

# DISSECTING THE SUCCESSFUL BUSINESS CARD



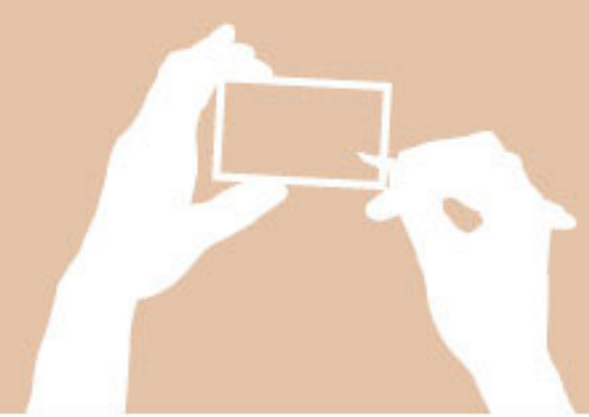
## HAND OUT YOUR CARD

Your sales will **increase by 2.5%** for every 2,000 cards you hand out



## DON'T SKIMP ON COLOR

People will keep a **color card 10 times longer** than a standard card

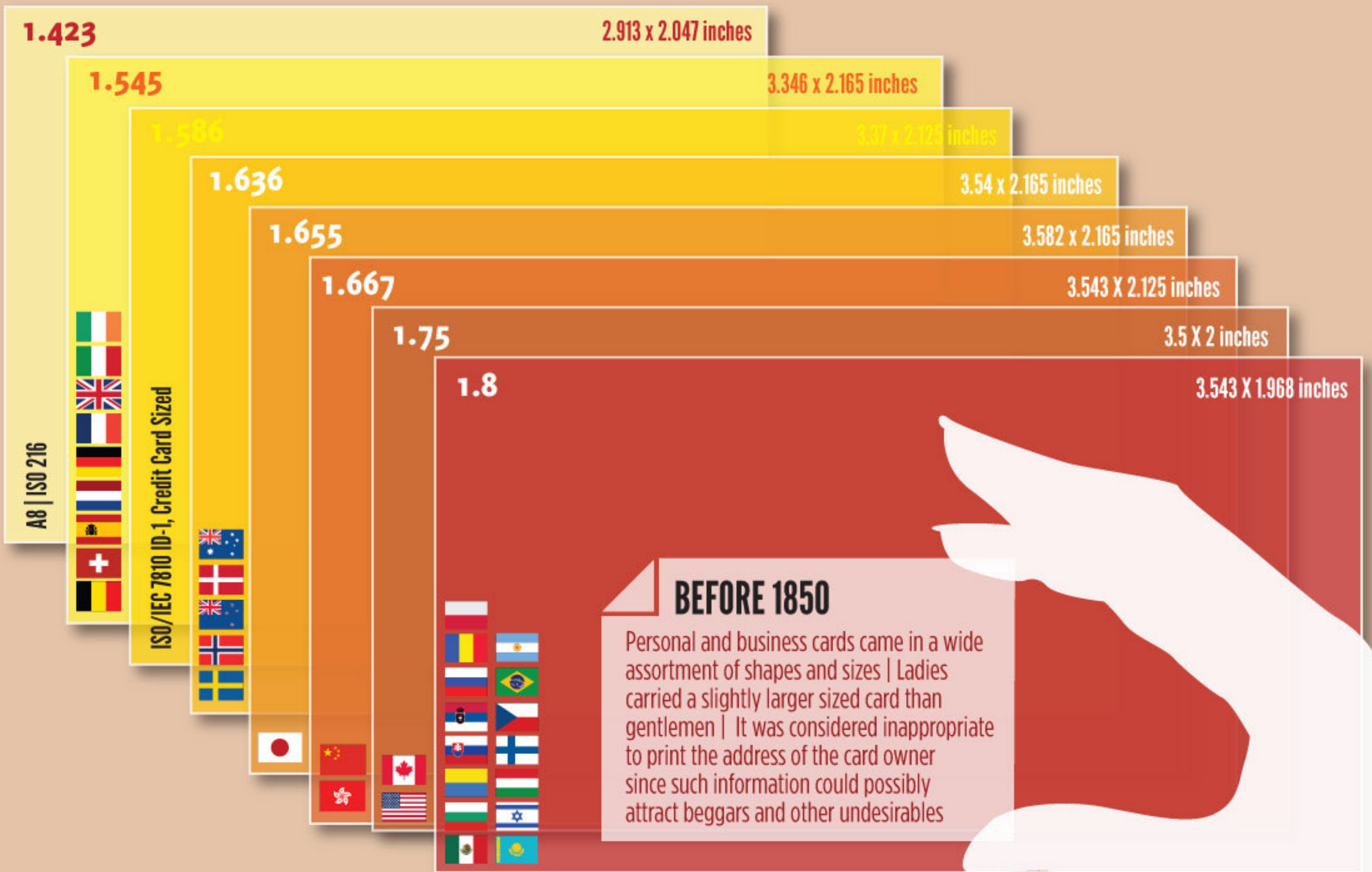


## TAKE YOUR TIME – DESIGN

**Sales will increase** much more for a **well-designed** business card

Sources: Printer National, Businesscard Designs, Wikipedia

## ASPECT RATIOS OF BUSINESS CARDS around the world



## BUSINESS CARD ETIQUETTE around the world

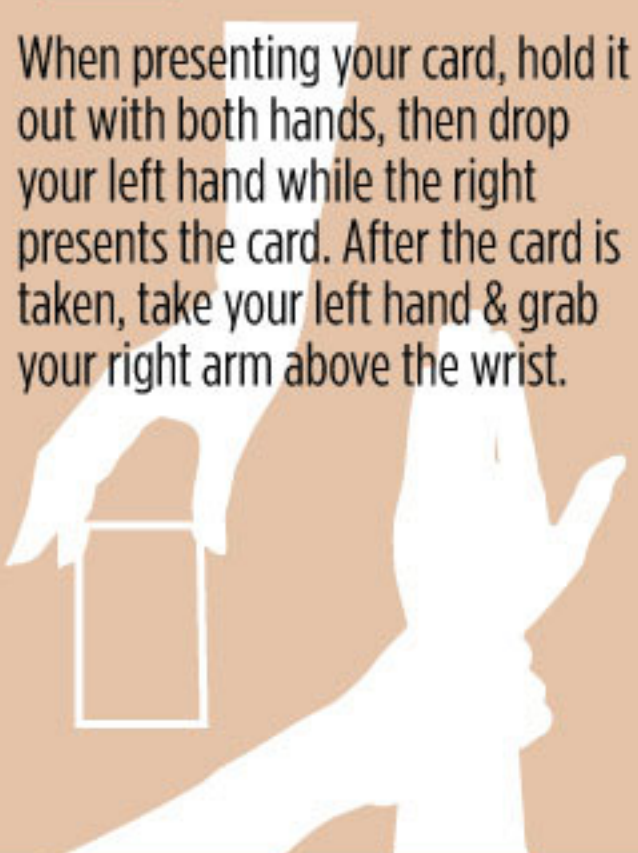
### JAPAN

Hold out your business card with both hands, and accept others' cards with both hands, by taking the corners of the side facing you



### KOREA

When presenting your card, hold it out with both hands, then drop your left hand while the right presents the card. After the card is taken, take your left hand & grab your right arm above the wrist.



### INDIA

Use your right hand to present and accept business cards



### COLOMBIA

Present your business card by holding it at one corner with your thumb and index finger

Make sure not to cover up any of the important information on the card when handing it over



## 5 BUSINESS CARD DESIGN IDEAS

### 1 LET IT BLEED

The bleed is the area outside your card that gives your printer that small amount of space to move around paper and design inconsistencies. Design your card so that the color extends beyond the border of your card to allow printing right to the edge of your card.

The human mind fills in gaps and will see the bigger picture if you aim for it. Using the border of your paper as a decorative element can be great fun and another tool to work with.

### 2 THINK OUTSIDE THE PAPER

### 3 TYPOGRAPHY IS KING

It takes a while to get to know a font. A good way to get good with a particular font is to pick a list of 5 to 8 fonts you think could work for you and concentrate on those. That's also a good way to find out which fonts mix and which won't.

### 4 INVERT IT

Need to give a bigger impact to a logo or an area of text or image? Invert it! A light color on a dark background (it doesn't necessarily need to be black) will always give your design or typography more strength.

### 5 OVERPRINT

Is your budget limiting you to only 2 Pantone(PMS) colors? No problem. Overprinting is intentionally printing one color on top of another in order to obtain a third color. In the above case, cyan (blue) mixes with yellow to make green. Experiment with overprint options to get a look with more depth.

