

# Business Card Design — Sword & Shield, PLLC

Prepared for the retained designer • Adrian Middleton, Esq.

## ● Overview

I'm a solo-attorney law firm looking for a clean, professional business card design. I have existing firm letterhead, and I'd like the card to feel like part of the same identity. You can follow the letterhead closely or take reasonable creative liberty to modernize it; I'm open to a fresh, polished interpretation as long as it reads as a credible, established law firm.

## ● Firm details (must appear on the card, exactly as written)

Firm name	Sword & Shield, PLLC
Attorney name	Adrian Middleton, Esq.
Title line	Attorney at Law (or your suggested equivalent)
Florida Bar No.	107854
Address	1437 Market Street, Suite 25, Tallahassee, FL 32312-1725
Phone / Cell	850-728-2465
Fax	850-895-3101
Email	service@swordandshield.com
Website	Placeholder; design as if one will be present (URL to confirm)

## ● Design direction

The current letterhead centers the firm name at the top with the address and contact lines stacked beneath it, separated from the body by a horizontal rule. It's traditional and text-forward. For the card, please carry that same sense of order and authority, but feel free to:

- ▶ **Introduce or propose a simple logo or monogram.** The name "Sword & Shield" invites a restrained emblem (for example, a crossed-sword-and-shield mark, an "S&S" monogram, or a heraldic/crest motif), but keep it tasteful and professional rather than literal or ornate. I do not currently have an official logo, so a clean concept here is welcome.
- ▶ **Propose a color palette.** I don't have locked brand colors yet, so I'm open to your recommendation. I lean toward something that signals trust and seriousness (deep navy, slate, charcoal, with a metallic or gold accent would all be on-brand for a defense-oriented firm), but show me what you think works.
- ▶ **Choose typography** that pairs a strong, classic display face for the firm name with a clean, legible face for contact details.

## ● Deliverables

- ▶ Standard **3.5 x 2 inch** business card, front and back.
- ▶ **Two concept directions:** one close to the traditional letterhead feel, one modernized, so I can compare.
- ▶ **Print-ready files** (PDF with bleed and crop marks, plus the editable source in Illustrator/InDesign or your tool of choice) and a flattened preview (PNG/JPG).
- ▶ Fonts and color values documented (CMYK for print, HEX/RGB for digital) so the look can be reused.
- ▶ If you create a logo/monogram, deliver it as a separate **vector file** for reuse on letterhead, signatures, and signage.

## ● Style notes

- ▶ Should read as **established, trustworthy, and detail-oriented**. Avoid anything flashy or visually cluttered.
- ▶ Avoid trends that will date quickly.
- ▶ Prioritize **legibility** of contact information at actual card size.
- ▶ Keep the overall composition restrained and confident.

## ● Process & next steps

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Please share **initial concepts** before producing final print-ready files so I can give feedback. Let me know your **timeline**, your **rate** (flat project fee preferred), and what you'll need from me to get started.