

Behring Companies Business Card Design Brief

Purpose

- We need a new business card for our Private Equity Real Estate Development firm, “Behring” and our EB-5 regional center “Berkeley Regional Center” on one card.
- We prefer a design that is simple, elegant, and represents the luxury products we design and build as well as the financial security and stability our successful history has produced.
- We are an industry leader in our field and 3rd generation family business that has evolved into an institutional quality investment platform.
- Considered design size is standard business card dimensions (3.5 x 2 inches with an additional 1/8 inch space for design elements or backgrounds that extend beyond the finished size of your piece.

Business Organization Name

- Behring Companies

Industry

- Real estate development and financial services

Website

- www.behringcompanies.com

About Our Business – What Do We Do?

- Behring Companies is a real estate development, private equity investment, and EB-5 regional center operator. As a developer, Behring has drawn on its family history of over 60+ years of developing real estate to create a unique “one-stop shop” investment platform for international real estate development and investment. Behring’s executive team has executed the development, construction or investment in over \$1.5 Billion in valuable property.
- As a developer, Behring Companies focuses on luxury residential projects in top tier markets such as the San Francisco Bay Area
- Behring is a global firm and operates in North and south America, Asia and Middle East.

Who are our customers?

- High net worth individuals
- Highly skilled technical workers and physicians in the US seeking investment-based immigration opportunities
- Sophisticated private equity investors
- Intermediary partners include domestic attorneys and investment brokers, as well as international agent networks
- US real estate developers

Business Card Design Element Style Preferences

Luxury	<input type="range"/>	Value
Masculine	<input type="range"/>	Feminine
Traditional	<input type="range"/>	Modern
Serious	<input type="range"/>	Fun
Safe	<input type="range"/>	Daring
Simple	<input type="range"/>	Detailed

Must have: (Providing placeholder info for personal information, please design for longer character spaces, longer names and addresses etc..)

- Logo for Behring
- Logo for Berkeley Regional Center
- Full name: Colin Behring
- Job title: CEO
- Email address: cbehring@behringcompanies.com
- Cell phone number: +1.925.997.9032
- Office number +1.925.575.9634
- Office address: Bishop Ranch 3, 2603 Camino Ramon, San Ramon, CA.
- Website: www.behringcompanies.com

Preferred Considerations:

- More simple design
- Aesthetically compatible with our website design
- Color palette including but not limited to white, black, and red (as per logos)

Logos provided in ai format.