a season of music that is both a reflection of our world and a vision of our future.

**From the Board**  
 The Board of the New York Philharmonic is pleased to announce the 2009-2010 season. This season is a season of discovery and exploration. It is a season of music that moves you, music that touches your soul, music you feel. It is a season of music that is both powerful and memorable, both inspirational and accessible. It is a season of music that is both new and old, both familiar and unfamiliar. It is a season of music that is both beautiful and powerful, both uplifting and moving. It is a season of music that is both timeless and contemporary, both classic and modern. It is a season of music that is both a reflection of our world and a vision of our future.

**Key Art Board**  
 The Key Art Board is pleased to announce the 2009-2010 season. This season is a season of discovery and exploration. It is a season of music that moves you, music that touches your soul, music you feel. It is a season of music that is both powerful and memorable, both inspirational and accessible. It is a season of music that is both new and old, both familiar and unfamiliar. It is a season of music that is both beautiful and powerful, both uplifting and moving. It is a season of music that is both timeless and contemporary, both classic and modern. It is a season of music that is both a reflection of our world and a vision of our future.

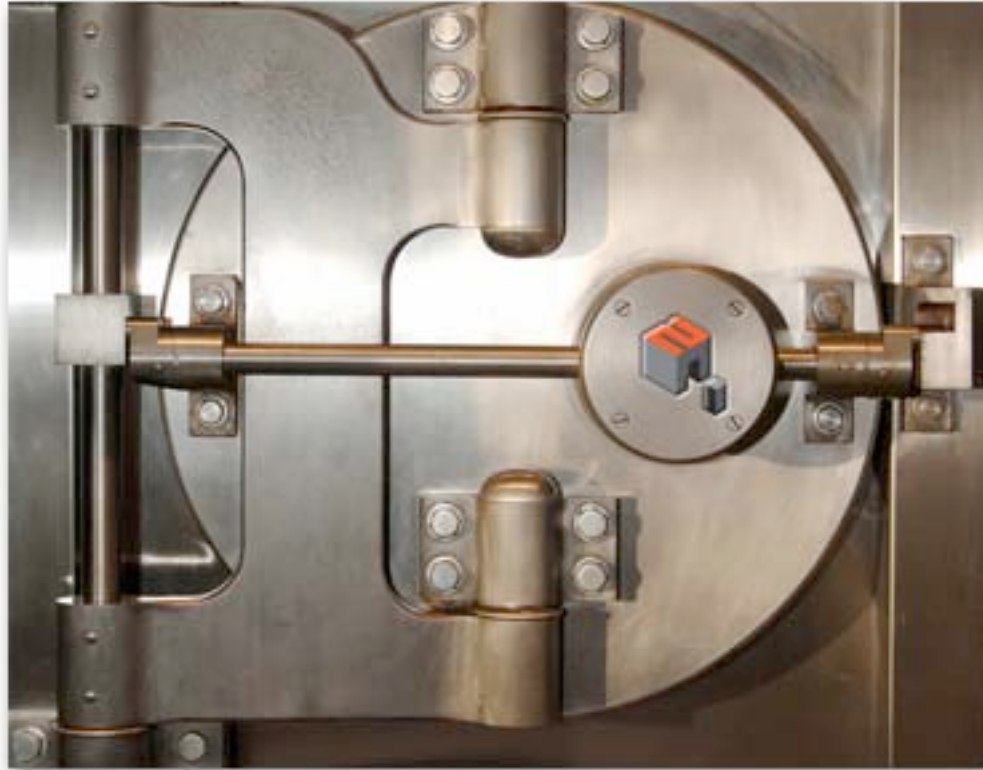


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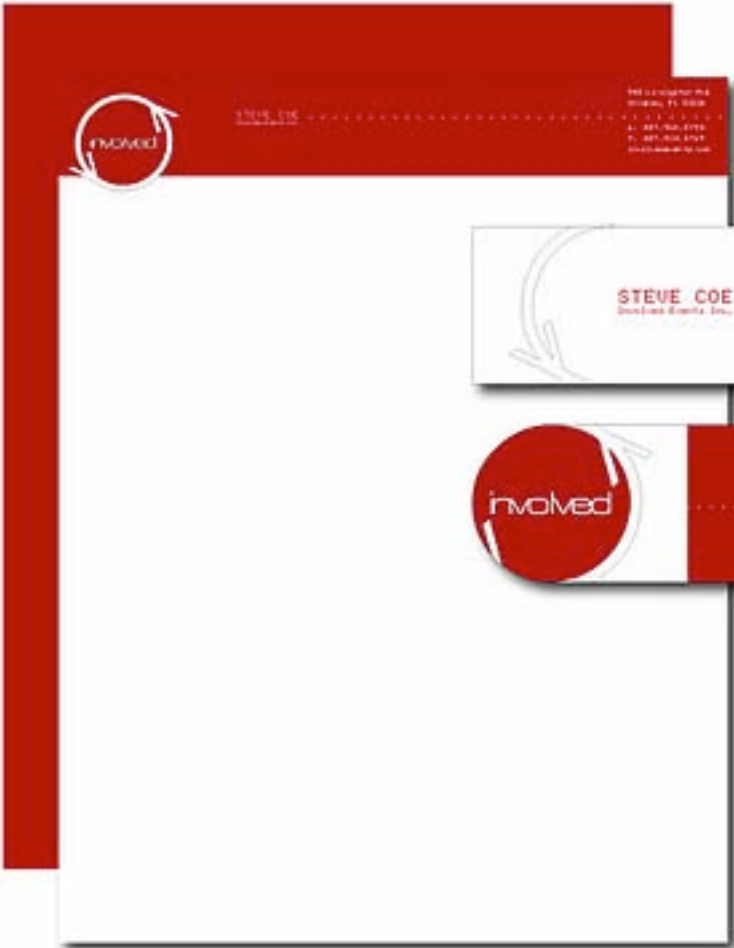
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