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**Letterhead, Envelope, Business Card Essay**

MeetingSprout’s intended market and primary revenue driver is small businesses, meaning that I had to design my letterhead, business cards, and envelope with that in mind. I achieved a professional design by using clean paper, a simplistic, clean design, and comforting colors and fonts.

I chose the paper color because of how easy it was to look at compared to glaring white paper. The color also has an organic feel to it because of its hints of its brown and ivory color, which goes along with the feel of the logo and theme. The weight of the paper is heavier than standard paper too, which gives it a feeling of structure for the letterhead and business cards, which confirms our overall goal of providing structure in life. The paper is also made of 100% cotton, giving it a soft feel, and is above the quality of normal paper. This paper composition is favored in the small business world over standard printer paper.

The power of three design principle was used on all three of the types of documents. On the all the three types the consistent three components were the logo, contact information, and the gradient block. This makes the print easily recognizable by others, and helps build brand consistency, while complying too one of the best basic design principles.

The colors I used are all organic as well, ranging from earthy greens to sky blues to sky grays. The blue and the green colors are adjacent to each other on the color wheel, so when I use different saturations of those colors across the logo and gradients they fit well together. The text is in a light gray to contrast with the darker logo and gradient block. This draws the attention away from the text and to the logo, and doesn’t throw it in their face. The reader can choose to read the text if they need the contact information or slogan without forcing attention their first.

This effect is good for both college students and small businesses because college students are only interested in the “cool” new website and logo, and therefore wont care about the contact info. Small businesses want to know what it is they are being sold without it feeling like a sell quickly, and the design does this. If they are interested then can proceed to read the contact information. The gradient I used went from the green in the logo to the darker blue and evened out the space on the paper. It also is symmetrically diagonal to the logo and served to accent it while contrasting it with its simplicity versus the logos complexity and detail. On the envelope, however, I used a solid color because they were right next to you and therefore didn’t require contrasting. The solid block serves to break up the monotony of the ivory paper up top, and enhance the arrows and logo below it.

I chose the font Calibri across all the document types because it is simple, clean, and recognizable. This is consistent throughout the logo, contact information, and slogan. Calibri is a humanist san-serif, and feels organic as well, but is very recognizable to viewers, and is seen as a standard in word. This helps us sublimely say through font that we want to become a standard for calendaring in the market. Because it is a standard, businesses and college students will easily recognize it, and attract attention to the text. The only text that is black is the information on the envelope, and this is intended so the mail companies can easily read it.