# Sunset Lagoons Business Card Design

## Design Elements

### Front Side

* **Background**: Gradient from light orange (top) to light blue (bottom) mimicking the sunset-to-water transition in the logo
* **Logo Placement**: Centered at the top third of the card
* **Company Name**: “SUNSET LAGOONS” in bold typography beneath the logo
* **Tagline**: “Luxury Pool Experiences in the Gem State” in elegant serif font
* **Contact Information**: Centered below tagline:
  + Name and Title of employee
  + Phone: Direct line and/or cell phone
  + Email: name@sunsetlagoons.com
  + Website: www.sunsetlagoons.com

### Back Side

* **Background**: Full bleed image of the Idaho outline with a subtle topographic pattern
* **Service Areas**: Text listing “Serving Boise, Nampa, Meridian, Star, and Middleton”
* **Social Media**: Icons for Instagram, Facebook, Pinterest, and Houzz with handles
* **Address**: 1250 W Sunset Ridge Dr, Boise, ID 83713
* **QR Code**: Small QR code in bottom corner linking to the company website

## Card Specifications

* **Size**: Standard 3.5" x 2" with rounded corners (1/8" radius)
* **Material**: 16pt cardstock with soft-touch matte lamination
* **Special Features**: Spot UV coating on the logo to create a subtle shine effect
* **Printing**: Full-color double-sided

## Card Variations

* **Owner/CEO**: Premium version with metallic ink accents and embossed logo
* **Sales Team**: Standard design with individual contact information
* **Design Team**: Standard design with “Pool Design Specialist” title
* **Installation Team**: Standard design with “Master Pool Installer” title

## Distribution Strategy

* Standard business protocol (meetings, networking events)
* Included with all proposals and quotes
* Left with potential affiliate partners (real estate offices, home builders)
* Displayed at local luxury home shows and events

## Ordering Information

* Initial order: 1,000 cards (250 each for 4 key team members)
* Reorder threshold: When inventory reaches 50 cards per person
* Local printer recommendation: Idaho Printing Company for quality control and quick turnaround