

Business Card



PagePlus tools give you the flexibility to lay out text and graphic objects, and design logos for your business cards—and it's easy to set up your printer to print multiple copies on one sheet. Creating your own design also allows you to make modifications on the fly, and then preview and print out your results before choosing a final layout. We'll show you how to:

- Set up page and printer options.
- Lay out a small publication.



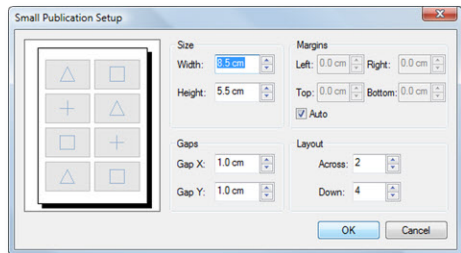
You can use any logo to complete this tutorial, either one you've already completed, a sample logo or you could use one of the designs in the **Logo** category of **Gallery** tab. For more help, see the **Adding content > Adding logos** section in the **How To** tab.

Business Card

You may have noticed that some business cards look better than others. Why is this? Is it the layout, the colours, the typeface, or a combination of all of these elements? Great designs are not a mystery and you don't need professional graphic design skills to produce a business card. By following some simple rules, you can ensure that your business cards look professional and convey the right image.

To set up a business card publication

- 1 Open PagePlus, click **File**, point to **New**, click **New from Startup Wizard**, and then click **Start New Publication**.
 - 2 In the dialog, click **Small Publications**, and then click **Business Cards**. Click the **Wide Business Card** template, and then click **OK**.
 - 3 On the **File** menu, click **Page Setup**, then click **Create Custom** to open the **Small Publication Setup** dialog.
- The left preview pane shows how the business cards will be laid out at print time.
 - In the **Size** section, the default **Width** (8.50 cm) and **Height** (5.50 cm) of a 'wide business card' document are displayed.
 - The **Gap X** and **Gap Y** values denote the size of the spaces that will be left between the business cards when they are laid out side-by-side on one sheet of paper.
 - In the **Margins** section, clear the **Auto** box to set your own page margin size, or leave it selected to use the PagePlus default settings.



- The **Layout** section tells you how many business cards will fit across and down a single page, using the current margin and gap settings.



If you've bought special business card paper, you'll find all of these dimensions on the template that is usually supplied with the pack.

Let's remove the gap between the business cards so that we won't have to cut out each card individually after we have printed them.

- 4 Set both the **Gap X** and **Gap Y** values to '0.' In the preview pane, you'll notice that the layout changes to reflect the new settings. Note also that we can now fit ten cards to a page, rather than eight.
- 5 Click **OK** to return to the **Page Setup** dialog. Click the **Print Setup** button.
- 6 In the **Print Setup** dialog, click the **Properties** button.

The dialog that opens is printer-specific—the settings depend on the printer you're using.

The **Orientation** setting is generally available regardless of the printer and lets you choose whether to print your page in **Portrait** or **Landscape** style.

- 7 Click **OK** three times to close the printer, **Print Setup**, and **Page Setup** dialogs.



When printing small publications such as business cards, try changing the orientation and then checking back in the **Page Setup** dialog to see which orientation will fit more copies on a single page.

We've set up our business card publication. We're going to work on our logo design next, so we don't need the business card document at the moment. Let's save it and keep it open as we'll need to come back to it later.

- On the **File** menu, click **Save**. Save the document as **Business Card.ppp**.
- Follow the steps outlined previously to create a new blank document. This time select a **Regular/Normal** 'Portrait' size document.

You'll use this new document to experiment with your logo design. Once you've settled on a final layout, you can then copy it on to your business card.




A **logo** is a unique name, symbol, or trademark of a company or organization. Well-designed logos provide brand name recognition and promote a business presence. They achieve this because people process an image in their mind more easily than words. In addition, visual stimulation produces a more effective and long-lasting impact on the audience's memory than words alone.

Business Card

A business card should be laid out in a way that is balanced. Different areas saying different things and presenting different information, all in order of appropriateness.

Take a look at our example for a fictitious company called 'Horizon Recruitment.' It's appropriate that the company logo is the focal point. The aim of this business card is to promote the company, while providing a means of direct contact with the person who gives away the card. (You can find this logo example in the tutorial, *Designing a Logo*.)

The person's name and job title is the secondary focus. This information is placed in the top left corner, in a  **Standard Text Frame**.

Jane Doe
Sales Manager

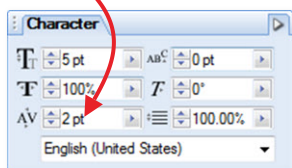
At the right of the layout, a second standard text frame contains the contact details, all spaced and highlighted to best effect.

Horizon Recruitment
100 Main St
Nottingham
NG5 7LP

Tel: (0115) 123 4567
Mobile: (07123) 456 789
Fax: (0115) 765 4321

jane.d@horizon.com
www.horizon.com

Adding to the modern look and feel, expanded character spacing is used for the name, job title, and address lines.



A background graphic isn't necessary, but our fictional recruitment agency wants to convey a trendy modern outlook and nothing does that better than good photographic imagery.


For more information on working with images, see the *Pictures* tutorial.

To lay out a business card

- 1 Open the publication in which you created your logo. (We used the logo created in the *Designing a Logo* tutorial.)
- 2 Select your entire logo design and then on the **Edit** menu, click **Copy** (or press **Ctrl+C**).
- 3 Now return to your business card document by clicking on its document tab.
- 4 On the **Edit** menu, click **Paste** (or press **Ctrl+V**) to paste your logo into the document.
- 5 With the logo selected, resize it by clicking one of the frame handles, holding down the left mouse button, and then dragging to the new size.
- 6 Drag the resized logo into position on the business card.

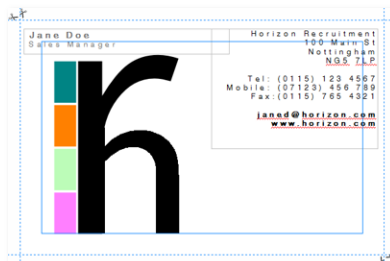
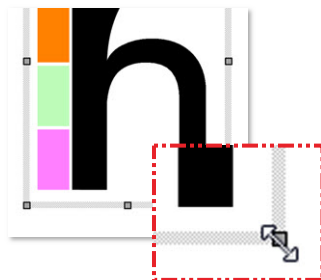


When you paste or import a new image, or select an existing one, note that the **Picture** tools display in the context toolbar.

- 7 On the Tools toolbar, click the  **Standard Text Frame** tool, then click and drag to insert a frame in the top left corner.



- 8 In the text frame, type your name, press **Enter**, and then type your job title.
- 9 In the text frame, click and drag to select the text (or press **Ctrl+A**).
- 10 On the Text context toolbar, choose the font size and style for your heading, adjust the letter spacing if necessary.
- 11 Add a second text frame to the right of the logo.

Type in the company name and address, and your contact details.



Although a background graphic isn't necessary (and may sometimes be inappropriate), in our example, it certainly adds visual appeal and interest.

It's easy to do this:

- Simply click  **Import Picture**, and choose your image.
- Once you have the image in place, select it, and then on the toolbar, click the  **Send to Back** button to place it behind all the other objects on the page.



You can also add a background graphic to a master page. For more information on master pages, see the *Master Pages* tutorial, or refer to the *PagePlus* online Help.

We hope we've given you an insight into business card design and inspired you to create business cards that will work for your company to promote a distinct and recognizable identity. For more information on logo design, see the *Designing a Logo* tutorial.

