

Business Card Project

A business card design is needed for a new company in healthcare. These cards will be used by the Executives of the companies and therefore should be “high-end” in design.

Company 1 – Sabal Therapeutics

This is a brand-new company and therefore no branding has been developed yet. To date only a logo has been created. There isn't a website, printed collateral, etc.

About the company: Sabal Therapeutics is a pharmaceutical commercialization services company based in Athens, Georgia. The company employs an innovative business model designed to allow domestic entrepreneurs and international pharmaceutical companies to gain a foothold or otherwise participate in the robust US market. In addition to technical services, clients have access to sales, marketing and administrative expertise and, if desired, turn-key entry into the pharma space.

Here is the company logo (AI file attached):



I am looking for something that is different with high appeal. Since they will be used by executives they should feel very corporate and not be too friendly.

For the first card, please use the following information:

Sabal Therapeutics, LLC
244 E Washington Street
Athens, GA 30601

Gregory Graf
Senior Director of Marketing
ggraf@sabalrx.com
864-841-9381 office
864-346-9729 cell

Once we select a design, I will need several other versions of the card created for additional people. This needs to be done today.

Specs:

- **Cards can be one sided or two.** If we find it's difficult to place the entire logo on the front, maybe we break it up into the "S" on the front and the entire logo on the back. Just an option. I'm open to any and all ideas.
- Files should be created in CMYK format
- Attached is a template from the printer that shows their file requirements

- Cards will be standard business card size – 2" x 3.5"
- I believe the FILE should be exactly 3.625" x 2.125" in size and 300 or greater DPI (see template)
- **Cards will be printed full color, 2 sides on 16 pt C2S card stock with NO COATING**
- Cards will be printed using a digital printing method – not offset