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Your Business Card Design Is Essential To Your Business

Your Business Card Design is vital to your business. When you hand this to a potential customer, it can make or break what happens next. How will they remember you in six or eight months when they look at that card again? A good investment for your business is this card, as it represents you. Take the time with a designer to make this card show all you can be to a customer, a card that will be remembered for its style.

There is very little space available on a card so every item placed on the card must be essential to what you are trying to convey to a potential customer. If your name or the company name is the element that is critical to point out to the customer that surround it with white space. White space will cause the eye to be drawn to it.

Cards have minimal space so use graphics sparingly. A logo would be common and acceptable for a card or even your picture. But do not use any artwork that is not essential since there is so little space to work with. Use minimal amounts of different colors. Too many changes in colors or fonts can make it hard to read. Readability is the key here.

Your fourth grade teacher would have nightmares over the lack of good grammar used when typesetting. The rules just do not apply. You are splashing a white space with bits of information and bullets are pleasing to the eye whereas commas drag down a design. Use only one or two fonts and change up the style with bold, stretching or italics. When you are done typesetting it watch out for typos. How does it look? Does your eye make the trip from the most important element to the second and third? Or is there any focus? If your important element does not stand out then add white space and tighten up the other copy. You might also use bold type.

The one thing you do not want to do is 'shotgun' the design. That is a typesetting term that means everything is equally spaced between each line and nothing is standing out. Whether it is right justified or centered is not the issue. If nothing stands out why would your potential customer call you? You want the main item to be what catches the eye first. Then you should have a second and possibly a third item that is important. You use font, size and possibly color to make that happen.

There are three style cards available to you these days. One sided, two sided and folded cards are all available to choose from. They each have reasons for being chosen, price being one of those reasons. A one sided card while less expensive also gives the least amount of space for applying type. It can be done though, just place on it the essential information such as name, address, and phone. However if you have an online business you will also need the website and email address. The other two styles give you more space to work with and therefore can add more information.

To check your design, hold it out at arms length. See where your eye goes. Is the first thing you see the most important element on your card? Then where does your eye go? And does your eye see the third element? If your eye goes where you want it to at arms length, then your customer to be will also. Make sure you have a good designer to help with these things, then you will be ready to hand them out.

Steven Snell is a web designer and blogger from Pennsylvania. His site includes some examples of amazing business card design for your inspiration. Don't miss the collections of [amazing business cards](#) and [best business card designs](#).

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