

VERALOCITY BUSINESS CARD PROJECT BRIEF

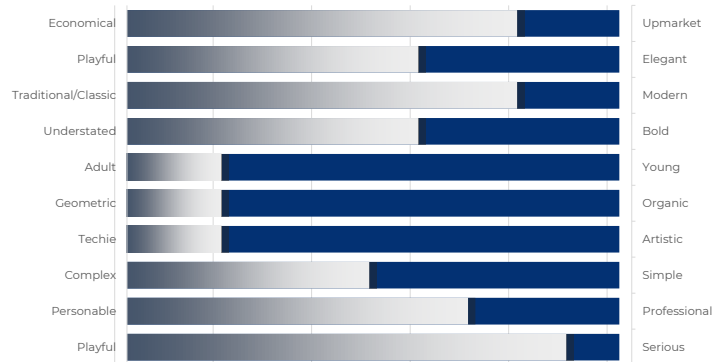
OBJECTIVE:

Veralocity is a business-to-business professional services company in the legal sector. They typically present to c-suite and executive functions who are looking for providers with expertise, and experience. Our business card should look and feel professional and contemporary, but we are not a startup tech company, so we want the tone to be more mature.

The company name comes from VERITAS (truth) and VELOCITY (speed) and so we sometimes use a “Bringing speed to truth in legal services” tag line. To be clear, this should not be on the card itself, but should inform the design direction.

BRAND TONE:

We’re trying to hit the following attributes



COLORS & FONTS:

Colors can be pulled from the following website: <https://veralocity.tech/>

- Primary colors: Blue (as shown in header and footer)

Secondary colors: Silver (as shown in hero shot [woman with laptop])

Fonts The company uses contemporary sans serif fonts like Montserrat and Gilroy (or equivalent)

DESIGN AESTHETIC:

The image to the right shows a slide from our sales deck. The muted V watermark that flows off the page is an attractive design element.

We also like the balance of white space (not the color but the lack of clutter). We’re not overly minimalist, but clean!



BUSINESS CARD DETAILS

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