



Business Card Design Brief  
January 2022

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## INTRODUCTION

I'm a personal and business coach based in Perth, Australia. I need a business card that whilst subtle and elegant, will stand out in its appeal on a table full of cards.

My business name is Sun Coaching and the business card must represent the warmth and brightness implied in the name, without being gimmicky. It must have a warmth and appeal and be easy to read.

# DESIGN BRIEF

## 1. Must Haves

I prefer clean, minimalist designs.

Must align with the feel of my website and socials:

- [suncoaching.com.au/](http://suncoaching.com.au/)
- [instagram.com/suncoachingau/](https://www.instagram.com/suncoachingau/)
- [facebook.com/suncoachingau](https://www.facebook.com/suncoachingau)

Must have a pop of #FFC000 (possibly whole of one side, or at least a block).

Bright or white background.

Easy to read.

## 2. Optional

Possibly incorporate the sunshine/grass picture I have used in website and socials

## 3. Must Not

Must not be black or dark.

Not impersonal or corporate looking.





## ANITA ROWELL

Business & Personal Coach

Phone: +61 (0)431 072462

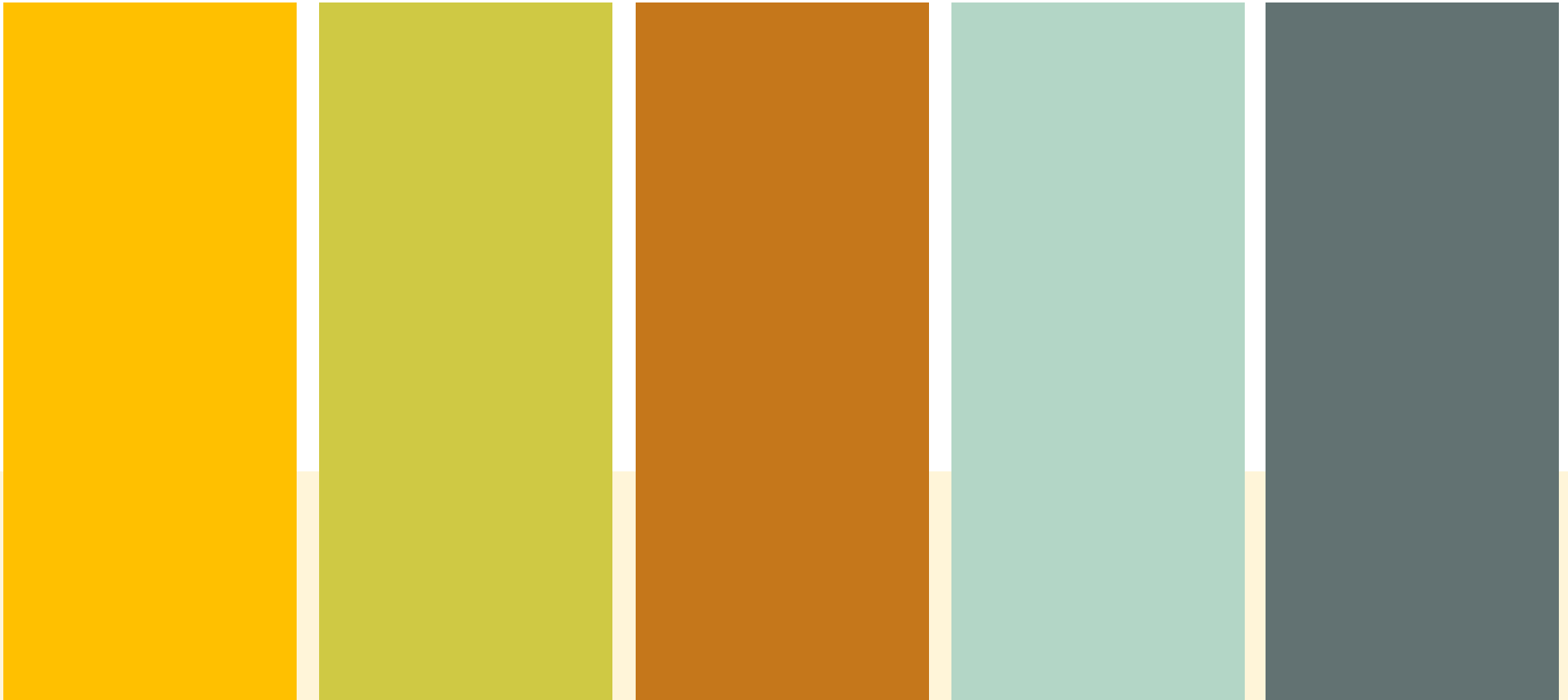
Email: [anita@suncoaching.com.au](mailto:anita@suncoaching.com.au)

Website: <https://suncoaching.com.au>

Socials: Icons for Facebook, Instagram & LinkedIn: @suncoachingAU.

*Optional strapline: "A thinking partner to help you cut through the noise"*

# PRIMARY COLOUR PALETTE



# SUN COACHING LOGO



# LOGO FONTS

Just Sunday

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx  
Yy Zz Áá Éé Íí Óó  
Úú

0123456789

!@#\$%^&\*()\_-=+~?`~±{}[]\|

Lato

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll Mm  
Nn Ññ Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx  
Yy Zz Áá Éé Íí Óó  
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# EMAIL SIGNATURE



**Anita Rowell**

Business & Personal Coach

+61 (0)431 072462 | [www.suncoaching.com.au](http://www.suncoaching.com.au) | [anita@suncoaching.com.au](mailto:anita@suncoaching.com.au)

   @SunCoachingAU

*A thinking partner to help you cut through the noise*

# SOCIALS HEADER



# LINKEDIN BANNER





# EXAMPLES OF SOCIALS

