

## 5. Takeaways: Business Cards, Hang Tags and Brochures

A **business card** is an important and most commonly requested contact.

A **hang tag** is a printed message on card stock or paper, which is given out with or attached to each piece. It tells the story of the work, including the artist's name and where, how and why the object was made. Includes care instructions, if any.

A hang tag may double as a business card.

Ivy Leaf bookmarks are hand crafted of copper, silver-plate brass and black steel. Each piece is flattened so the bookmark will not damage the pages of your favorite book. Each is packaged on its own recycled paper card, which expresses the comforting statement: "So you'll always know exactly where you are."

Enjoy the whimsy, grace and functionality of these designs  
...and read on!

**Rock n' Roll Productions is the result of a serendipitous collaboration between photographer Bev Sparks, designer Miriam Works and artist Lynn DiNino. Each card is a reproduction of an original photograph, which was individually hand colored by Bev Sparks in her whimsical retro style. They are shot on location at kitschy Northwest landmarks and are avidly collected by zany hipsters in exotic locales throughout the USA. No subject is sacred: inspirationally upbeat roller blading grandmas, underachieving yuppies, fashion challenged bowlers and disobedient nuns are equal objects of the trio's irreverent humor.**

**We hope you enjoy them!**

**Rock n' Roll Productions**

**A portion of profits is donated to organizations dedicated to increasing mobility for people with disabilities.**

A **brochure** is a booklet, packet or sheet of images and information on designs, prices, policies, and delivery times. A brochure should be considered only if an artist is making the same items again and again.