BUSINESS CARD DESIGN INSTRUCTIONS

FRONT SIDE

English  |  Spanish  |  French

The front of the card consists of the following elements:

- Church logo
- Editable Identifier (Change to your church, conference, union, or division name)
- Slogan “Sharing Hope and Wholeness” (optional)

Templates
The templates are set up in Adobe Illustrator and have the following names:

- template_bc_front_ENG.ai
- template_bc_front_SP.ai
- template_bc_front_FR.ai

Final size of cards:
W: 3.5" x H: 2"
For your convenience, bleeds have been added to the templates.
BUSINESS CARD DESIGN INSTRUCTIONS

BACK SIDE

Examples

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The back of the business cards is based the Sabbath grid:

• The implied column on the far left is to remain empty
• The far right column displays the denim blue Sabbath column with church symbol
• The person’s name and the church symbol share the same baseline
• First and last name including degree(s) (one line)
• Title (one or two lines long)
• To avoid clutter, the contact info can take up no more than five lines of text:
  1. Up to two phone numbers (includes fax number)
  2. One email address (no web address if the URL is part of the email address)
  3. Mailing address (two lines)

Template name:
template_bc_back.ai
(Adobe Illustrator)

Final size of cards:
W: 3.5" x H: 2"
For your convenience, bleeds have been added to the templates.

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BUSINESS CARD DESIGN INSTRUCTIONS

BACK SIDE: EXCEPTIONS

Examples

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In rare cases, when a person’s contact information can’t be reduced to fit into five lines, then the following exceptions (fitting it in six lines) are also acceptable.

Template name:
template_bc_back_exceptions.ai
(Adobe Illustrator)

Final size of cards:
W: 3.5” x H: 2”
For your convenience, bleeds have been added to the templates.

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