



student name

period

date

Setting Text for Business Cards

- When setting the text for business cards, don't set the type too large or too small. Set the type between _____ point and _____ point.

- Make sure to group together the information that belongs together by using the principle of _____.

For example, group the street address, _____, _____ and _____ together.

You may want to group all the phone numbers together and have them separate from the _____. The employee _____ and _____ should be grouped together.

- When setting the state, either spell out the word completely or use the correct U.S.

_____.

- Notice that the abbreviation is set in all _____ without a _____.

- Remember to use _____ for proper nouns.

- When setting, P.O. Box, don't space after the _____ following the P. Also use _____ when using punctuation after caps.

- Ordinary _____ figures tend to look a bit too large when set at the same size. Set lining figures _____ to _____ point smaller than the rest of the text on the line.

- Some fonts, including the Adobe “Pro” fonts have _____ figures. These figures are designed like lower case letters, with _____ and _____, so they fit better in a line of type.

- Use oldstyle figures when available to set a _____ mood.

- There are a variety of alternatives to the _____ that typically surround the area codes. On a clean page, parentheses tend to make the numbers look _____.

- Avoid too many different _____. Use a readable type face for the text to complement the larger display type. Try some family _____ to add variety.