Graphic Design
Identity Design

Contents

So what goes into creating an identity design? Overall a standard identity design comprises of a business card, letterhead, and an envelope. But to help let's go over some standard and non-standard specifications.
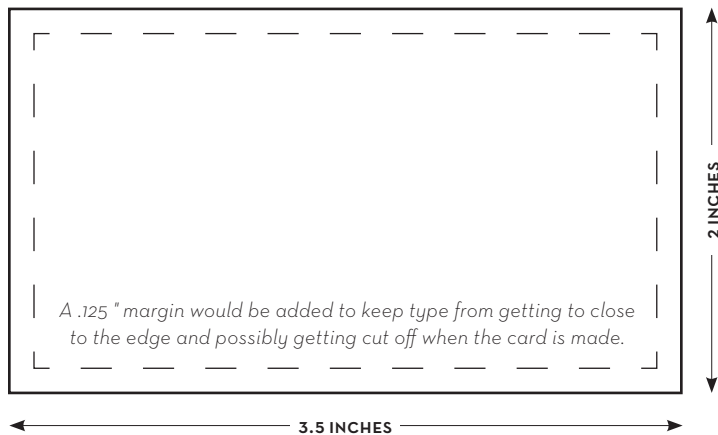
Business Card

Often times a business card is the first point of contact that a person will have with an identity design. Business cards can come in a variety of shapes, styles, and even materials.

The standard practice in the past was for business cards to be 3.5" x 2" *(by the way it is an industry standard to always refer to size by the width first than the height).*

Keep in mind that the content of a business card should include:

The Name of the Business
Name of the Individual
Title of Individual
Address
Website
Phone Number
Cell Number (optional)
Email

Other optional items maybe:
Twitter handle
Facebook page
blog

A .125 " margin would be added to keep type from getting to close to the edge and possibly getting cut off when the card is made.

2 INCHES

3.5 INCHES

Now this size was largely determined by the fact that many people used an item known as a Rolodex to store their collected business cards so most cards need to follow this size convention.

This is a Rolodex >

Since very few people use this contraption anymore we have started seeing a proliferation in non-standard business cards that bring a level of creativity to what many saw as a very mundane item.

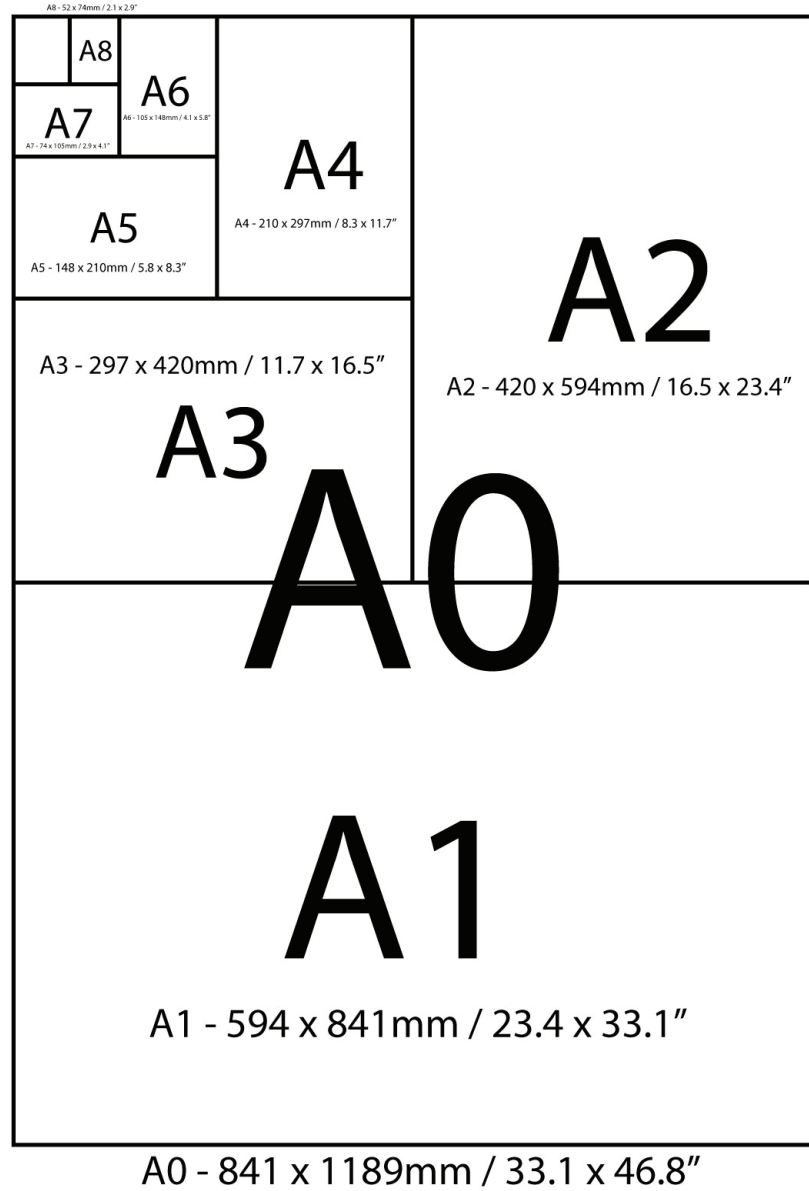2 great places to get inspiration for business cards are:
http://www.behance.net/search?search=business+card
http://www.cardonizer.com

LETTERHEAD

Letterheads are the usual stationary of an identity design and although we can be creative with their execution the size is pretty much limited to what will fit through most office or home printers.
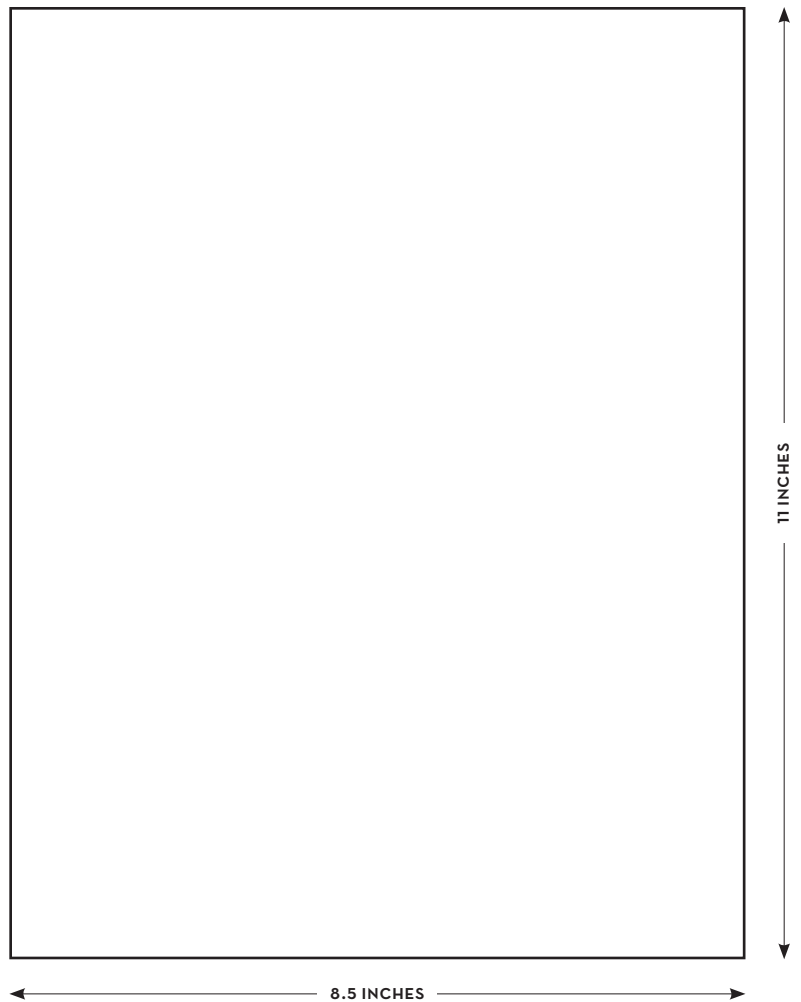
It is safest to stay within a 8.5" x 11" or A sizes. A sizes are the standard paper sizes used by countries that measure using the metric system rather than the English System of Measurements that we use in America.

This is what the A sizes look like

A8 - 52 x 74mm / 2.1 x 2.9"

A8

A6

A6 - 105 x 148mm / 4.1 x 5.8"

A7

A7 - 74 x 105mm / 2.9 x 4.1"

A4

A4 - 210 x 297mm / 8.3 x 11.7"

A5

A5 - 148 x 210mm / 5.8 x 8.3"

A3 - 297 x 420mm / 11.7 x 16.5"

A3

A2

A2 - 420 x 594mm / 16.5 x 23.4"

A0

A1

A1 - 594 x 841mm / 23.4 x 33.1"

A0 - 841 x 1189mm / 33.1 x 46.8"

Keep in mind that the content of a letterhead is usually for the business as a whole and not for an individual:

The Name of the Business
Address
Website
Phone Number

11 INCHES

8.5 INCHES

A great place to get inspiration for letterheads are:
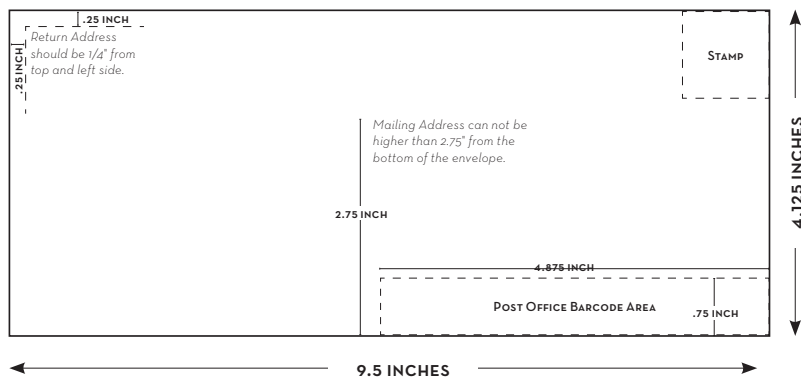*http://www.behance.net/search?search=letterhead*

Envelope

Finally we have the envelope which can be a bit harder to get creative with since their are a lot of things we can't do to something that must pass through the mail.

A standard business envelope is a Number 10 which measures at 9.5" x 4.125".

Keep in mind that the content of an envelope is usually for the business as a whole and not for an individual:

The Name of the Business
Address

There are also particular sizing restrictions put on envelop design by the USPS.

.25 INCH

.25 INCH

Return Address should be 1/4" from top and left side.

Stamp

Mailing Address can not be higher than 2.75" from the bottom of the envelope.

2.75 INCH

4.125 INCHES

4.875 INCH

Post Office Barcode Area

.75 INCH

9.5 INCHES

A great place to get inspiration and sizes for envelopes are:
http://www.behance.net/search?search=envelope
http://designerstoolbox.com/designresources/envelopes/