

BUSINESS CARD CHECKLIST

Whatever you do, your business card ultimately acts as a connection between your business and your clients. You want to make sure your business card stands out and is remembered, particularly when exchanging at a networking event. Act upon every opportunity to present your business card.

TIP: Face-to-face networking has long been the tried and true method for creating business relationships and finding business opportunities. And business cards play an important role at these functions. So don't overlook their importance and take plenty with you.

REQUIREMENTS

- ☐ Card Front : Ensure it includes the minimum details email, phone, website, logo, address, name, job title, social media, skype and services you offer.
- ☐ Can essential content be read using apps ie Evernote card Reader.
- ☐ Card Back : Include QR code, opportunity reinforce the logo.

FONT

- ☐ Easily Readable. Is font larger than 8pt.
- ☐ Positive, Professional and Simple, avoid Comic Sans or complex calligraphic font.
- ☐ Ensure font stands out against the back ground of card. Use a clear, thick sans-serif font.
- ☐ Make your margin at least ¼ inch wide in each corner.
- ☐ No more than 2 typefaces used in design.
- ☐ Accentuate your name and important contact information.



MESSAGE

- ☐ Does it represent the personality and brand of your business?
- ☐ Is it memorable, unique?
- ☐ Has a point of interest, image or theme?
- ☐ Matches your colour palette?
- ☐ Clearly defines your business services and/or products?

DESIGN

- ☐ Avoid borders - as hard to align and cut accurately.
- ☐ Colours - use colours that compliment your brand.

PAPER QUALITY

- ☐ Easy to write on - consider laminating one side only.
- ☐ Solid enough not to tear or dent.

SIZE

- ☐ Fit in average wallet, card holders and scanners ie 8.8 x 5.5 centimeters.
- ☐ Avoid round cards.
- ☐ Save as vector based PDF.