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# **Choosing And Designing Business Cards For Your Corporation**

Giving out business cards is something that is still done everywhere. Even those who have websites need a way to share their URL, so cards are the best way to do this. The big question is how do you insure that your card is actually held onto and not tossed in the garbage?

Making a card memorable and worthy of keeping isn't a simple task. It all starts with the pattern. There are so many choices when it comes to card pattern. Look at some samples online and see what you like. For impact, going with something besides the traditional white paper is a good idea.

Black business letterhead is always interesting and can really grab people's attention. However, other colors can be great as well. The paper used comes in a huge variety of hues, you just need to pick one and make sure that the printer you're going to be using is going to provide the same color.

Texture can also help make a card more noticeable. Look at a stack of business cards and you'll notice that most are smooth and white. Anything that changes this up will be noticed more and people will remember you easier. Try to think outside the box and make sure that you have a card that is truly unique. Textures range from slightly bumpy to actual metal.

The actual design also matters. Will the theme be black and white or will you use color? While color printing is going to cost more, it is also more eye catching and can be worth the extra money. Photo cards are particularly good for those who have visual products, such as crafters or artists. These feature a photo on the front and the back carries the information.

With so many choices, it can take a while to decide on a business card design. When in doubt, stick to simpler designs. You can't go wrong with the absolute basics, a name, contact info and a logo.

Picking a print shop to handle your order is the next step. You can choose either a local printer or an online one. Online companies usually offer free shipping and may provide a wider range of choices in papers and designs. You can often find novelty cards available. Local printers may have good deals and be good for large runs.

Another option is to print your own cards. For small runs, this is quite possible. Even home printers are more than capable of printing off a sheet or two in high quality and you can find the precut card stock that will make it easier to whip off a dozen or so cards. However, for larger runs, the home printer is not very efficient or cost effective, but it will do in a pinch.

You can use business cards as a marketing tool even in this digital age. Everyone has contacts outside the computer and home, so it's worth having a card on hand to give out to those you meet around. It could well be that the person getting coffee next to you at the coffee shop is someone you could use as a contact. You never know, so take advantage of it.

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