

INTRO:

Everything here is either **required** (if noted) or optional (at your discretion). I want your design ideas in the initial version provided to me. The logos, examples, etc. are for your use or consideration. I have all files available in shared drive once designer is selected.

CARD OPTIONS:

- (A) Plastic card stock will be used for printing (use of opaque elements are good for plastic card printing)
- (B) Spot Gloss use (texture preferred) for items such as Icon or picture or elements used
- (C) 2-sided card **required**
- (D) Consider “Partial Cut-out” of logo Icon “M” for design effect during final printed cards (Plastic or metal stock). If so, “M” icon will be integrated into both sides design – nice option

NAME: **REQUIRED**

- (A) Matt Magee

LOGOS: REQUIRED (2) – Prefer Matt Magee Group logo is on front of card & HomeSmart logo on back (HomeSmart logo smaller than Matt Magee Group logo) – see example PAST DESIGNS (second picture expl. = small Sothebys)

- (A) HomeSmart (see below)
- (B) Matt Magee Group (see below)

Mini Logos: REQUIRED (see existing business card example to see how small these can be)

- (A) Realtor
- (B) Equal Housing

TITLE: **REQUIRED**

- (A) Broker Associate & Realtor®

LICENSES: REQUIRED (2) – List these together

- (A) CAL BRE 01860422
- (B) AZ BR 671710000

PHONE: **REQUIRED**

- (A) Main: (844) LIST-SELL
- (B) Mobile: (619) 519-6221

WEB/EMAIL: REQUIRED in Red

- (A) Matt@MattMageeGroup.com
- (B) IG: [@MattMageeRealEstate](#)
- (C) URL: MattMageeGroup.com (not required)

PICTURE ELEMENT: **REQUIRED**

- (A) Options (either)
 - a. Face or “Split Face” (full on 1 side OR half on ea. side of card – see example).

BRAND COLORS:

Fonts/Type: ADAM.CG PRO & NewsGoth BT

- (A) Blue = 293543
- (B) Red = BF2826 (*I believe this is correct*)
- (C) White = FFFFFFFF
- (D) Black – 000000

COLOR NOTES:

- (1) Consider one side of card with BLUE background OR WHITE background & one side of card with BLACK or WHITE background.
- (2) If color scheme is a BW scenario/design – it will be a requirement to add (Red/White/Blue brand colors/elements) on the card somewhere.

TAGLINES: (Required in Red)

- (A) **San Diego & Phoenix** (prefer on front of card, under “Matt Magee Group” logo)
- (B) Residential. Investment. Development. OR
- (C) Buyers. Sellers. Investors.

- (D) #WhatMovesYou
- (E) IG: MattMageeRealEstate
- (F) 10For10.org
- (G) #OwnYourFreedom

ADDRESSES: 302 Washington Street San Diego, CA 92103 & 13166 W. McDowell Rd #B Goodyear, AZ 85395

QR CODE: (Optional for card – NOT Required)

- (A) Colors to be revised & customized to existing logo colors – see previous card example w/centered logo icon (see icons below). Place words “Scan with Phone” on side (see “Past design Business Card” below as example)



[www.Tagobile.com]

CARD EXAMPLES: (SPOT GLOSS USE)

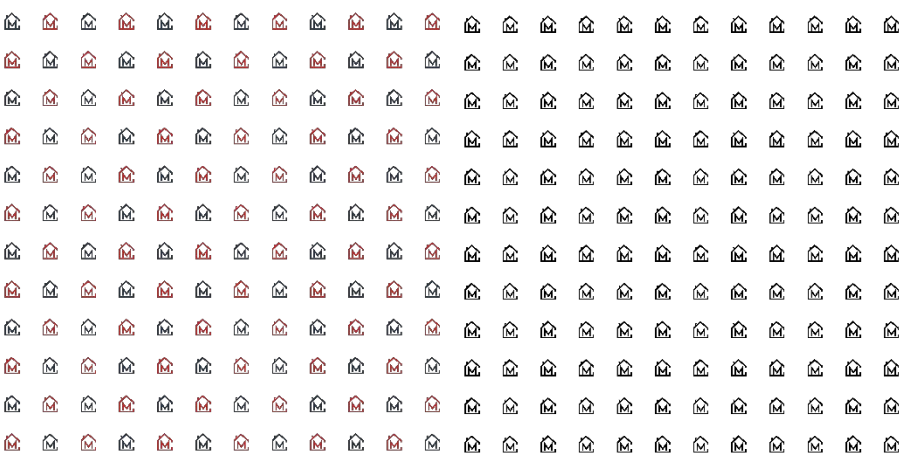


(this left example – consider face pic as a “watermark” position like “city skyline”) – like contrast here for a BW version

BUSINESS CARD DESIGNS I LIKE:



ELEMENTS for possible use (not Required): (BLK v. or RED/BLUE v.). *May use as a line/strip of icons up one side of card, etc.*



CONTACT ICONS – desired but not required



Adding design elements (like stars above) OR (brand colors) OR colored lines, etc. to the card may be needed – you can add your creative stamp here

LOGO ICONS:



LOGOS REQUIRED (Optional to use either color scheme with your design)



COMPANY LOGO: REQUIRED Convert HomeSmart logos to Black or BW. Can be small in size – (See *PAST DESIGN* and use of “Pacific Sotheby’s logo sizing”)



MINI LOGOS: REQUIRED (see existing business card example for small sizing)



PAST DESIGN - BUSINESS CARD: (2-sided, never used)



PHOTOS EXAMPLES: *Here are recent photos you can choose to use.*



PICTURE NOTE: the picture you edit & use:

- (1) I want the picture's background removed.
- (2) I would ultimately like a smaller version than my own examples (show space above my head).
- (3) Whiten eyes and teeth. Smooth out shirt shoulders in Blue shirt picture with big wrinkles.
- (4) Use BW version is preferred for "more modern design" effect.
- (5) Will consider "Cartoon App" version of my picture

MY DESIGNS:

These are my ideas for one concept (my concept). In my brief attached (above this) I'd like to see this version in a blue, a White and a black background version. These versions (White) are just because I do not know how to change the background. I'd also like to see this concept with a properly cut out "me". I quickly selected it in MS Paint. I would not mind my face pic inverted (turn black to white and white to black) depending on the background color.

In a BW scenario (one-side or both) The BW side MUST have red & blue elements/text integrated (RED/WHT/BLUE are branding colors). I.E. BW face w/blue eyes OR red/white/blue color bar across bottom of card, etc.

Below is just an example. YOUR version, YOUR creativity is what I want. I do need a picture on the front and right or left side I will consider. I may want the face on the left side of the card instead or in color. If in color please whiten the teeth and eyes.



Matt Magee

Broker Associate & Realtor

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Mobile: (619) 519-6221

Residential. Investment. Development.



Matt Magee

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Behance

Activity Discover Live Profile Jobs Create a Project

Multiple Owners

Follow All

nymbl.
Art Direction, Branding, Web Design
78662 5037 292
Published: December 8, 2015

Appreciate Project

Behance

Activity Discover Live Profile Jobs Create a Project

Anagrama Studio

Follow

50 Business Cards
Branding, Graphic Design, Print Design
214980 8689 248
Published: September 16, 2014

Appreciate Project

