

Beyond Fitness Business Card Design & Print Brief

Overview

Beyond Fitness requires a premium, two-sided business card design that reflects the studio's identity: exclusive, professional, high-end, and rooted in strength, mobility, and longevity. The card should feel elegant and memorable when handed to a client, with a tactile finish and a minimalist, luxury aesthetic.

Business Card Copy


Front Side (Brand-Facing)

- Logo: Beyond Fitness
- Tagline: Strength • Mobility • Longevity

Back Side (Contact-Facing)

Sarah-Jane Chilton

Owner | Beyond Fitness

 250-891-9363

 sarah-jane@beyondfitness.biz

 beyondfitnessvictoria.com

Print & Finish Instructions

- Format: Standard 2" x 3.5" business card (horizontal), two-sided

- Paper: Thick 16–18 pt cardstock
- Finish: Soft-touch matte (velvet feel)

Front Side

- Background: Deep hunter green
- Logo in raised gold foil (centered)
- Tagline “Strength • Mobility • Longevity” in raised gold foil beneath logo

Back Side

- Background: Cream
 - Text in deep hunter green
 - Contact info centered with clean spacing
 - No foil on the back (legibility comes first)
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Visual Direction

The design should feel minimalist, modern, and exclusive. Think luxury branding: clean lines, elegant spacing, and restrained use of color. The hunter green should dominate the front, with the raised gold foil adding a sense of prestige and tactile quality. The back should be simple and functional, with cream background and deep green text for contrast.

- Fonts:
 - Serif (elegant, refined) for “Sarah-Jane Chilton” and the tagline
 - Sans serif (clean, modern) for phone, email, and website
- Layout:
 - Front = bold, iconic brand statement (logo + tagline)

- Back = clean, functional contact info with generous white space
- Overall feel: A card that signals quality, trust, and exclusivity. It should feel less like a generic gym card and more like a private studio invitation.