

- ❖ **Font:** Use simple fonts on your business card, hence, this makes your message easier to read and gives the card a sharp, clean, and professional quality look. The best fonts which are used on many business cards are Arial.
- ❖ **Company Logo/Brand:** If you need to add a Company Logo/Brand, make sure in a place where it won't distract the person away from your business message and information. Also make sure that the Company Logo/Brand is the business symbol of your company. It's not wise to use a picture of you on your business card, unless the business card is meant to be showcase a casual self-employed business (example cake baking) and not a serious professional business (such as property investing or property services). You can use a professional photo of yourself (ideally in a business suit) however these are only used in service type business.
- ❖ **Design:** The design should be sharp and clean. You can add a bit of design on the card, however, make sure your message can still be easily read and taken notice of.
- ❖ **Messaging:** Make sure the message on your business card is simple but clear enough to show what type of company you are and what services you offer.
- ❖ **Email Address:** When having an email address, it's best to use gmail.com as it looks professional.
- ❖ **Theme:** Make sure the theme of your business is also shown though the business card. This does not mean add colour backgrounds or lots of details, however, if your business is related to children's birthday parties, then you can use bright child liking colours such as green, yellow, red, and even possibly orange. You may also add a picture of a birthday cake or clown to make the card more child friendly like. No matter what background colour or theme you use, always make sure your information stands out on the card itself.

Note: The best professional business cards are the ones who say very little but though its message or information convey a clear cut, strong, long standing, trustworthy, and clean business. For business people who are more creative, and what this type of aura to be on their business card, they usually use the font called sans-serif typefaces.

- ❖ **Printing:** Some people are able to print their own business cards on their own printer, however, this takes time to learn and practice. If you need (say 500) instantly without the printing layout problems you may have with a printer companies. Examples such as Print.com and Vistaprint.com are very useful. For beginners who starting their own business, they may need template layout