Introduction

**Art House Letterpress and Paper** is a letterpress printing company in Kazan, Tatarstan, Russia.

They began as a small company only a few years ago and have quickly become a leading printer in Russia. They specialise in letterpress, foil stamping, hand-made paper and paper accessories.

They print manually using original letterpress printers and put their craftsmanship and love into each print, making each work a small work of art.

They are very serious about design and have their own style of work. This makes their products sophisticated, refined and inspired.

As well as having a large number of clients in Russia, they are also well known by wedding agencies and designers from Italy, Georgia, Holland, England and Switzerland.

Description of project and tasks

As **Art House Letterpress and Paper** continue to grow their business, they want to redesign their corporate identity to reflect their heritage.

The Zilant is the official symbol of Kazan. It is a legendary creature that has the head of a dragon, the body of a bird, the legs of a chicken, the tail of a snake, the ears of a canine, red wings, sharp teeth, dark-grey feathers and scaly dark-grey skin.

Their new brand must incorporate a modern version of the **Zilant** and represent the **constructivism** design style. The designs will include English and Russian text.

The designs must be able to be printed by letterpress printing. No raster elements will be used (vector and fonts only).

Additional background information:

The Tatarstan national flower is the Schrenck’s Tulip (Tulipa suaveolens) and the national tree is the Tatarian Maple (Acer tataricum). The name Kazan is thought to have come from the word qazan which means cauldron (or boiler). There are many stories about the origin of the name which are related to the cauldron.

Demographics:

* Gender: Male (30%) and Female (70%)
* Age: 20-30 years’ old
* Location: Europe (with an emphasis on Western Europe)
* Income: Middle (20%) to high (80%)
* Other: They appreciate design, art, vintage style and hand-made items.

Tasks:

* Business Card

You will create one version of the business card in English and one version in Russian. They must include the same vector elements and look as similar as possible (match). They must be two sided.

Specifications

Type and Image

The English business card must include the following:

* English Logo
* English Text in Appendix 1.0b – Business Card Text

The Russian business card must include the following:

* Russian Logo
* Russian Text in Appendix 1.0b – Business Card Text

Size

* Each business card: 50mm x 90mm (portrait or landscape).   
  This must be the document size in Adobe Illustrator.

Colour

* Each business card must include the same Four PMS Uncoated colours (as the logo) with no tints or gradients (only 100% of colour is allowed).

Bleed

* 3.0mm (exactly)

File Type

* Business Card (English)
* 1 x AI — without outlined text
* 1 x PDF File: PDF/X-4:2008 — all text must be converted to outlines
* Business Card (Russian)
* 1 x AI — without outlined text
* 1 x PDF File: PDF/X-4:2008 — all text must be converted to outlines

Naming

Folder name: Business Card

* Business Card (English) file name:
  + YY\_Arthouse\_BusinessCard\_PMS\_English.ai
* Business Card (English) file name:
* Arthouse\_BusinessCard\_PMS\_outlined\_English.pdf
* Business Card (Russian) file name:
  + Arthouse\_BusinessCard\_PMS\_Russian.ai
* Business Card (English) file name:
  + Arthouse\_BusinessCard\_PMS\_outlined\_Russian.pdf

You must deliver

Printout for EACH business card

* 1 x colour print with the front and back on one A4 paper including trim marks for each side (face) and bleed (if required). Ensure that you include your Competitor number on the front, outside of the design area.
* 1 x colour print, double sided, both sides face-up (not one upside-down), trimmed to 100% (actual size). Printed on specified (heavy) stock.

Files for EACH business card

* 1 x PDF file with trim marks, colour bars, and registration marks
* 1 x AI file
* You must include a packaged Adobe Illustrator folder for submission for each design that includes all fonts used.
* You may include any working files in a separate folder called: Working files