

Eye-catching calendar designs for wallet and desktop

# How to design small calendars

*Continued* ▶



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Electronic organizers are a great way to manage your calendars when what interests you is *data*. But to tell a story, present a product or stir a memory, you'll want a good, old-fashioned paper calendar—the kind with the beautiful picture and an appealing design. A good calendar will be *kept* and *used*. It's a great way to bring people together.

What's fun is that with modern desktop printers that render tiny type clearly, a calendar of your own is easier than ever to make and use.

What follows are two calendar sizes printable on letter-size paper: business-card size and postcard size. The business card is intended for wallet or purse; the postcard can be printed flat or folded into a stand-up desk calendar.

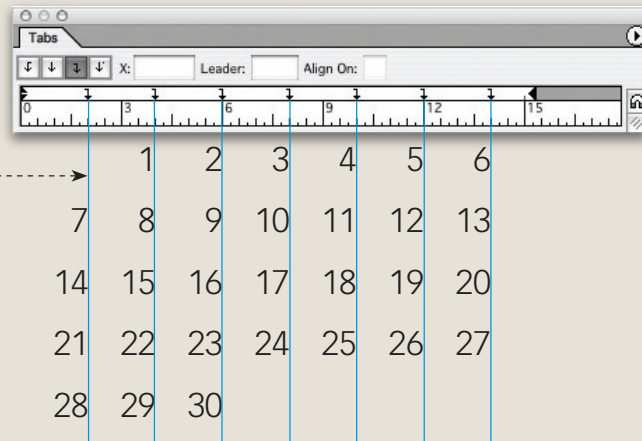
Making a beautiful calendar will require your artistic eye. Let's get started.



### A word about type . . .

You'll be setting a lot of dates; the smaller they are, the plainer the typeface should be. Also, generally speaking, evenly spaced numbers look best.

#### Use right tabs, and space evenly all around . . .



#### . . . no columns

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
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#### How plain is plain? Here's what to look for:



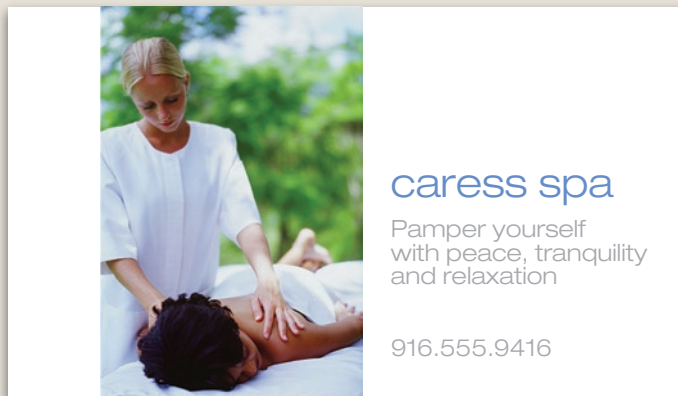
#### . . . no rows

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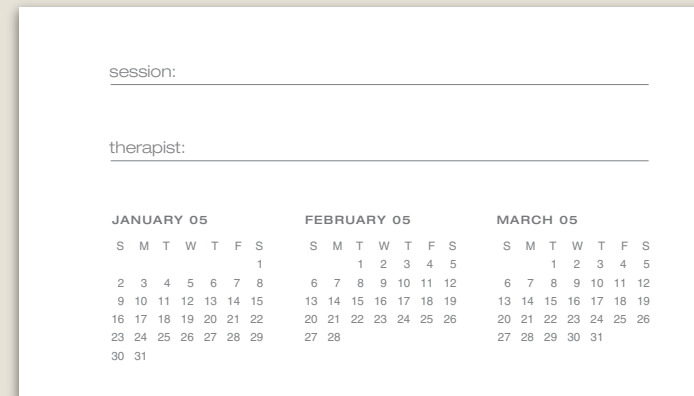
### Appointment calendar

Work by appointment? Here's a beautiful way to keep track of several in a row. Put a lovely reminder of a relaxing visit on the front and a three-month calendar on the back.

Front



Back



**The size of a business card, this attractive and functional reminder can easily go anywhere. It has plenty of room for both business and appointment information. On the back, pencil in your name, and circle those important dates. Print one calendar every quarter.**

Business card: 3.5" x 2"

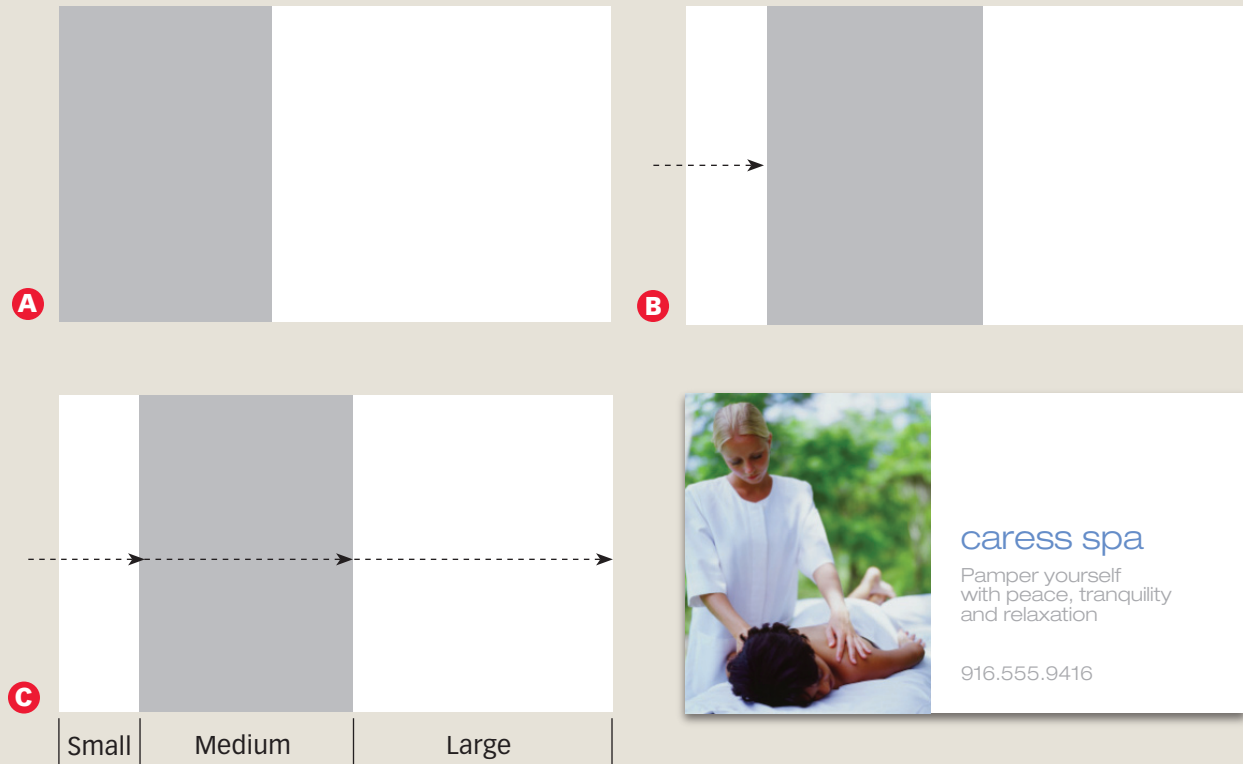
A business card doesn't offer many options for photo placement, but a simple move to the right adds tension to the design by turning passive space into active.

**A)** If you place the photo on the left, it divides the space in two—a photo area and a white area.

**B)** But move the photo in, and the design changes; our eyes now “connect” the two white areas, and we perceive a photo atop a white field.

**C)** Although we perceive two elements (some viewers perceive only one: the photo), we actually see three from narrow to wide. And because our eyes follow *sequence*, the result is dynamic **tension** that really activates this card.

With the photo in its leftmost position, the card is attractive but static; it's without the liveliness that the divisions of space contribute. (Compare to original on [previous page](#).)



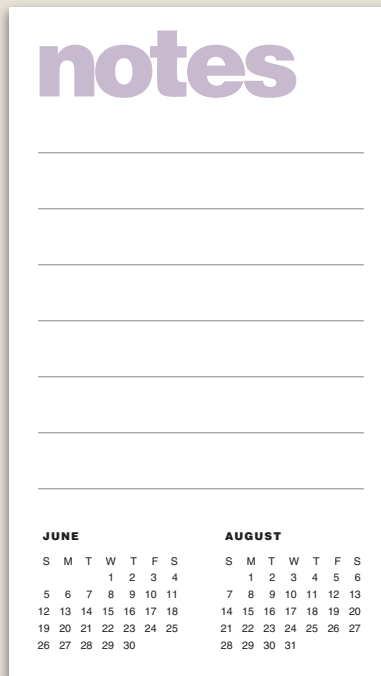
### Promotional calendar

For the enterprising businessperson, distributing a monthly calendar is a great way to keep your name in front of your audience.

Front



Back



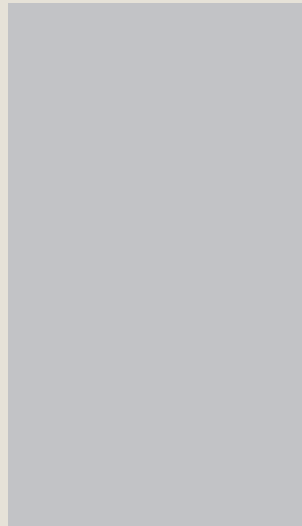
**This lively calendar has big numbers, a roomy space for notes and the month before and after the current month; the point is to make a calendar that's attractive and *useful*. Mail one every month with your name and contact information; soon, your clients will look forward to seeing you coming!**



Mail a new calendar every month; a change of color keeps it fresh with very little effort.

Business card: 2" x 3.5"

Four kinds of *depth*—value (light-dark), scale (big-small), overlap (front-back) and dimension (round-flat)—make name and logo jump off the page, exactly what you want in your card!



**One depth**  
Solid background,  
neutral value



**Two depths**  
Atop the neutral field,  
small white dates recede.



**Three depths**  
The large year also  
recedes but not as far,  
because we perceive  
large objects as closer.



**Four depths**  
Name and logo are the only dark  
objects on the card and practically  
jump off the page. Overlap contributes  
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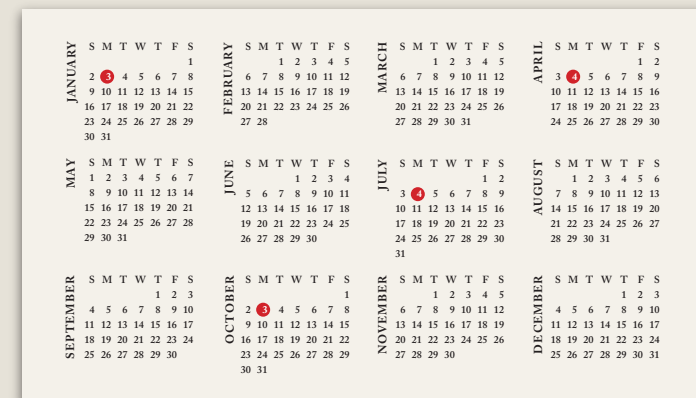
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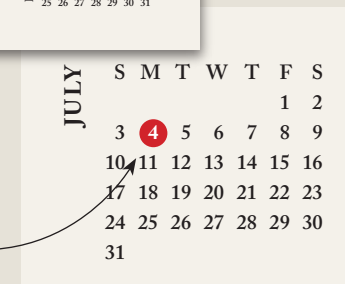


Back



Oakridge name can be this small because the book carries the theme visually; dates stand out clearly against the high-key (predominantly light) image. Note the dates are also highlighted on the back. Classic, book-style typeface (Adobe Caslon Expert) supplements the handsome, literary look.

Highlighted dates



Business card: 3.5" x 2"



### Promotional calendar

A 6" x 4" postcard has plenty of room for calendar, product images and contact information. It's easy to print, inexpensive to mail and sticks to a bulletin board or refrigerator door.



**OVERTIME SPORTS OUTLET**  
We Buy and Sell Used Equipment

835 East Kettleman Lane  
Redwood City, CA 94059  
650.418.7172  
www.overtimesports.com

**MAY 05**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
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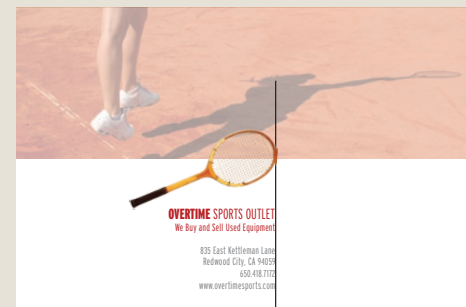
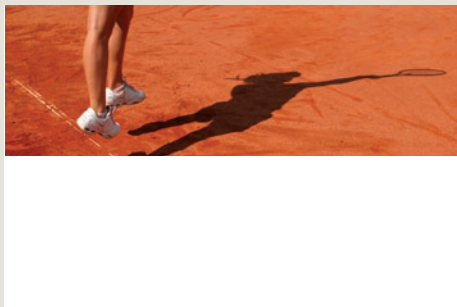
**AUGUST 05**

S	M	T	W	T	F	S
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28	29	30	31			

**Generic background shots are easy to find and combine naturally with real product shots, a good way to stretch your photo dollar. Business name is central—literally in the middle—and the calendar is colored to match the image. Give your customers one a month—just put a stack next to the cash register—and they'll soon be on 'fridge doors everywhere!**

Postcard: 6" x 4"

A regular series of postcards will keep customers' enthusiasm high. The key to a successful campaign is a consistent look—same sizes, styles and layout month after month.



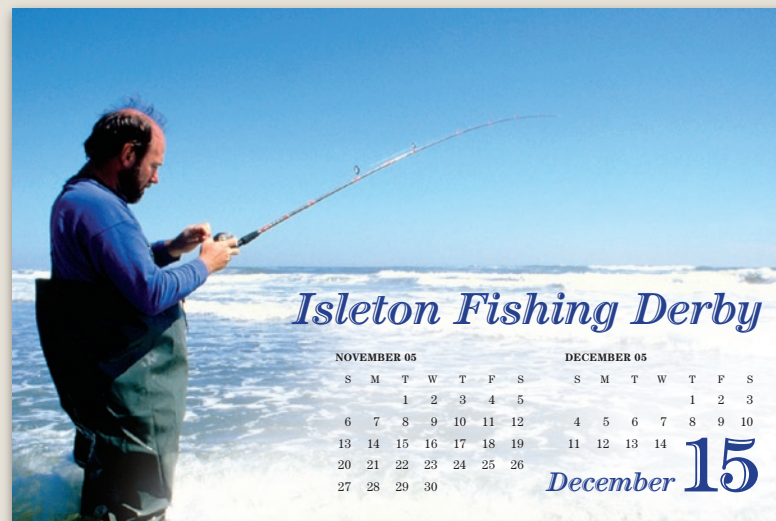
**Top half is an establishing image of general sports action.**

**Centered product spans halves. Note that its photographic depth creates an arresting focal point.**

**Company information aligns right down the center.**

### Countdown calendar

Fun for an event, a new product rollout, a special sale or whatever, a countdown calendar starts with *today* and ends with *the day* in big numerals easy to see and remember.

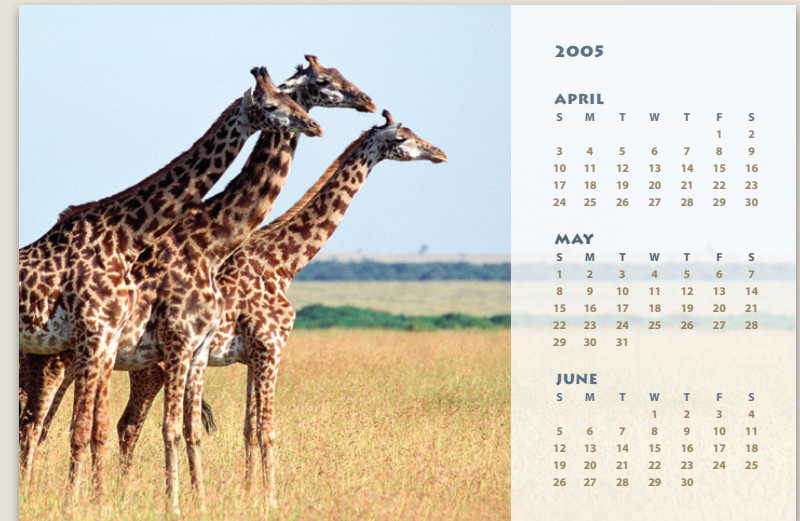


Start with one big focal point (note that on both cards it's off to the side); place your calendar in an open area, and make your ending date BIG. Left, postcards can be vertical, too; in this case, the motorcycle is presented the way it's ridden.

Postcard: 4" x 6"

### Memento calendar

Life isn't all business, so pick 12 of your favorite shots, and re-live your great vacation all year! Add the month to each photo, and you'll have a desktop calendar you cherish.



Send memento calendars of the kids to grandpa and grandma (and highlight those birthdays!), make calendars of that recent club event to pass out to members, and so on. Everyone likes to remember great times, and a calendar is a classy way to make that happen. Folding format stands easily on your desk, or just print it flat and pin it to the bulletin board.

Don't have 12 shots? Triple up! Three months in a row are handy. Highlight special dates.

Postcard: 6" x 4"

Real life is bumpy! Some photos have smooth backgrounds well suited for small type. For all others, a translucent panel smooths the background without obscuring the photo.



Light sky, dark stripes and coarse grass are too much for the small type.



A white field easily solves the problem but obscures the image.

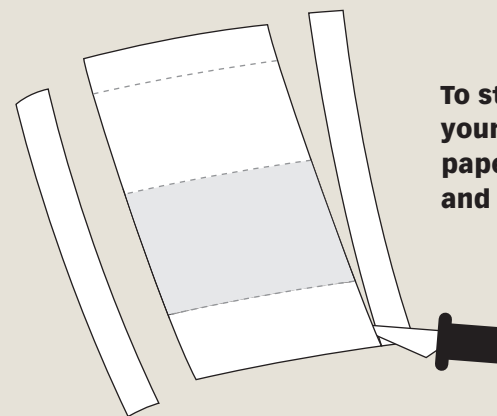
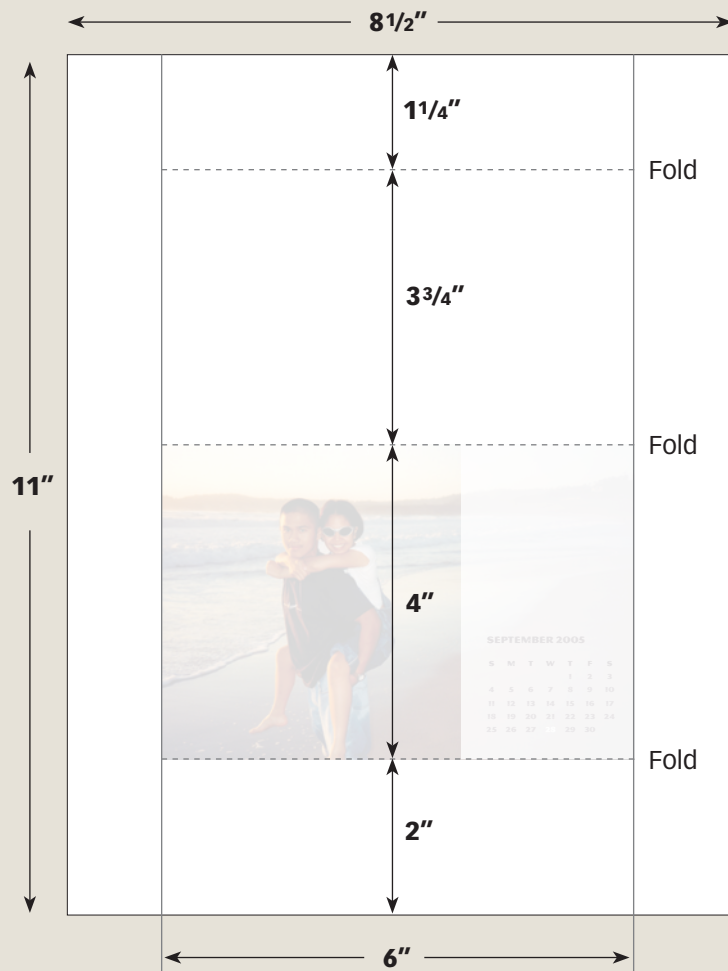


Lighten the opacity (here, 75%), which allows the image to show through.

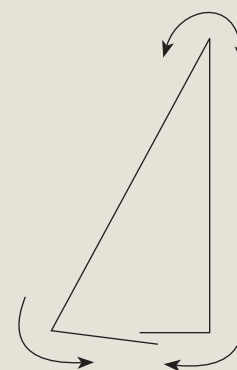
### Template, postcard tent

Sheet size (8 1/2" x 11")

Trim size (6" x 11")



To stand your calendar on your desk, print on heavy paper, and trim off the left and right margins.



Fold the sheet along the top of the image, fold the flaps under and affix with tape. Note the back panel stands upright.



## Article resources



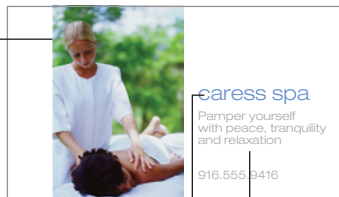
10



1a

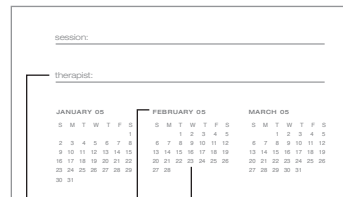
2

1b



12b

12



3a

3b

3c

4

5



6a

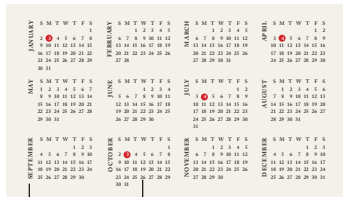
7a

8a

11

8b

7b



9

6b

### Typefaces

1 (a-b) [Adobe Caslon Regular](#)

a) 60 pt, b) 8.25/12 pt

2 [Adobe Caslon Semibold](#) | 11.5 pt

3 (a-c) [Helvetica Neue Light Ext](#)

a) 15 pt, b) 8.75/9 pt, c) 6 pt

4 [Helvetica Neue Medium Ext](#) | 4.25 pt

5 [Helvetica Medium](#) | 4.25/6.75 pt

6 (a-b) [Adobe Caslon Semibold](#)

a) 8.5 pt, b) 3.75/5.5 pt

7 (a-b) [Adobe Caslon Regular](#)

a) 12/13 pt, b) 9 pt

8 (a-b) [Adobe Caslon Expert](#)

a) 43.75 pt, b) 9 pt

9 [Adobe Caslon Bold](#) | a) 4.25 pt

### Colors

12 C60 M35 Y0 K0

13 C4 M4 Y7 K0

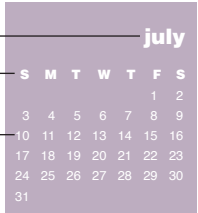



### Images



10 [Digital Vision/Veer.com](#)



11 [Image Source Photography/Veer.com](#)

12 (a-b) [Photos.com](#) | [a](#) [b](#)

## Article resources

**1a**  **1b**  **2a**  **1c**  **7**

**notes** **1d**  **1e**  **8**

**2b**  **2c**  **9**

**3a**  **3b**  **3c**  **10** **11**

**4a**  **4b**  **4c**  **12** **13** **14**

## Typefaces

- 1 (a-e)** [Helvetica Black](#) | a) 16 pt, b) 7.5 pt, c) 6 pt, d) 36 pt, e) 3 pt
- 2 (a-c)** [Helvetica Medium](#) | a) 7.5/12 pt, b) 6/7 pt, c) 3/4.75 pt
- 3 (a-d)** [Interstate Light Comp](#)  
a) 14 pt, b) 24 pt, c) 10 pt, d) 10/11 pt
- 4 (a-b)** [Interstate Black Comp](#)  
a) 14 pt, b) 24 pt
- 5** [Interstate Regular Comp](#) | 10/13 pt

## Images

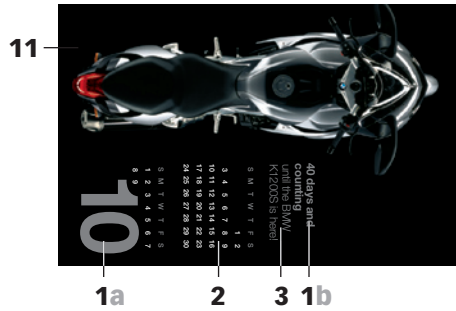
- 6 (a-d)** Photos.com | [a](#) [b](#) [c](#) [d](#)

## Colors

- 7** C25 M30 Y12 K0
- 8** C0 M19 Y50 K0
- 9** C25 M0 Y33 K10
- 10** C80 M40 Y100 K20
- 11** C80 M40 Y100 K10
- 12** C20 M100 Y100 K10
- 13** C20 M90 Y100 K50
- 14** C20 M90 Y100 K10



## Article resources



### Typefaces

- 1 (a-b) [Helvetica Neue Bold](#)  
a) 78.25, pt b) 12/10 pt
- 2 [Helvetica Neue Medium](#) | 8/18 pt
- 3 [Helvetica Neue Light](#) | 12/10 pt
- 4 (a-b) [ITC Century Handtooled Bold Italic](#) | a) 25 pt, b) 15 pt
- 5 [ITC Century Handtooled Bold](#) | 43 pt
- 6 [ITC Century Bold](#) | 7/20 pt
- 7 [ITC Century Book](#) | 7/20 pt
- 8 (a-b) [Magnesium Grime](#)  
a) 9 pt, b) 7/9.5 pt
- 9 (a-b) [Lithos Black](#) | a) 9 pt, b) 8 pt
- 10 [Myriad Bold](#) | 6.5/9.5 pt

### Colors

- 13 C100 M90 Y10 K0
- 14 C50 M55 Y40 K50
- 15 C40 M20 Y10 K45
- 16 C25 M35 Y55 K25

### Images

- 11 BMW of North America, LLC
- 12 (a-d) Photos.com | [a](#) [b](#)

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For the current table of contents, [click here](#). To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

### For presentation format

[Print: \(Specify pages 1–18\)](#)



### Print

Format: Landscape  
Page Size: Fit to Page

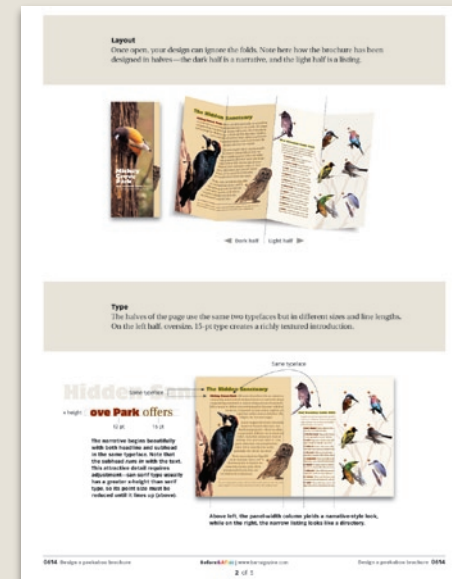


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 20–28\)](#)



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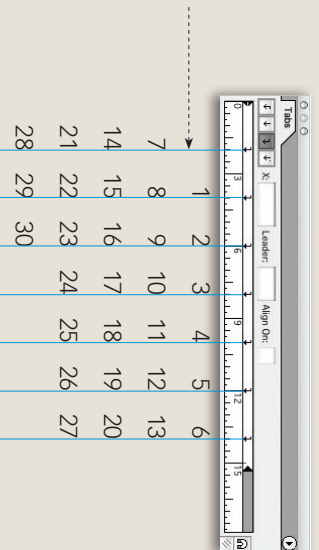
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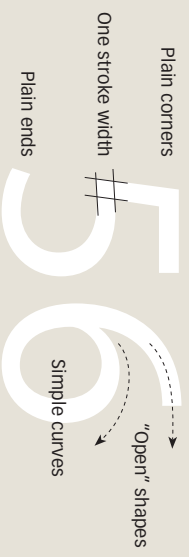
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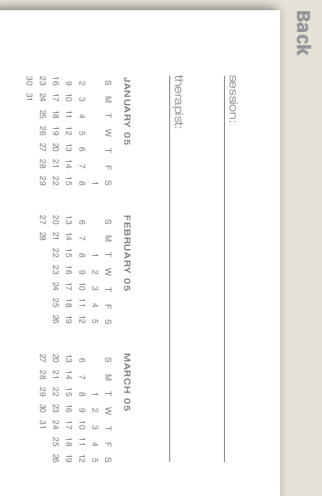
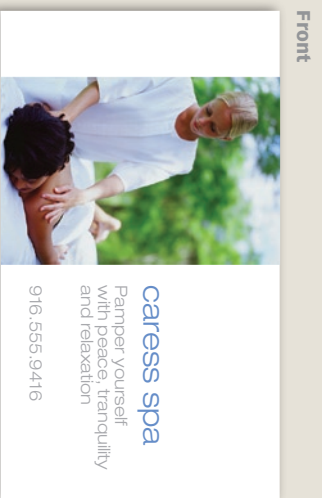


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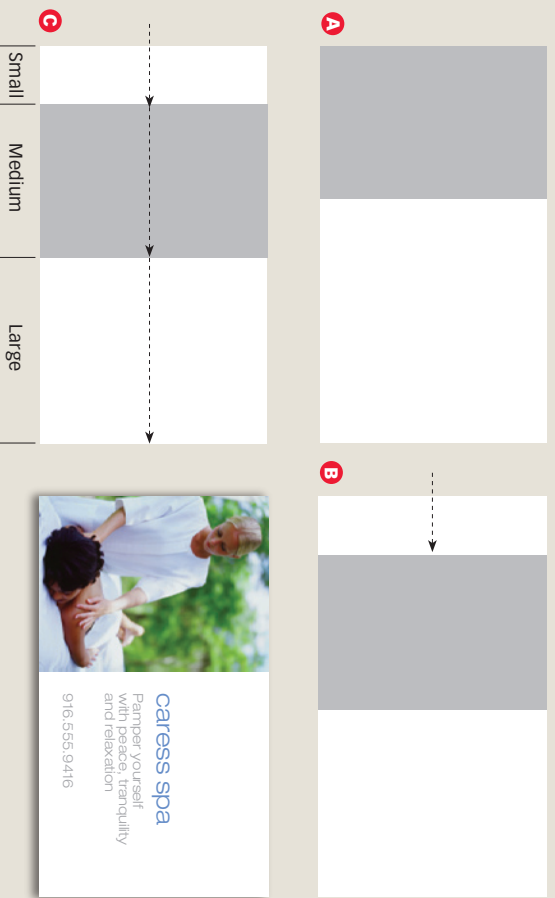
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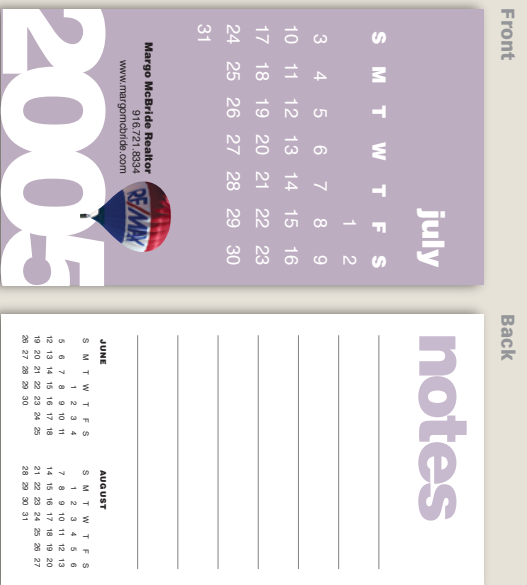
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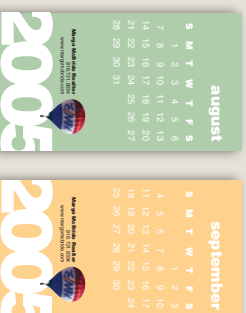


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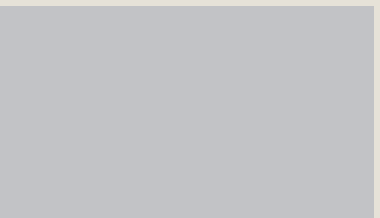
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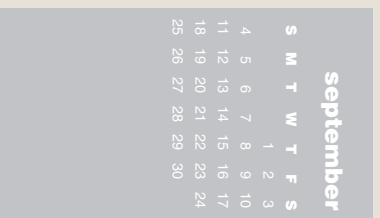
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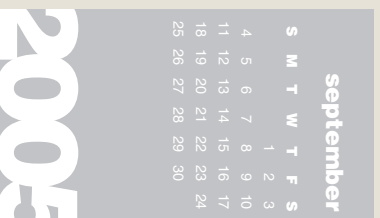
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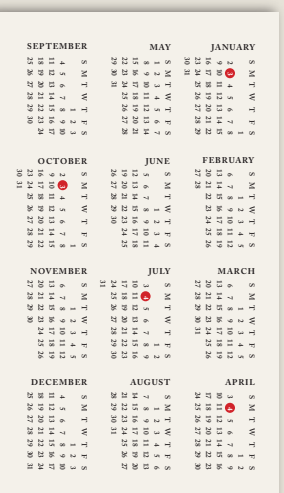
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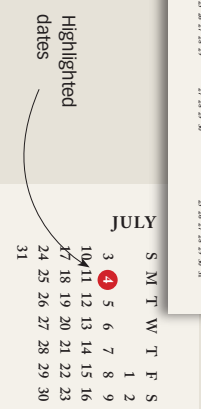


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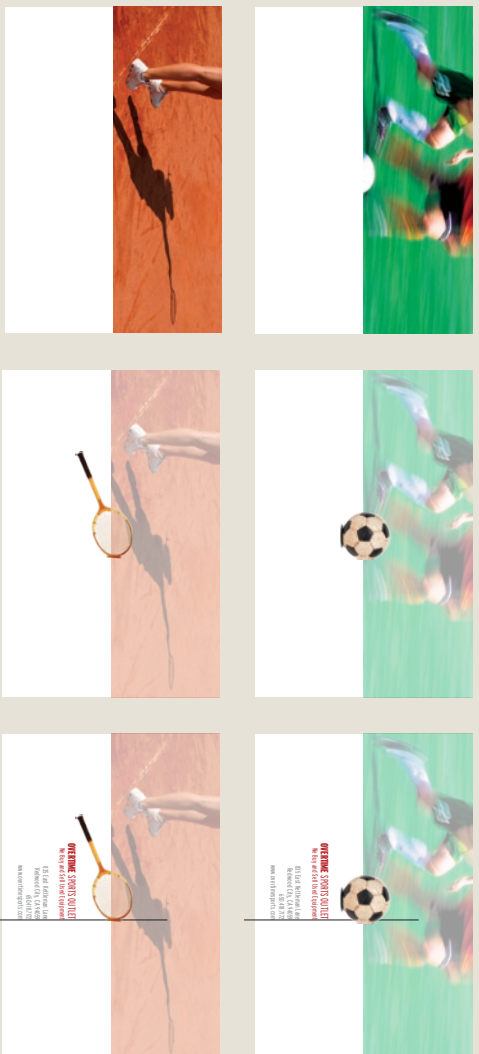
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Generic background shots are easy to find and combine naturally with real product shots, a good way to stretch your photo dollar. Business name is central—literally in the middle—and the calendar is colored to match the image. Give your customers one a month—just put a stack next to the cash register—and they'll soon be on 'fridge doors everywhere!

Postcard: 6" X 4"

A regular series of postcards will keep customers' enthusiasm high. The key to a successful campaign is a consistent look—same sizes, styles and layout month after month.



Top half is an establishing image of general sports action.

Centered product spans halves. Note that its photographic depth creates an arresting focal point.

Company information aligns right down the center.



### Countdown calendar

Fun for an event, a new product rollout, a special sale or whatever, a countdown calendar starts with *today* and ends with *the day* in big numerals easy to see and remember.



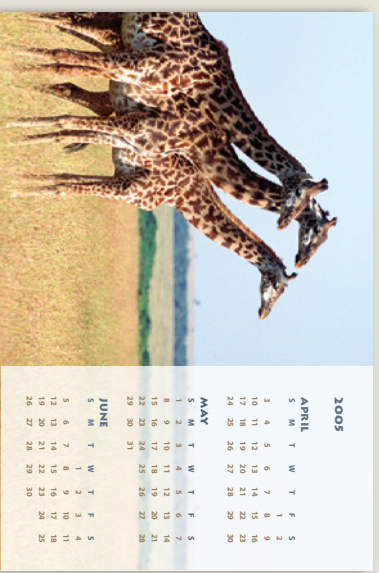
Start with one big focal point (note that on both cards it's off to the side); place your calendar in an open area, and make your ending date BIG. Left, postcards can be vertical, too; in this case, the motorcycle is presented the way it's ridden.



Postcard: 4" x 6"

### Memento calendar

Life isn't all business, so pick 12 of your favorite shots, and re-live your great vacation all year! Add the month to each photo, and you'll have a desktop calendar you cherish.

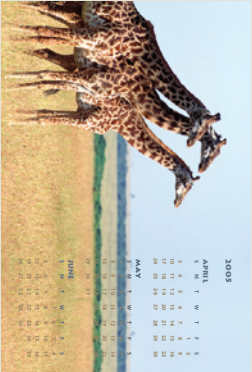


Send memento calendars of the kids to grandpa and grandma (and highlight those birthdays!), make calendars of that recent club event to pass out to members, and so on. Everyone likes to remember great times, and a calendar is a classy way to make that happen. Folding format stands easily on your desk, or just print it flat and pin it to the bulletin board.

Don't have 12 shots? Triple up! Three months in a row are handy. Highlight special dates.

Postcard: 6" x 4"

Real life is bumpy! Some photos have smooth backgrounds well suited for small type. For all others, a translucent panel smooths the background without obscuring the photo.



Light sky, dark stripes and coarse grass are too much for the small type.



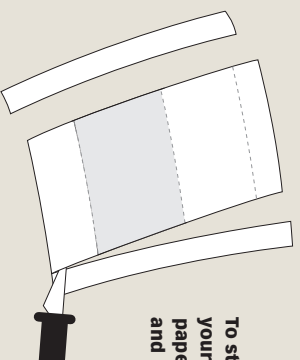
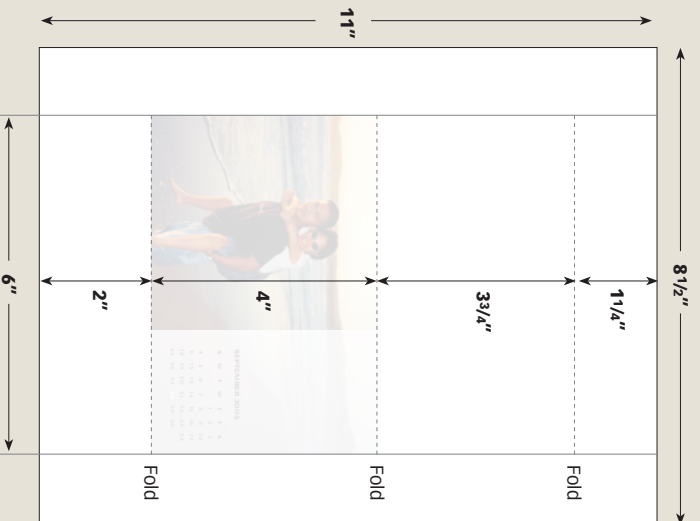
A white field easily solves the problem but obscures the image.



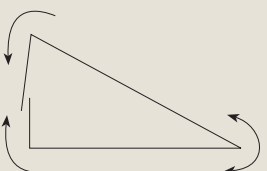
Lighten the opacity (here, 75%), which allows the image to show through.

### Template, postcard tent

Sheet size (8 1/2" X 11")  
Trim size (6" X 11")



To stand your calendar on your desk, print on heavy paper, and trim off the left and right margins.



Fold the sheet along the top of the image, fold the flaps under and affix with tape. Note the back panel stands upright.



## Article resources



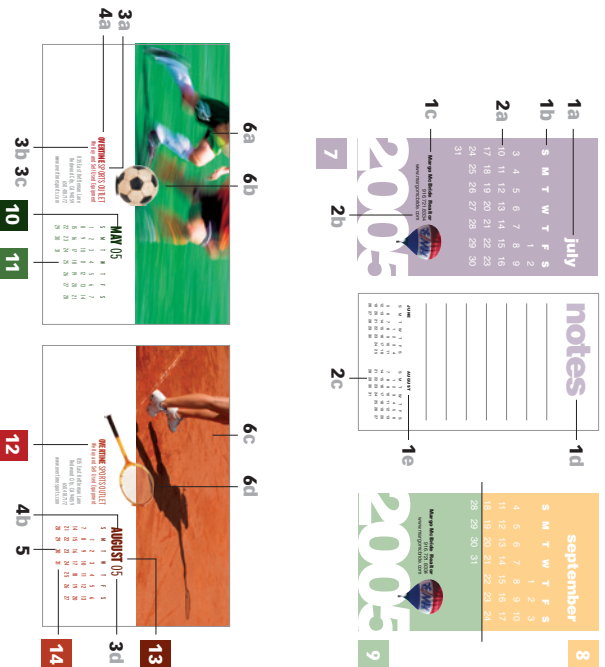
### Typefaces

- 1 (a-b)** [Adobe Caslon Regular](#)  
a) 60 pt, b) 8.25/12 pt
- 2** [Adobe Caslon Semibold](#) | 11.5 pt
- 3 (a-c)** [Helvetica Neue Light Ext](#)  
a) 15 pt, b) 8.75/9 pt, c) 6 pt
- 4** [Helvetica Neue Medium Ext](#) | 4.25 pt
- 5** [Helvetica Medium](#) | 4.25/6.75 pt
- 6 (a-b)** [Adobe Caslon Semibold](#)  
a) 8.5 pt, b) 3.75/5.5 pt
- 7 (a-b)** [Adobe Caslon Regular](#)  
a) 12/13 pt, b) 9 pt
- 8 (a-b)** [Adobe Caslon Expert](#)  
a) 43.75 pt, b) 9 pt
- 9** [Adobe Caslon Bold](#) | a) 4.25 pt

### Colors

- 12** C60 M35 Y0 K0
- 13** C4 M4 Y7 K0

## Article resources



### Typefaces

- 1 (a-e)** [Helvetica Black](#) | a) 16 pt, b) 7.5 pt, c) 6 pt, d) 36 pt, e) 3 pt
- 2 (a-c)** [Helvetica Medium](#) | a) 7.5/12 pt, b) 6/7 pt, c) 3/4.75 pt
- 3 (a-d)** [Interstate Light Comp](#)  
a) 14 pt, b) 24 pt, c) 10 pt, d) 10/11 pt
- 4 (a-b)** [Interstate Black Comp](#)  
a) 14 pt, b) 24 pt
- 5** [Interstate Regular Comp](#) | 10/13 pt

### Colors

- 7** C25 M30 Y12 K0
- 8** C0 M19 Y50 K0
- 9** C25 M0 Y33 K10
- 10** C80 M40 Y100 K20
- 11** C80 M40 Y100 K10
- 12** C20 M100 Y100 K10
- 13** C20 M90 Y100 K50
- 14** C20 M90 Y100 K10

### Images

- 6 (a-d)** [Photos.com](#) | a b c d

## Article resources



### Typefaces

- 1 (a–b) Helvetica Neue Bold  
a) 78.25, pt b) 12/10 pt
- 2 Helvetica Neue Medium | 8/18 pt
- 3 Helvetica Neue Light | 12/10 pt
- 4 (a–b) ITC Century Handtooled Bold  
Italic | a) 25 pt, b) 15 pt
- 5 ITC Century Handtooled Bold | 43 pt
- 6 ITC Century Bold | 7/20 pt
- 7 ITC Century Book | 7/20 pt
- 8 (a–b) Magnesium Grime  
a) 9 pt, b) 7/9.5 pt
- 9 (a–b) Lithos Black | a) 9 pt, b) 8 pt
- 10 Myriad Bold | 6.5/9.5 pt

### Colors

- 13 C100 M90 Y10 K0
- 14 C50 M55 Y40 K50
- 15 C40 M20 Y10 K45
- 16 C25 M35 Y55 K25

### Images

- 11 BMW of North America, LLC
- 12 (a–d) Photos.com | a b

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