

## Overview

This guide outlines the essential steps to design a business card for boAt Lifestyle, ensuring it aligns with the brand identity.

### 1. Layout & Size

- Standard size: 3.5 in × 2 in (89mm × 51mm) with 3mm bleed area.
- Choose layout: Horizontal (standard) or Vertical (modern).
- Ensure safe zones for text and logo to prevent trimming.

### 2. Essential Contact Information

- Front: Company logo, optionally a brand motto/tagline.
- Back: Full Name, Title, Phone Number, Email Address, Website, Social Media, Physical Address (if needed).

### 3. Branding Application

- Colors: Use brand palette — Red, Black, Electric Blue, Neon Green.
- Fonts: Montserrat (headings), Lato (contact text).
- Icons: Use simple line icons for phone, email, social media.
- Patterns/Illustrations: Add waveforms or geometric accents subtly.

### 4. Front & Back Design Tips

- Front: Minimal with logo centered or aligned to left.
- Back: Use grid layout for clean alignment of contact details.
- Optional: Add a QR code linking to website or portfolio.
- Maintain legibility, contrast, and enough whitespace.

### 5. Export & Mockup

- Save formats:
  - AI (for editing)
  - PDF (CMYK, high-resolution for printing)
  - PNG/JPEG (RGB, for digital previews)
- Create mockups using Photoshop, Canva, or Placeit for presentation.

## Final Notes

Ensure the final design is brand-consistent, well-spaced, and visually clean. Present your card in a mockup format.