

shandesign Top 10 Tips for **BUSINESS CARDS**

Your business card is a visual representation of your business, a networking aid, an advertisement and a lead generating tool. Make sure it is designed to work.

1. Quality Control

It is always worth choosing a professional finish and thick, quality card stock. Cheap, flimsy business cards imply that your business is also cheap and low quality.

2. Utilise the Space

Always use the back of your card. This is lost space if you don't. You might consider using the space to advertise a special, a new product or useful information that people will want to hold onto.

3. Using Finishes

A gloss or matt celloglaze does more than make your card stand out, it also makes them more durable. Do you like to write on your cards? Ask your printer to have a glaze on the front side only. The back can be used for writing appointments or details.

4. Logo & Branding

Including your logo is a must-do. Also consider your colours and font choice as these should be consistent across all of your branding material.

5. Contact Details

Include multiple contact details. Some people prefer to use phone or email.

6. Fonts

Use a font and font size that can be read easily. Choose one aspect to highlight and draw attention to. Is your primary objective to get people to call you? Make your phone number bold and larger than surrounding text.

7. Information

Your business card is not a flyer. It must say what you do, but be selective with how much information you include. If you do want a lot of information, consider using a double business card, folded in half.

8. Cost Effectiveness

The more cards you order, the cheaper your cost per card. At ShanDesign, 500 cards is only around \$30 more than 250.

9. Images

Images stand out and people remember them. Consider using a bold image that explains what you do, or a professional self-portrait so people can remember and relate to you more easily.

10. Stand Out

Make your card stand out. This can be done in a number of ways. For example, consider a vertical layout, round corners, bold colours or a custom size.

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400gsm	Colour Front No Back Print	Colour Front B/W Back	Colour Front Colour Back
250	\$110	\$115	\$120
500	\$140	\$145	\$150
1000	\$190	\$200	\$210
2000	\$330	\$340	\$350

(07) 3822 7690

Shop 2, 380 Main Road, Wellington Point

info@shandesign.com.au

www.shandesign.com.au