**Business Card Pt. 2**

Adding Guides

* Place a vertical guide 1/8th inch away from the left and right sides of the card. If you need to modify the position of the guides after dragging them to the artboard, choose View -> Guides -> Unlock Guides

Creating a shape for the guide

* Draw a new rectangle between the two vertical guides that you created. Extend the bottom of the rectangle about two-thirds down from the top of the business card.
* Give the new rectangle a contrasting fill color.
* Drag the corner widgets toward the center of the rectangle to round the corners of the shape.
* Use the selection tool to select both of the shapes.
* Switch to the Shape Builder Tool and hove over the artwork.
* While holding Alt, drag across the shape of the rounded rectangle, including the area that is partially overlapping the brown rectangle.

Adding Text for the Logo Type

* Using the Type tool, drag to create an area type object that is roughly half the width of the card, but centered at the top within the open area of the shape.
* Type the words you would like to add.
* Change the font to whatever you wish.
* In the character panel, change the size of the text.
* If necessary, adjust the Leading.

Adjust the Kerning and Tracking

* Access the Character Panel by going to Window -> Type -> Character and adjust the Kerning and Tracking to make your text more aligned and dynamic.