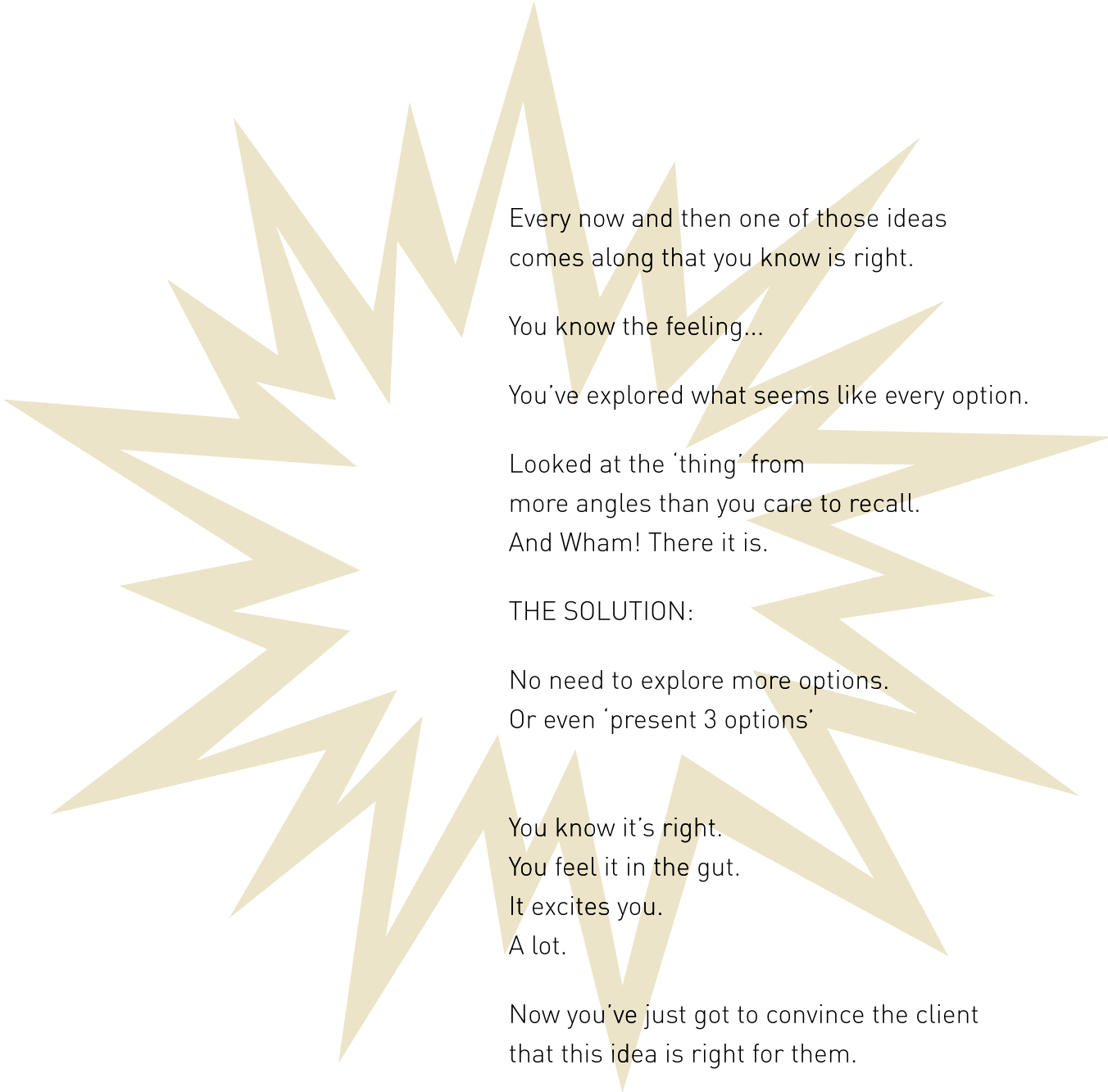




The **NEW!** Bright Corner business card...  
(yes, it needs a presentation)



Every now and then one of those ideas comes along that you know is right.

You know the feeling...

You've explored what seems like every option.

Looked at the 'thing' from more angles than you care to recall. And Wham! There it is.

THE SOLUTION:

No need to explore more options. Or even 'present 3 options'

You know it's right.  
You feel it in the gut.  
It excites you.  
A lot.

Now you've just got to convince the client that this idea is right for them.

This is one of those times...

What is a business card?



An object you hand  
(or mail) to somebody.

It should fulfill 3 functions:

1. Communicate contact info
2. Communicate something about what you do/your company does
3. Create a memorable impression

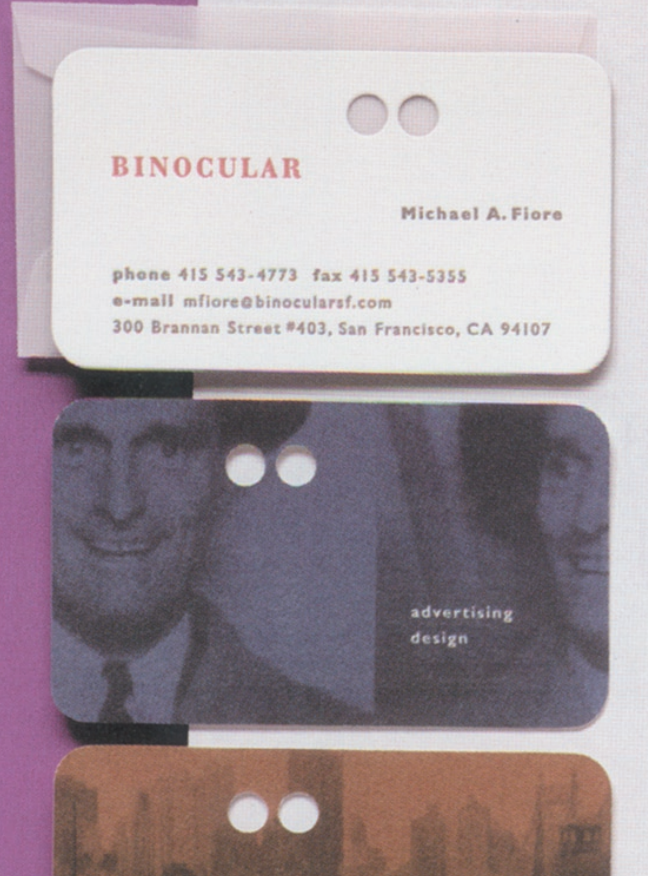
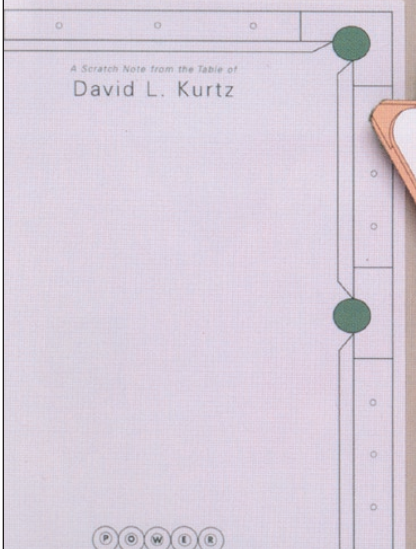
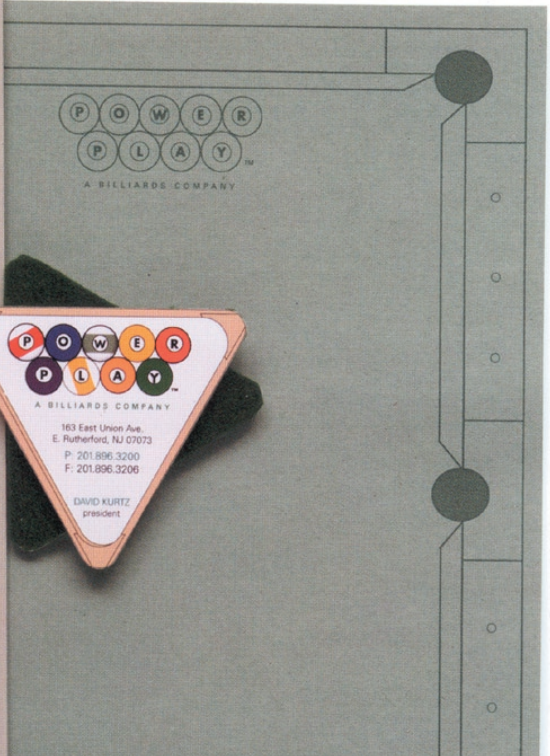
Let's focus on the **“CREATE A MEMORABLE IMPRESSION”** bit...

### *Lest Ye Be Frightened...*

For Bright Corner, I avoided using a really creative visual design as the means of creating this memorable impression (the common solution—and rightfully so—for many design agencies).

While the card does (as you'll soon see) create a memorable impression, this solution does respect that 'visual design' is the focus of only one third of our group.





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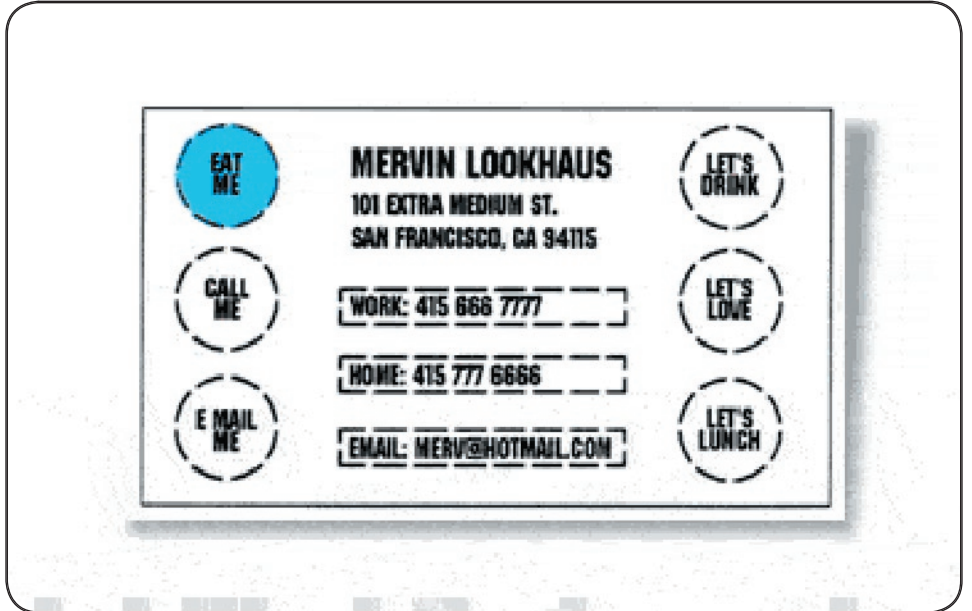
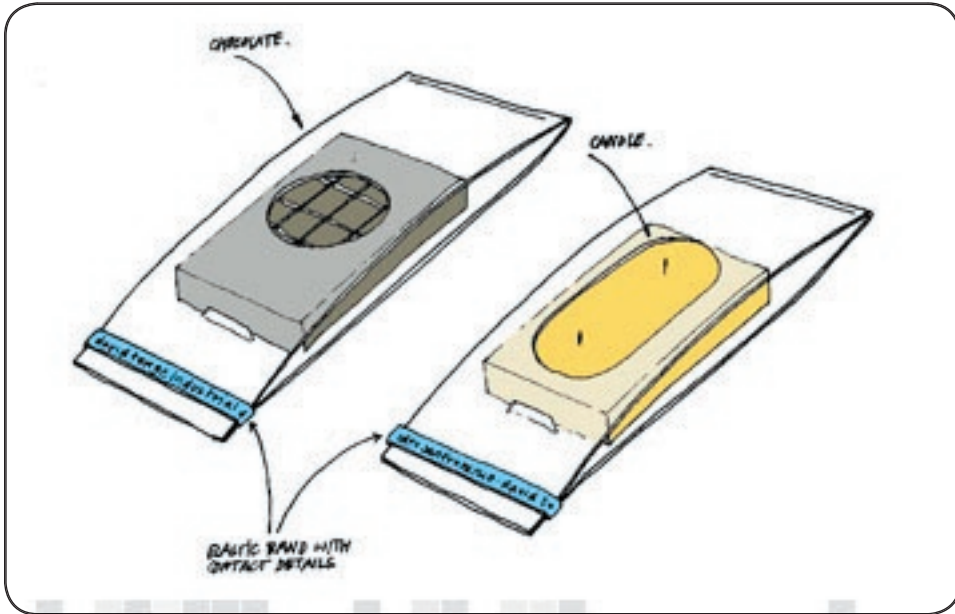


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(AND NOW, BACK TO BRIGHT CORNER)

# some Observations:



## <THE LOGS ON THE FIRE>

- Our value—and the creativity we have—comes out in our thinking and ideas
- We are all creative/innovative/entrepreneurial thinkers
- Bright Corner is the sum of its people  
(while this is true of most service agencies, it is especially true of Bright Corner, where we hire mostly 'rock stars')
- We are all multitalented...  
(Which also means we play a lot of roles and do a lot of different things)
- We are all passionate about what we do
- We all have our own 'missions' and agendas...
- We are all creative problem solvers, who question assumptions and instructions handed to us— we seek 'better way' of doing things

And... (pretty important to me!)

- One of our 'brand goals' is to make working with Bright Corner an **experience** (workshops, deliverables, our approach, etc.)

< drumroll, please >

**Stephen P. Anderson** designs experiences for people. He loves to create— innovative new businesses ideas, new navigational frameworks, paper airplanes. And he's a freak about the details. Whether he is painting with pixels or mixing Sartre and Strategy, everything is a creative problem (or opportunity). Oh, and don't get him talking about Design...



Need to reach him?

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**Keith Jacobs** is the 'glue' that holds Bright Corner together. When he's not out selling, he's pretty good at wasting the team's time with an esoteric discourse on the merits of capitalism or comments on the future of hockey. He keeps payroll on time, and he's pretty good at closing deals.



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**Garrett Dimon** is obsessed with usability and efficiency, convinced that "If it needs instructions, it doesn't work." From cross browser testing to usability testing, Garrett is the guy that'll make it work better. He's a big fan of simplifying things, which sometimes puts him at odds with the visual designers. And, as if he didn't have enough missions, he is on a crusade to help people understand that their web site's content should be much more than an afterthought.



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# 8 Reasons of LOVE THESE CARDS:

(A.K.A. "My Comments")

1. First off, wow. These are ~~cool~~ original. Like us, the idea is what's creative, not the visual.
2. These cards are conversation starters, revealing a little bit about us professionally.
3. They avoid the whole 'title' thing (which varies based on project/role), while solving the problem of making it clear what we do and the value we will bring to a project.
4. These cards communicate who we are (professionally) as individuals.
5. These cards **express** the Bright Corner personality. Professional, yet informal. Easy to work with. Disarming.
6. These cards **demonstrate** how we approach things: in a creative, unconventional way, but without the crazy trappings typically associated with those words.
7. As personal and unique as each card is, they are all 'anchored' by one consistent element: the Bright Corner logo.
8. The logo is pretty interesting—when you can actually see it! To make it more of a focal point, it has been intentionally broken apart from the Bright Corner name, allowing it to be displayed alone and at a larger size.

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Next Steps:

Approve this concept

All cards get produced

We all get cards