**Wade Right In brief**

**Business:**

Professional consultancy offering corporate training and coaching

**Business card:**

For a professional audience

**Front:** Card must be easy for client to find among many

A bit quirky – implies that it needs thought, needs orientation

White card, black high gloss font

Arrows:

One spot colour – fresh amber-orange, but not fluro nor candy colour

Not a colour that is not feminine nor masculine; old nor young

Meant to represent the amber of traffic lights

? black outline

Oriented left to right and bottom to top i.e. headed in the right direction

May need to work in a straight line for header or footer or invoices (see Landscape layout)

**Back:** Copy to include:

Wade Right In

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May use the by line “Making the remarkable happen”

Very clean and easy to read

Preferred fonts: I like the aesthetic of Century Gothic but with “a”.