**Standout- B-**

Sideways on the letterhead

Thought that it would pop out at your face based on name but it didn’t

Watermark to dark

I like the color

**TravelOn- A**

The line connects with the bottom

Its more consistent with the business card and the letterhead

I don’t like how much blank space there is at the top

They could have done more with the envelope

**CollegePrep-**B-

There’s no detail with the address and the letterhead

They have yellow on business card but no where else- less consistency

It just looks awkward

Looks like standard acme corp.

The logo looks like a moon

**HBR- A-/ B+**

What is HBR?

Logo looks like a TV

Reminds me of Italian restaurants

**Elite Image- A**

Business cards look professional

Nice consistency throughout

Like the way they placed the logo in the lines

The way the designed it get across the message of the business

**All-Star Sports- B**

Could tell it was sports related

The letterhead is consistent but they could’ve done more on the bottom

Looks like something to find at health services and not professional