



Eye-catching calendar designs for wallet and desktop

How to design small calendars

Continued ►

Continued ►

Small calendars 0610

How to design small calendars

Eye-catching calendar designs for wallet and desktop

Electronic organizers are a great way to manage your calendars when what interests you is *data*. But to tell a story, present a product or stir a memory, you'll want a good, old-fashioned paper calendar—the kind with the beautiful picture and an appealing design. A good calendar will be *kept* and *used*. It's a great way to bring people together.

What's fun is that with modern desktop printers that render tiny type clearly, a calendar of your own is easier than ever to make and use.

What follows are two calendar sizes printable on letter-size paper: business-card size and postcard size. The business card is intended for wallet or purse; the postcard can be printed flat or folded into a stand-up desk calendar.

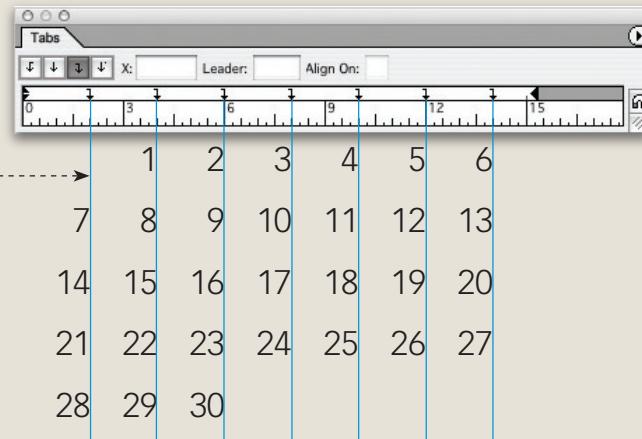
Making a beautiful calendar will require your artistic eye. Let's get started.



A word about type ...

You'll be setting a lot of dates; the smaller they are, the plainer the typeface should be. Also, generally speaking, evenly spaced numbers look best.

Use right tabs, and space evenly all around ...



... no columns

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

How plain is plain? Here's what to look for:



... no rows

1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Appointment calendar

Work by appointment? Here's a beautiful way to keep track of several in a row. Put a lovely reminder of a relaxing visit on the front and a three-month calendar on the back.

Front

caress spa
Pamper yourself
with peace, tranquility
and relaxation
916.555.9416

Back

session: _____

therapist: _____

JANUARY 05					FEBRUARY 05					MARCH 05										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5		1	2	3	4	5	
2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28						27	28	29	30	31		
30	31																			

The size of a business card, this attractive and functional reminder can easily go anywhere. It has plenty of room for both business and appointment information. On the back, pencil in your name, and circle those important dates. Print one calendar every quarter.

Business card: 3.5" x 2"

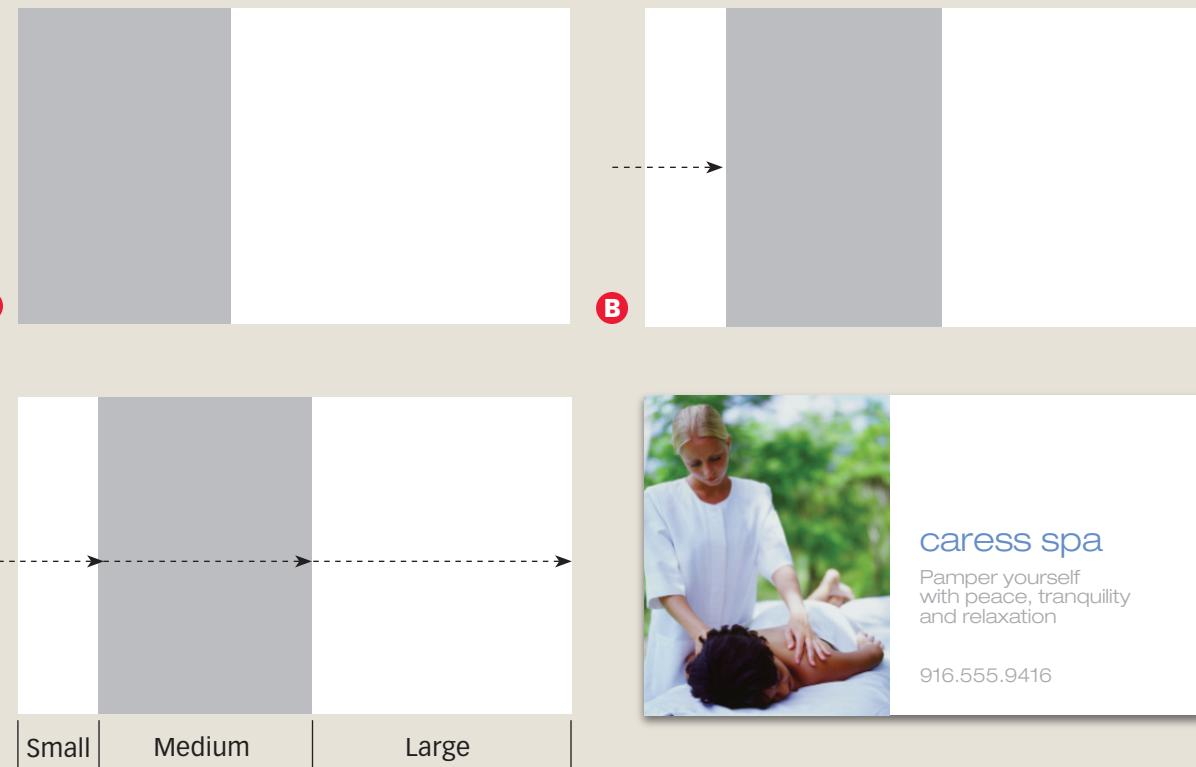
A business card doesn't offer many options for photo placement, but a simple move to the right adds tension to the design by turning passive space into active.

A) If you place the photo on the left, it divides the space in two—a photo area and a white area.

B) But move the photo in, and the design changes; our eyes now "connect" the two white areas, and we perceive a photo atop a white field.

C) Although we perceive two elements (some viewers perceive only one: the photo), we actually see three from narrow to wide. And because our eyes follow sequence, the result is dynamic **tension** that really activates this card.

With the photo in its leftmost position, the card is attractive but static; it's without the liveliness that the divisions of space contribute. (Compare to original on [previous page](#).)



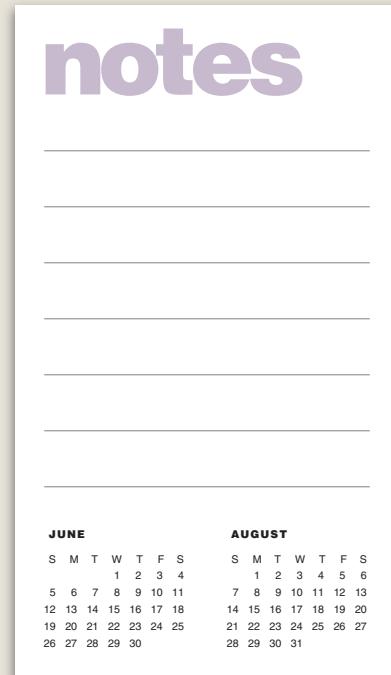
Promotional calendar

For the enterprising businessperson, distributing a monthly calendar is a great way to keep your name in front of your audience.

Front



Back



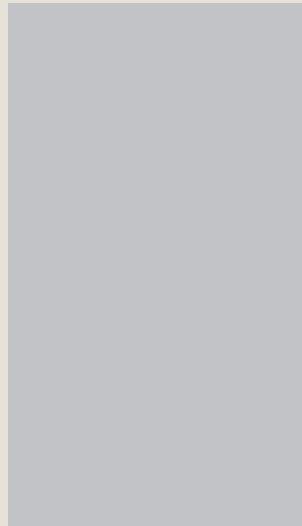
This lively calendar has big numbers, a roomy space for notes and the month before and after the current month; the point is to make a calendar that's attractive and *useful*. Mail one every month with your name and contact information; soon, your clients will look forward to seeing you coming!



Mail a new calendar every month; a change of color keeps it fresh with very little effort.

Business card: 2" x 3.5"

Four kinds of *depth*—value (light-dark), scale (big-small), overlap (front-back) and dimension (round-flat)—make name and logo jump off the page, exactly what you want in your card!



One depth

Solid background,
neutral value



Two depths

Atop the neutral field,
small white dates recede.



Three depths

The large year also
recedes but not as far,
because we perceive
large objects as closer.



Four depths

Name and logo are the only dark
objects on the card and practically
jump off the page. Overlap contributes
to the effect. Photographic realism
contrasts with the flat field to become
a powerful yet low-key focal point.

Reminder calendar

Great for clubs and groups, big dates remind members of meetings, and on the back an annual calendar ensures that the card will be kept in use.

Front



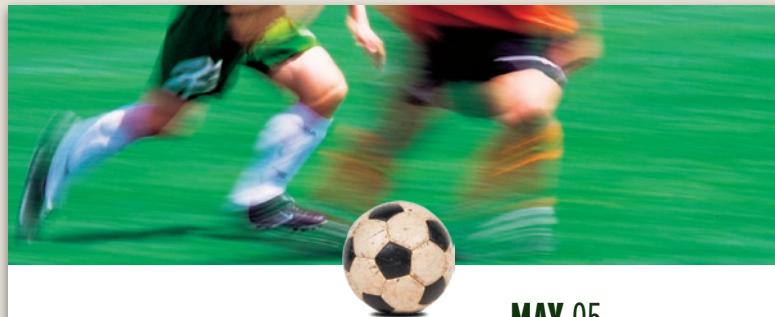
Back

JANUARY												FEBRUARY												MARCH							APRIL											
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S								
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25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																				
26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																					
27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																						
28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																							
29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																								
30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																									
31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																										

Business card: 3.5" x 2"

Promotional calendar

A 6"x 4" postcard has plenty of room for calendar, product images and contact information. It's easy to print, inexpensive to mail and sticks to a bulletin board or refrigerator door.

**MAY 05****OVERTIME SPORTS OUTLET**
We Buy and Sell Used Equipment835 East Kettleman Lane
Redwood City, CA 94059
650.418.7172
www.overtimesports.com

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

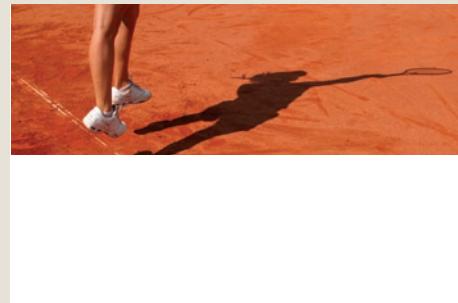
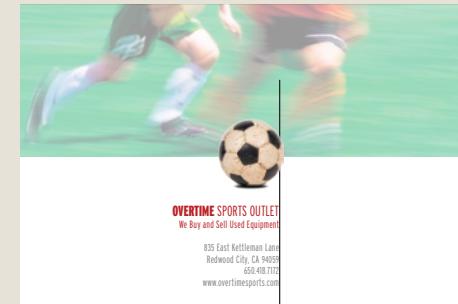
**AUGUST 05****OVERTIME SPORTS OUTLET**
We Buy and Sell Used Equipment835 East Kettleman Lane
Redwood City, CA 94059
650.418.7172
www.overtimesports.com

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Generic background shots are easy to find and combine naturally with real product shots, a good way to stretch your photo dollar. Business name is central—literally in the middle—and the calendar is colored to match the image. Give your customers one a month—just put a stack next to the cash register—and they'll soon be on 'fridge doors everywhere!

Postcard: 6" x 4"

A regular series of postcards will keep customers' enthusiasm high. The key to a successful campaign is a consistent look—same sizes, styles and layout month after month.



Top half is an establishing image of general sports action.

Centered product spans halves. Note that its photographic depth creates an arresting focal point.

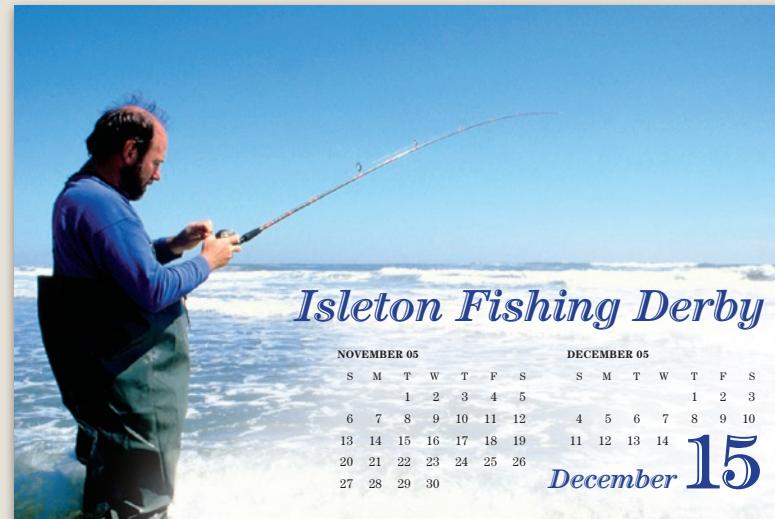
Company information aligns right down the center.

Countdown calendar

Fun for an event, a new product rollout, a special sale or whatever, a countdown calendar starts with *today* and ends with *the day* in big numerals easy to see and remember.



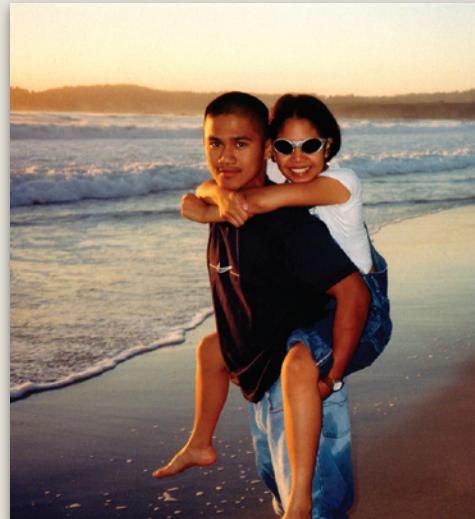
Postcard: 4" x 6"



Start with one big focal point (note that on both cards it's off to the side); place your calendar in an open area, and make your ending date BIG. Left, postcards can be vertical, too; in this case, the motorcycle is presented the way it's ridden.

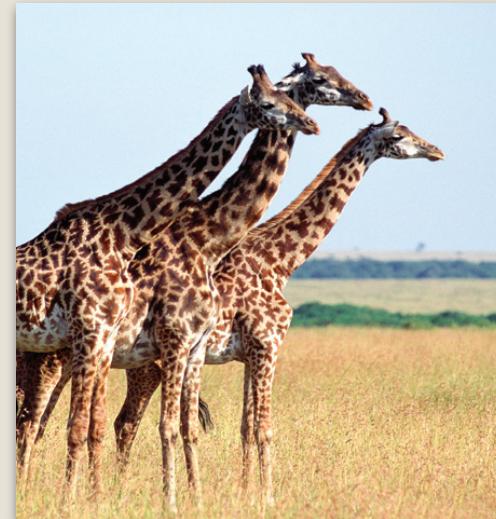
Memento calendar

Life isn't all business, so pick 12 of your favorite shots, and re-live your great vacation all year! Add the month to each photo, and you'll have a desktop calendar you cherish.



SEPTEMBER 2005

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



2005

APRIL

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

MAY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Send memento calendars of the kids to grandpa and grandma (and highlight those birthdays!), make calendars of that recent club event to pass out to members, and so on. Everyone likes to remember great times, and a calendar is a classy way to make that happen. Folding format stands easily on your desk, or just print it flat and pin it to the bulletin board.

Don't have 12 shots? Triple up! Three months in a row are *handy*. Highlight special dates.

Postcard: 6" x 4"

Real life is bumpy! Some photos have smooth backgrounds well suited for small type. For all others, a translucent panel smooths the background without obscuring the photo.



Light sky, dark stripes and coarse grass are too much for the small type.



A white field easily solves the problem but obscures the image.

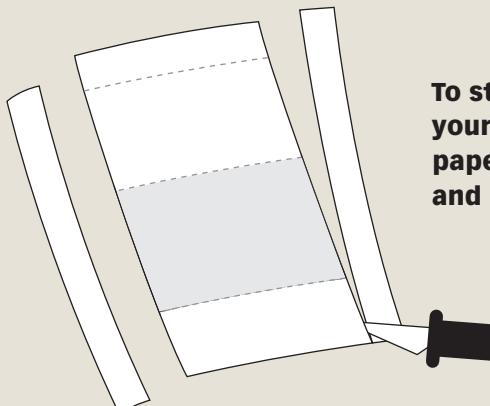
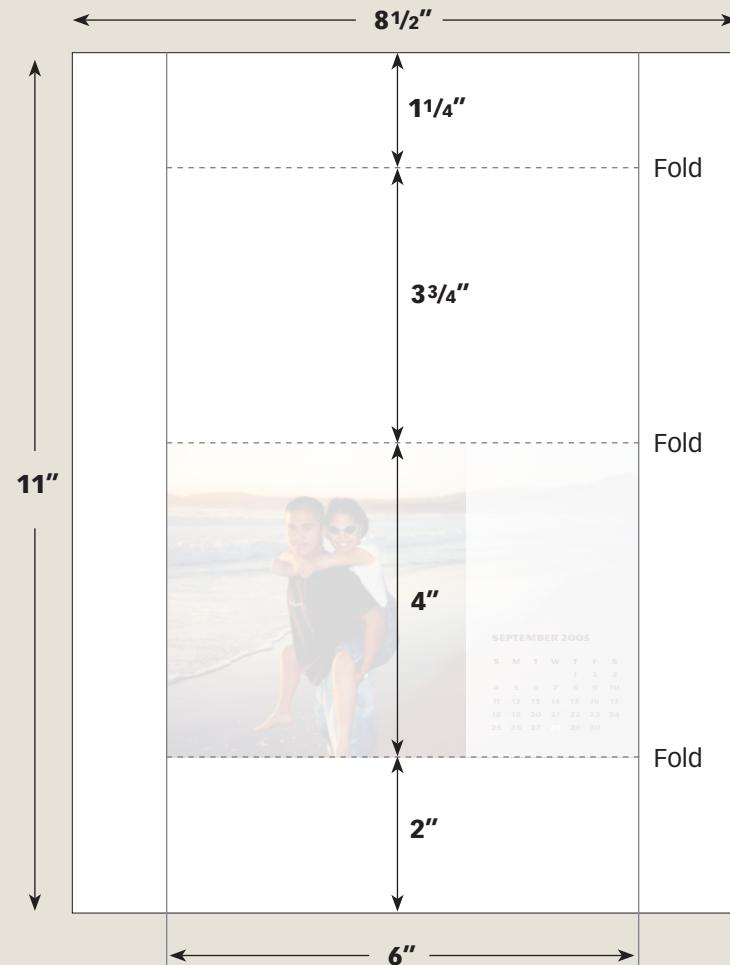


Lighten the opacity (here, 75%), which allows the image to show through.

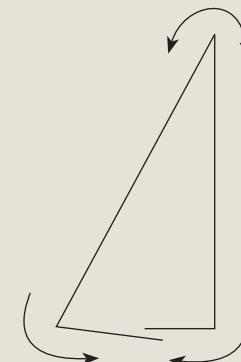
Template, postcard tent

Sheet size (8 1/2" x 11")

Trim size (6" x 11")

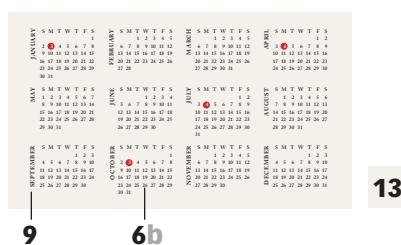
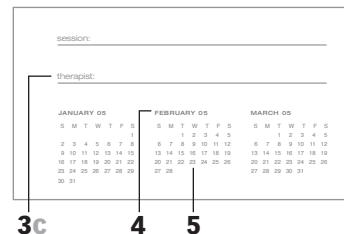
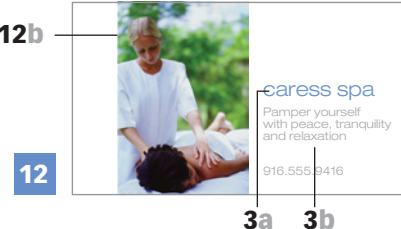
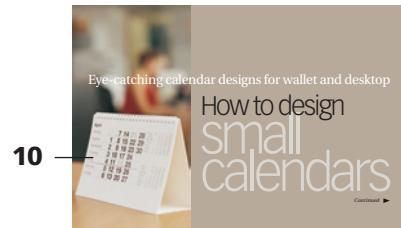


To stand your calendar on your desk, print on heavy paper, and trim off the left and right margins.



Fold the sheet along the top of the image, fold the flaps under and affix with tape. Note the back panel stands upright.



Article resources**Typefaces**

- 1 (a-b)** [Adobe Caslon Regular](#)
a) 60 pt, b) 8.25/12 pt
- 2** [Adobe Caslon Semibold](#) | 11.5 pt
- 3 (a-c)** [Helvetica Neue Light Ext](#)
a) 15 pt, b) 8.75/9 pt, c) 6 pt
- 4** [Helvetica Neue Medium Ext](#) | 4.25 pt
- 5** [Helvetica Medium](#) | 4.25/6.75 pt
- 6 (a-b)** [Adobe Caslon Semibold](#)
a) 8.5 pt, b) 3.75/5.5 pt
- 7 (a-b)** [Adobe Caslon Regular](#)
a) 12/13 pt, b) 9 pt
- 8 (a-b)** [Adobe Caslon Expert](#)
a) 43.75 pt, b) 9 pt
- 9** [Adobe Caslon Bold](#) | a) 4.25 pt

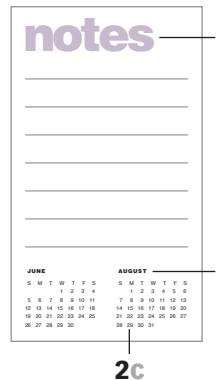
Colors

- 12** C60 M35 Y0 K0
13 C4 M4 Y7 K0

Images

- 10** [Digital Vision/Veer.com](#)
- 11** [Image Source Photography/Veer.com](#)
- 12 (a-b)** [Photos.com](#) | [a](#) [b](#)

Article resources



Typefaces

1 (a-e) [Helvetica Black](#) | a) 16 pt,

b) 7.5 pt, c) 6 pt, d) 36 pt, e) 3 pt

2 (a-c) [Helvetica Medium](#) | a) 7.5/12 pt,

b) 6/7 pt, c) 3/4.75 pt

3 (a-d) [Interstate Light Comp](#)

a) 14 pt, b) 24 pt, c) 10 pt, d) 10/11 pt

4 (a-b) [Interstate Black Comp](#)

a) 14 pt, b) 24 pt

5 [Interstate Regular Comp](#) | 10/13 pt

Colors

7 C25 M30 Y12 K0

8 C0 M19 Y50 K0

9 C25 M0 Y33 K10

10 C80 M40 Y100 K20

11 C80 M40 Y100 K10

12 C20 M100 Y100 K10

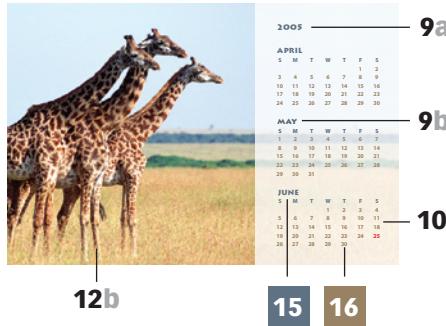
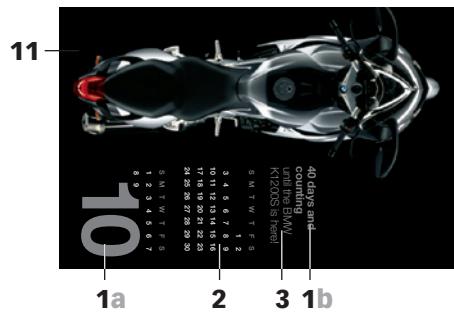
13 C20 M90 Y100 K50

14 C20 M90 Y100 K10

Images

6 (a-d) Photos.com | [a](#) [b](#) [c](#) [d](#)

Article resources



Typefaces

- 1 (a-b)** [Helvetica Neue Bold](#)
a) 78.25, pt b) 12/10 pt
- 2** [Helvetica Neue Medium](#) | 8/18 pt
- 3** [Helvetica Neue Light](#) | 12/10 pt
- 4 (a-b)** [ITC Century Handtooled Bold Italic](#) | a) 25 pt, b) 15 pt
- 5** [ITC Century Handtooled Bold](#) | 43 pt
- 6** [ITC Century Bold](#) | 7/20 pt
- 7** [ITC Century Book](#) | 7/20 pt
- 8 (a-b)** [Magnesium Grime](#)
a) 9 pt, b) 7/9.5 pt
- 9 (a-b)** [Lithos Black](#) | a) 9 pt, b) 8 pt
- 10** [Myriad Bold](#) | 6.5/9.5 pt

Colors

- 13** C100 M90 Y10 K0
- 14** C50 M55 Y40 K50
- 15** C40 M20 Y10 K45
- 16** C25 M35 Y55 K25

Images

- 11** BMW of North America, LLC
- 12 (a-d)** Photos.com | [a](#) [b](#)

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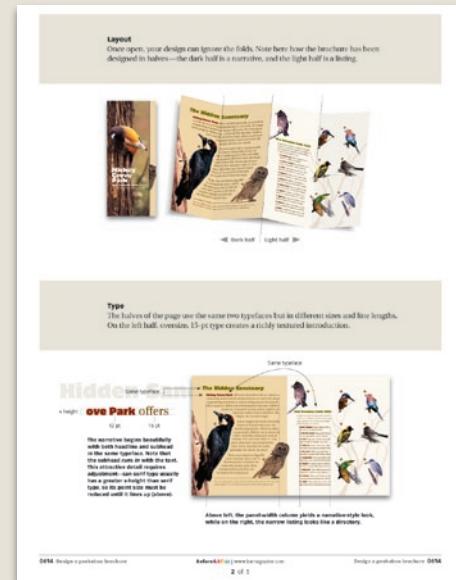
Print
Format: Landscape
Page Size: Fit to Page



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Presentation format or
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For paper-saver format

[Print: \(Specify pages 20–28\)](#)

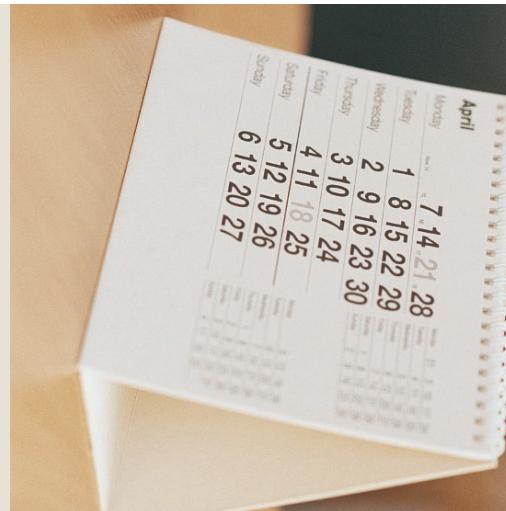


Above left: the panel-width column yields a narrative-style look, while on the right, the narrow listing looks like a directory.



6014 Design a presentation brochure
6014 Design a presentation brochure
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Eye-catching calendar designs for wallet and desktop



How to design Small Calendars

Electronic organizers are a great way to manage your calendars when what interests you is *data*.

But to tell a story, present a product or stir a memory, you'll want a good, old-fashioned paper calendar—the kind with the beautiful picture and an appealing design. A good calendar will be *kept* and *used*. It's a great way to bring people together.

What's fun is that with modern desktop printers that render tiny type clearly, a calendar of your own is easier than ever to make and use.

What follows are two calendar sizes printable on letter-size paper: business-card size and postcard size. The business card is intended for wallet or purse; the postcard can be printed flat or folded into a stand-up desk calendar.

Making a beautiful calendar will require your artistic eye. Let's get started.



Our monthly Brotherhood meetings are held over breakfast 7:45-9:30 a.m. Bring your Bible, your heart and your appetite.

Margo McBride Realtor
www.margomcbride.com
916.721.8334

A word about type . . .

You'll be setting a lot of dates; the smaller they are, the plainer the typeface should be. Also, generally speaking, evenly spaced numbers look best.

Use right tabs, and space evenly all around . . .

How plain is plain? Here's what to look for:



Plain corners

One stroke width

#

C

Open shapes

Plain ends

+

C

Simple curves

... no rows

1 2 3 4 5 6

7 8 9 10 11 12 13

14 15 16 17 18 19 20

21 22 23 24 25 26 27

28 29 30

... no columns

7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Appointment calendar

Work by appointment? Here's a beautiful way to keep track of several in a row. Put a lovely reminder of a relaxing visit on the front and a three-month calendar on the back.

Front



caress spa
Pamper yourself
with peace, tranquility
and relaxation

916.555.9416

Back

therapist: _____

SESSION: _____

JANUARY 05							FEBRUARY 05							MARCH 05						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5

The size of a business card, this attractive and functional reminder can easily go anywhere. It has plenty of room for both business and appointment information. On the back, pencil in your name, and circle those important dates. Print one calendar every quarter.

Business card: 3.5" x 2"

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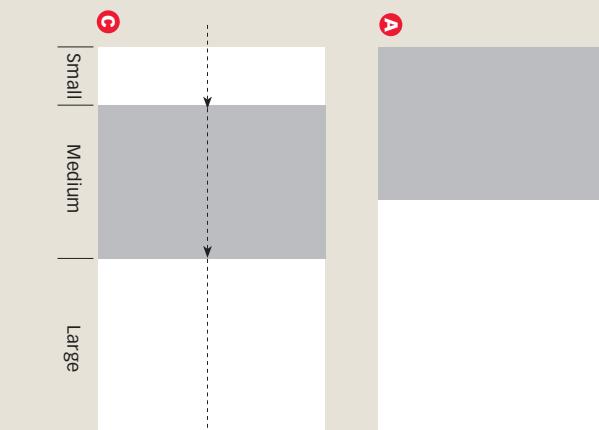
A business card doesn't offer many options for photo placement, but a simple move to the right adds tension to the design by turning passive space into active.

A) If you place the photo on the left, it divides the space in two—a photo area and a white area.

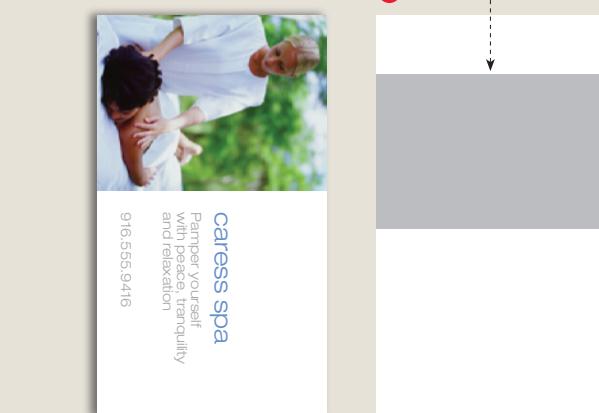
B) But move the photo in, and the design changes; our eyes now "connect" the two white areas, and we perceive a photo atop a white field.

C) Although we perceive two elements (some viewers perceive only one; the photo), we actually see three from narrow to wide. And because our eyes follow sequence, the result is dynamic **tension** that really activates this card.

With the photo in its leftmost position, the card is attractive but static; it's without the liveliness that the divisions of space contribute. (Compare to original on [previous page](#).)



A



B

caress spa
Pamper yourself
with peace, tranquility
and relaxation
916.555.9416

C

Small | Medium | Large

Front

july						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Back

notes

This lively calendar has big numbers, a roomy space for notes and the month before and after the current month; the point is to make a calendar that's attractive and useful. Mail one every month with your name and contact information; soon, your clients will look forward to seeing you coming!

august						
S	M	T	W	T	F	S
	1	2	3	4	5	6
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

september						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

2005

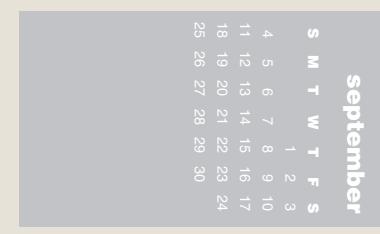
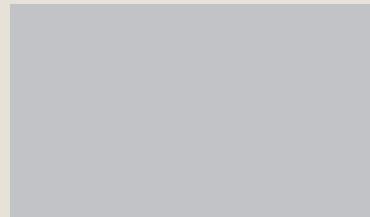
2005

2005

Mail a new calendar every month; a change of color keeps it fresh with very little effort.

Business card: 2" x 3.5"

Four kinds of *depth*—value (light-dark), scale (big-small), overlap (front-back) and dimension (round-flat)—make name and logo jump off the page, exactly what you want in your card!



One depth

Solid background, neutral value

Two depths

Atop the neutral field, small white dates recede.

Three depths

The large year also recedes but not as far, because we perceive large objects as closer.

Four depths

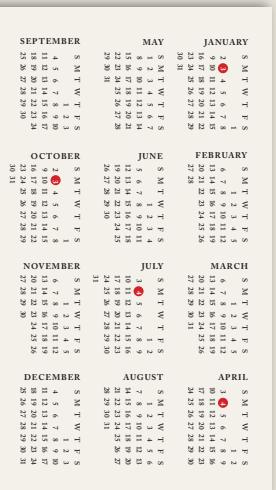
Name and logo are the only dark objects on the card and practically jump off the page. Overlap contributes to the effect. Photographic realism contrasts with the flat field to become a powerful yet low-key focal point.

Reminder calendar
Great for clubs and groups, big dates remind members of meetings, and on the back an annual calendar ensures that the card will be kept in use.

Front



Back

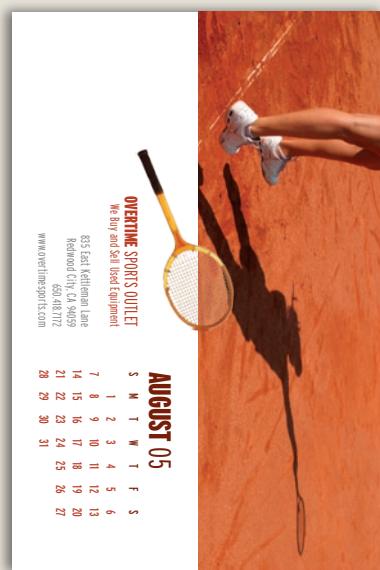
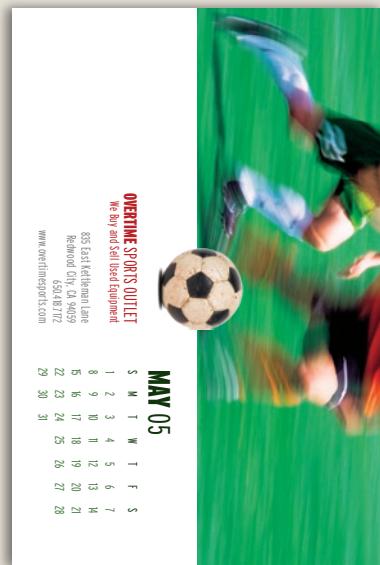


Oakridge name can be this small because the book carries the theme visually; dates stand out clearly against the high-key (predominantly light) image. Note the dates are also highlighted on the back. Classic book-style typeface (Adobe Caslon Expert) supplements the handsome, literary look.

Business card: 3.5" x 2"

Promotional calendar

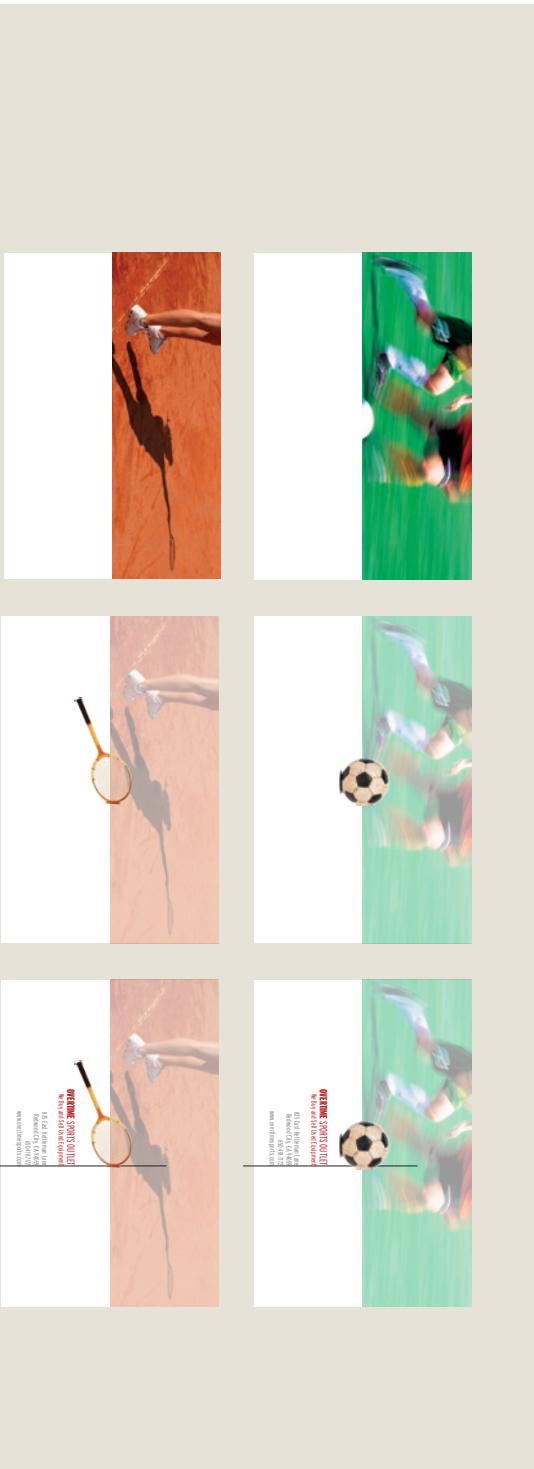
A 6" x 4" postcard has plenty of room for calendar, product images and contact information. It's easy to print, inexpensive to mail and sticks to a bulletin board or refrigerator door.



Postcard: 6" x 4"

Generic background shots are easy to find and combine naturally with real product shots, a good way to stretch your photo dollar. Business name is central—literally in the middle—and the calendar is colored to match the image. Give your customers one a month—just put a stack next to the cash register—and they'll soon be on 'fridge doors everywhere!

A regular series of postcards will keep customers' enthusiasm high. The key to a successful campaign is a consistent look—same sizes, styles and layout month after month.



Top half is an establishing image of general sports action.

Centered product spans halves.
Note that its photographic depth creates an arresting focal point.

Company information aligns right down the center.

Countdown calendar

Fun for an event, a new product rollout, a special sale or whatever, a countdown calendar starts with *today* and ends with *the day* in big numerals easy to see and remember.

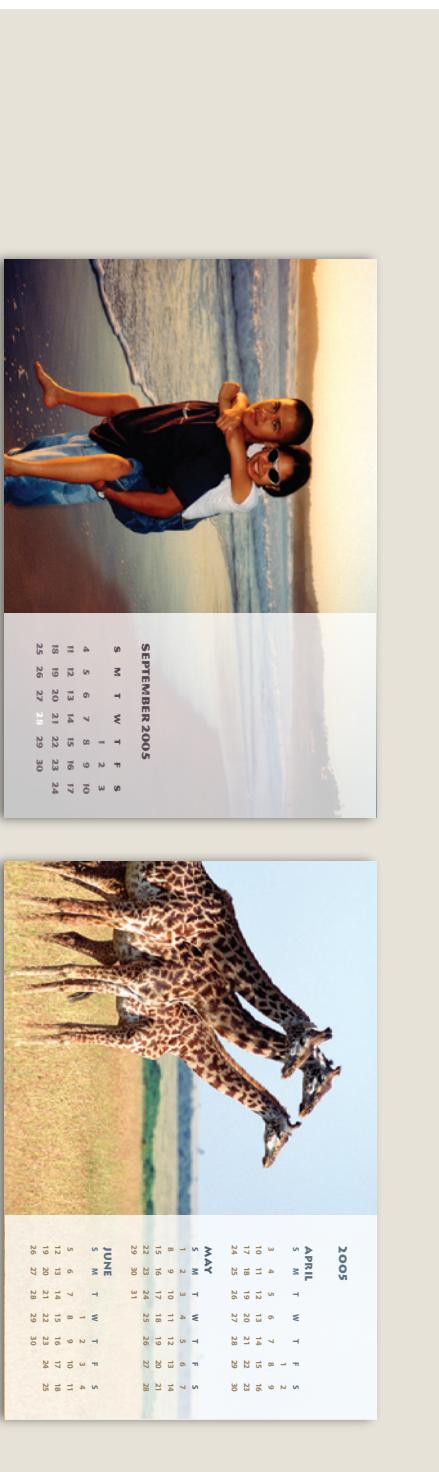


Postcard: 4" x 6"



Start with one big focal point (note that on both cards it's off to the side); place your calendar in an open area, and make your ending date BIG. Left, postcards can be vertical, too; in this case, the motorcycle is presented the way it's ridden.

Memento calendar
Life isn't all business, so pick 12 of your favorite shots, and re-live your great vacation all year! Add the month to each photo, and you'll have a desktop calendar you cherish.

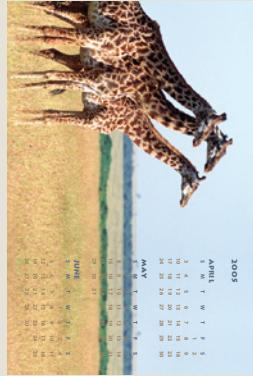


Send memento calendars of the kids to grandpa and grandma (and highlight those birthday(s)!), make calendars of that recent club event to pass out to members, and so on. Everyone likes to remember great times, and a calendar is a classy way to make that happen. Folding format stands easily on your desk, or just print it flat and pin it to the bulletin board.

Don't have 12 shots? Triple up! Three months in a row are handy. Highlight special dates.

Postcard: 6" x 4"

Real life is bumpy! Some photos have smooth backgrounds well suited for small type.
For all others, a translucent panel smooths the background without obscuring the photo.



Light sky, dark stripes and coarse grass are too much for the small type.



A white field easily solves the problem but obscures the image.



Lighten the opacity (here, 75%), which allows the image to show through.

Template, postcard tent

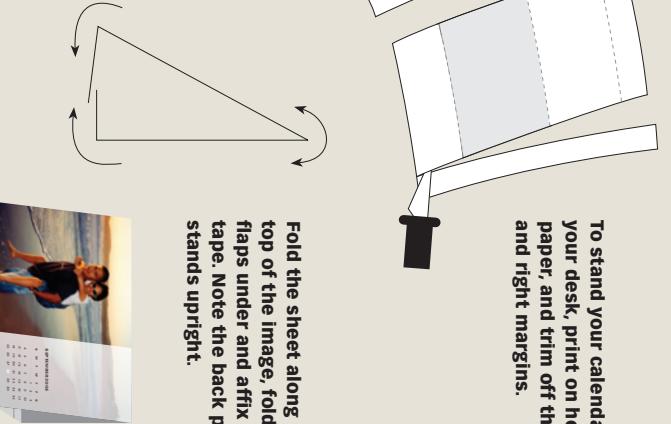
Sheet size (8½" x 11")

Trim size (6" x 11")



To stand your calendar on your desk, print on heavy paper, and trim off the left and right margins.

Fold the sheet along the top of the image, fold the flaps under and affix with tape. Note the back panel stands upright.



Article resources

Article resources

Typefaces	Colors
1 (a–b) Adobe Caslon Regular a) 8.5 pt, b) 3.75/5.5 pt	12 C60 M35 Y0 K0
2 Adobe Caslon Semibold 11.5 pt	13 C4 M4 Y7 K0
3 (a–c) Helvetica Neue Light Ext a) 15 pt, b) 8.75/9 pt, c) 6 pt	
4 Helvetica Neue Medium Ext 4.25 pt	
5 Helvetica Medium 4.25/6.75 pt	
6 (a–b) Adobe Caslon Semibold a) 60 pt, b) 8.25/12 pt	
7 (a–b) Adobe Caslon Regular a) 12/13 pt, b) 9 pt	
8 (a–b) Adobe Caslon Expert a) 43.75 pt, b) 9 pt	
9 Adobe Caslon Bold a) 4.25 pt	
Images	
10 DigitalVision/Veer.com	
11 Image Source Photography/Veer.com	
12 (a–b) Photos.com a b	
13	
Typefaces	
1 (a–e) Helvetica Black a) 16 pt, b) 7.5 pt, c) 6 pt, d) 36 pt, e) 3 pt	7 C25 M30 Y12 K0
2 (a–c) Helvetica Medium a) 7.5/12 pt, b) 6/7 pt, c) 3/4.75 pt	8 C0 M19 Y5 K0
3 (a–d) Interstate Light Comp a) 14 pt, b) 24 pt, c) 10 pt, d) 10/11 pt	9 C25 M0 Y33 K10
4 (a–b) Interstate Black Comp a) 14 pt, b) 24 pt	10 C80 M40 Y100 K20
5 Interstate Regular Comp 10/13 pt	11 C80 M40 Y100 K10
Images	
6 (a–d) Photos.com a b c d	12 C20 M100 Y100 K10
13	C20 M90 Y100 K50
14	C20 M90 Y100 K10

1a ————— july
1b ————— s m t w t f s
2a ————— 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
3a ————— MAY 05
4a ————— 2005
5a ————— 2005
6a ————— 2005
7a ————— Oakridge Hills Book Club 2005 Schedule
8a ————— 2005
9a ————— 2005
10a ————— 2005
11a ————— 2005
12a ————— 2005
13a ————— 2005
14a ————— 2005

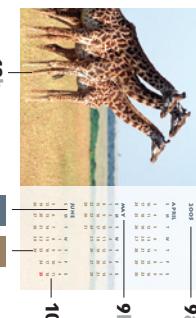
1d ————— september
1e ————— AUGUST 05
2c ————— 2005
3d ————— 2005
4b ————— 2005
5b ————— 2005
6b ————— 2005
7b ————— 2005
8b ————— 2005
9b ————— 2005
10b ————— 2005
11b ————— 2005
12b ————— 2005
13b ————— 2005
14b ————— 2005

notes

12a ————— Executive calendar designs for small and desktop
12b ————— How to design small calendars
13a ————— Executive calendar designs for small and desktop
13b ————— How to design small calendars
14a ————— Executive calendar designs for small and desktop
14b ————— How to design small calendars

Article resources

Typefaces	Colors
1 (a-b) Helvetica Neue Bold a) 78.25 pt b) 12/10 pt	13 C100 M90 Y10 K0
2 Helvetica Neue Medium 8/18 pt	14 C50 M55 Y40 K50
3 Helvetica Neue Light 12/10 pt	15 C40 M20 Y10 K45
4 (a-b) ITC Century Handtooled Bold <i>Italic</i> a) 25 pt, b) 15 pt	16 C25 M35 Y55 K25
5 ITC Century Handtooled Bold 43 pt	
6 ITC Century Bold 7/20 pt	
7 ITC Century Book 7/20 pt	
8 (a-b) Magnesium Lime a) 9 pt, b) 7/9.5 pt	
9 (a-b) Lithos Black a) 9 pt, b) 8 pt	
10 Myriad Bold 6.5/9.5 pt	
Images	
11 BMW of North America, LLC	
12 (a-d) Photos.com a b	



4a

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December 15

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