**Business Card/Letterhead/Logo Project**

**Objective:** You are the president of a new company and you need to get your company's look established. You need a logo, stationary and a business card package. You are also the designer for this company.

**Procedure:**
    Your business could be anything legitimate that you do now, i.e., babysitting, lawns etc or related to the field that you want to go into when you graduate.

1. **Logo Design:** Decide what type of company you will be in charge of. Create a name for your company and begin to design a logo.
2. **Logo Sheet:**
    a. Collect 6 - 10 clipart images related to your company in a Publisher document. You will then copy them into PAINT. Recombine, recolor and delete parts to change them to create a new logo. Your logo must contain **3 different clipart images** that you alter. Then, copy and paste them back into PUBLISHER when you are done. In PAINT – use the transparent background option when you move the images to combine them. Or you may take out the white backgrounds with the marker tool in the picture dialog box. Add text, your company name, in PUBLISHER. (fotosearch.com)
    b. Create 3 different arrangements of your logo design idea. These are called thumbnails/rough draft versions of your logos. Place them on your logo sheet with the clipart images. Pick your favorite one and that will be your final logo.
    c. Rearrange your Publisher document according to the following directions: Place your final logos on the top of a blank Publisher page, then your clipart images in the bottom half of the page. These can be small. This is your working document so that I can see where you started from and where you ended up.

**Research:** Check out the templates **for letterhead/business card ideas only**. Go online and note how designers create them. Notice the way business cards and letterhead match with each other.

3. **Business Card:** You **may not use templates** for the stationary and business card part of this project. Open a blank business card template under blank publications. You will create a business card with your **business name**, your strongest **logo**, **address** and **phone number, email address**, **your name and your title**. Do not make your text any larger than 8 pts. Make your name bold. Go to print preview and make sure everything looks correct.

4. **Letterhead:** Using your design elements and exact copy from your business card, create a blank publication for your letterhead that will match your business card. Include all the type and graphic elements on it.

5. **Envelope:** Start a new file with a landscape format. Draw a box in the middle of the page 9.5" x 4". Inside the box, place your logo, address and any graphic elements that match your letterhead design. You may add a stamp if you want.

6. **Business Letter:** As the business representative, you will now write a business letter to a customer or another business requesting something. You will follow the block format example in the network folder. It must match in style and format. Be creative. Open your letterhead design and using a text block, compose your letter. It must have 2 paragraphs. Make sure everything is grammatically correct. Change the font on your signature so it looks like a signature.

# Grading Rubric
# Logo/Business Card/Letterhead Rubric

Name _____

| Description | Points Available | Points Awarded |
|---|---|---|
| **Personal logo sheet** – includes clipart used; **3 thumbnail versions** of logo | 40 | |
| Personal logo – creative and original and communicates personality and business | 30 | |
| **Personal Card** – Creative design; logo added; all important information included in business card; printed 8 – 10 per page | 30 | |
| **Personal Letterhead** – Creative design; logo added; all important information included in business card; matches personal card in design and layout; watermark added<br><br>**Envelope:** matches letterhead | 60 | |
| **Business Letter-** Written grammatically correct and follows block format. Signature added. | 40 | |
| **Total** | **200** | |
| | | |