

## Mini Business Card Guide

### What Your Business Card Package Includes

This package provides a professional and polished business card design that aligns with your brand identity.

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#### What's Included

- Custom business card design tailored to your brand
  - Professional revisions – multiple rounds can be agreed upon per project
  - Commercial usage rights for all designs
  - Full-color version
  - Black and white version (if requested)
  - High-resolution print-ready files (PNG, JPEG, PDF, and optional vector files)
  - Optional digital version for sharing online
  - All plans fall under legal Terms & Conditions
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### Understanding Brand Colors (The Basics)

Your brand colors communicate your personality and values.

#### Primary Colors (Main Brand Color)

Color Type	What It Often Represents	Example Hex
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Black	Luxury, authority	#000000
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Blue	Trust, professionalism	#1C4E80
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Green	Growth, wellness	#0F6D4C
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#### Most brands use:

- 1 primary color
- 1 supporting color
- Neutral tones as needed

#### You will receive:

- Full-color business card design
- Black and white version (if requested)
- High-resolution files ready for print and digital use

This ensures your business card works across all platforms.

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## Understanding Font Styles (The Basics)

Fonts influence how your brand feels and are critical for readability on small formats like business cards.

### Main Font Categories

Font Type	Style Feel	Best For
Serif	Classic, professional	Corporate, luxury
Sans Serif	Clean, modern	Startups, service brands
Script	Elegant, personal	Boutiques, creatives

### Most business cards use:

- One primary font for the business name
- One simple supporting font for taglines or contact info

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## What Is a Mockup?

A mockup is a realistic preview of how your business card will look in real life.

### Examples include:

- Front and back card views
- Digital previews for email or social media
- Placement examples with envelopes or business card holders

Mockups help you visualize your design before printing.

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## Project Timeline & Process (Estimated 7–12 Business Days)

Phase	Timeframe	What Happens During This Stage
Branding Consultation	30–60 minutes, scheduled within 3–5 business days after booking	Define your brand personality, target audience, colors, fonts, and overall card style.
Initial Design Concepts	3–5 business days	Receive 2–3 custom business card layout options to review.
Revisions	2–3 business days per revision round	We refine your selected design. Timeline may vary depending on response time and number of revision rounds.
Final Delivery	1–2 business days after final approval	Receive all finalized high-resolution print-ready files (PNG, JPEG, PDF, and optional vector files).

**Total timeline depends on revision rounds and client response time.**