Fayette Manor Business Card

Faith Ayieta

Multimedia University of Kenya

Applied communication

Copywriting MAC 2315

09/4/2024

Fayette Manor Business Card

**Background**

A business card is an essential tool for establishing the hotel's brand identity and making a lasting impression on potential clients, partners, and guests. For a 5-star hotel aspiring to achieve Michelin Stars, the business card must reflect the luxury, exclusivity, and comprehensive offerings that set the hotel apart.

The business card will serve as a compact representation of the hotel's high standards and unique features, such as its all-inclusive services, diverse culinary options, and luxurious accommodations. It should convey the elegance and sophistication of the hotel, ensuring it stands out in a competitive market. The design should be cohesive with other marketing materials, such as the invitation card and menu, to create a unified brand image.

The business card will be distributed to VIP guests, potential clients, business partners, and media representatives, making it a crucial element in the hotel's marketing strategy. It should be designed to appeal to their sophisticated tastes and convey the exclusivity and luxury of the hotel's offerings.

**Objectives**

1. To create an elegant and professional business card that reflects the hotel's brand and luxury status.

2. To ensure the design aligns with the overall theme of the hotel's branding and other materials like the invitation card and menu.

3. To incorporate essential contact information in a clear and engaging manner.

4. To use design elements that convey the hotel's unique features and high standards, such as its all-inclusive services and Michelin Star aspirations.

**Target Audience**

The target audience for the business card include

1. VIP Guests: High-profile individuals such as celebrities, influencers, and dignitaries who can enhance the hotel's prestige and visibility.

2. Potential Clients: Business executives, corporate clients, and affluent travelers who are likely to utilize the hotel's premium services and facilities.

3. Business Partners: Representatives from travel agencies, event planners, and corporate partners who can collaborate with the hotel for future events and bookings.

4. Media Representatives: Journalists, bloggers, and media personnel who can provide coverage and publicity for the hotel's grand opening and ongoing operations.

5. Local Community Leaders: Influential figures within the local community who can help promote the hotel and its offerings to a broader audience.

**Design Elements**

The design elements for the business card should reflect the luxury and exclusivity of the 5-star hotel, while also ensuring consistency with the invitation card and menu. Here are the key design elements to include:

1. **Color Scheme:**  Use of a luxurious color palette, such as gold and emerald green to convey elegance and sophistication. These colors should be consistent across all materials to create a cohesive look.

2. **Typography**: elegant fonts that are easy to read. Times New Roman can be used for the main text, with a complementary font for headings to add a touch of sophistication.

3. **Graphics**:

- Hotel Logo: Prominently feature the hotel's logo to reinforce brand identity.

- Icons/Motifs: Use of relevant icons or motifs that reflect the hotel's brand and theme, such as stars for Michelin aspirations or culinary symbols for the diverse cuisines offered.

4. **Layout**: Ensure a balanced and visually appealing layout that highlights the key information, such as the hotel's name, contact details, and website. The layout should guide the reader's eye smoothly through the content.

5. **Special Features:** adding of special design features such as embossed text, foil stamping, or a unique card shape to enhance the luxurious feel of the business card.

6. **Branding**: Including the hotel's branding elements, such as the logo, tagline, and any other distinctive features, to maintain consistency with other materials like the invitation card and menu.

**Budget**

1. **Design Software:** Ksh 5,500

- This covers the cost of any premium design software or tools needed to create the business card.

2. **Printing Costs**: Ksh 20,000 for 500 high-quality cards

- This includes the cost of printing 500 business cards on high-quality paper with any special features such as embossing or foil stamping.

3. **Special Features**: Ksh 10,000

- This budget is allocated for special design features such as embossed text, foil stamping, or unique card shapes to enhance the luxurious feel of the business card.

4. **Graphic Design Services**: Ksh 10,000

- This covers the cost of hiring a professional graphic designer to ensure the business card is visually appealing and aligns with the hotel's brand.

5. **Miscellaneous**: Ksh 4,500

- This budget is allocated for any additional design elements, revisions, or unexpected expenses that may arise during the design process.

***Total Estimated Budget: Ksh 50,000***