

# Graphic Design for Non Majors

## Assignment 5

### Identity Materials

Create a basic identity package for yourself consisting of Business Card, Letterhead, Resume and Envelopes. The Style Sheet is your guide for typeface, color, and materials decisions. You may create a logo, but this mark is not nearly as important as your type, color and materials choices. Refer to your keywords throughout this process, and refine them as you see fit. Your paper choices are as important as all your other choices here, take your time with this.

---

#### Business Card Sizing and Information

Standard Business Card Size: 2 x 3.5 inches

Thin Business Card Size: 1 x 3.5 inches

Information:

1. Full Name
2. Contact Info - email, phone

Optional Info:

3. Street Address
4. Web Sites (s) (could include Tumbler or Coroflot or Behance)

#### Letterhead Information:

8.5 x 11 inches, present blank, with business-style letter, and resume

1. Full Name
2. Contact Info - email, phone
3. Street Address
4. Web Sites (s) (could include Tumbler or Coroflot or Behance)

#### Envelope Information:

#10 Standard: 9.5" x 4.125"

#2 Catalog: 6.5 x 10" (or)

#10.5 Catalog: 9 x 12"

1. Full Name
2. Street Address