**![C:\Documents and Settings\VANMSUE\Local Settings\Temporary Internet Files\Content.IE5\NYCFZOPF\MCPE01923_0000[1].wmf]()Desktop Publishing**

**Assignment 8 Business Information Set**

**Proportion and Balance**

**Remember Occasions Event Planning?** You created a flyer to advertise their business. They specialize in planning all types of parties as well as conferences and other events. They also sell party supplies and rent equipment for events.

Now it’s time to apply **focus, balance** and **proportion** and create a “family” of documents (business information set). A business information set should have a unified look and feel. The set will consist of three documents:

* Business Card: Use a blank business card (3.5” x 2”)
* Letterhead Stationary: Use an 8.5” x 11” blank page with zero margins. Set a guide from the top margin at 1.5”
* Envelope: Use a blank envelope size No. 10 (9.5” x 4.125”)
1. **Create a logo first**. A ***logo*** is a unique design that may be made up of combinations of letters, words, shapes, symbols, AutoShapes, WordArt objects, other drawing objects, or graphics. A logo may serve as an emblem for an organization or for a product (a combination of text and graphics used to identify a business or product). An effective logo is very important to an organization because it must convey the company’s message and must be instantly recognizable to customers. The logo should small enough to fit on a business card or on a letterhead.
2. In addition to the logo, the name and address of the business (shown below) must be included on all three pieces of the set. You must also include ***“For all your event planning needs!”***
3. Be sure to use the same design/look for all three pieces of the set. Remember that you are creating a “family” of documents that will create an identity for business.
4. You must include the logo and all information on all three pieces of the set.

Occasions Event Planning

675 Third Avenue

New York, NY 10017

212-555-1234

Fax: 212-555-1235

[www.occasions.com](http://www.occasions.com)

***“For all your event planning needs!”***