

Business Card Example

Front



Back



Business Card Do's and Don'ts

A business card should include:

- Your name, your business name, a logo, promotional slogan, full address, phone, fax, web site and email addresses.
- The colours and artwork should be coordinated to fit in with the logo, business theme and most of all the over all appearance should appear professional.
- Try using a better quality paper, often cheaper business cards are printed on flimsy paper. They look and feel cheap, further more they don't last, which is not what you want when you consider your handing out a business card to generate business, possibly further down the track.
- Consider using the services of a graphic designer, they have much more experience in this field and are able to determine a number of important design factors, such as: placement of the information, colours, logos. A well designed card can hold a great deal of marketing information, without looking crammed or cluttered.
- Consider different styles, there are a number of different styles of business cards, some fold over allowing the card to become a mini brochure.

A business card should not:

- Be oversized - you need to remember business cards are usually held in a business card holder, oversized business cards may well be discarded.
- Don't use a number of different fonts, too many fonts will make your business card look confusing and cluttered.
- Don't waste space on your card.
- Too many colours will make your business look tacky.
- Please don't feel as though you need to place a photo on your business card, this will simply waste valuable marketing space. Many people place a photo of themselves on their cards for fear they won't be remembered. Yet if you create a good first impression you will be remembered, irrespective of whether your card has a photo or not.