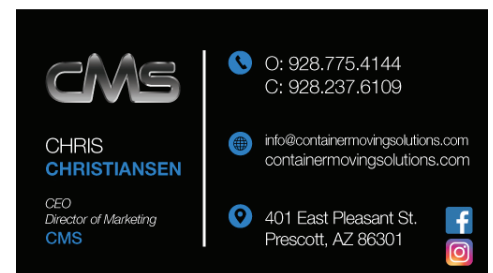


- 1 Gather Your Content**  
 Before you begin, make sure you know all the info on the card up front. This assures there's no surprises and everything will fit. Logo & Tag Line / Images / Name / Title / Address / Email / Website / Phone Numbers / Map / List of Services/ Social Media Icons
- 2 Layout**  
 There is no extra charge to print front and back so use both sides to your advantage. The front should have your logo larger and more prominent than the back . Put the less important contact info on the back side. If you do not have a walk in/retail store, consider placing your address on the back side to allow room for your logo to be larger and your name and title to stand out on the front . Depending on the shape of your logo, you may want to consider a vertical layout.
- 3 Text Size and Weight**  
 Too often cards have very small, hard to read type. Make sure your name and contact info stand out. Your name, phone number and email should be at least 10pt or larger. Also, it's best to use a font that is not too thin to maintain readability. If you have a web presence, it is recommended that your website be even larger since websites are more memorable than phone numbers and emails so if you're card isn't nearby, they'll likely remember your website and be able to get your contact info there.
- 4 Contrast and Colors**  
 Always use light text on dark background and dark text on light background colors. Avoid running text over multi colored backgrounds where some of the text will get lost. If you do, add a drop shadow to make sure the text is readable. Also, it is very important to keep the colors to a minimum so only use text colors that are in your logo. Black and white text are also acceptable.
- 5 Separate the Information**  
 If you find that you have a lot of text, separate and group related information. This can easily be done by adding a line between the text or placing a group of text on a separate color.
- 6 Make it Pop**  
 Drop Shadows and outlines are perfect choices to make important text and graphics eye catching. Use sparingly as to not create "visual noise".
- 7 Background & Photos**  
 Background photos can add interest to cards but must not be too busy. Choose a background with solid areas of color so that any text will be easy to read.
- 8 Spacing**  
 Text and logos should be at least 3/8" from the top and side edges. Text at bottom of card can be set a bit closer.



**Make the most of it...** A business card is often the first impression for your business. Take this opportunity to create a great marketing piece for such a reasonable investment. With many options to consider for shape, print method and finishes, here are just a few that would substantially upgrade the look and feel of your card.

- Glossy /Matte /Uncoated
- Suede or Silk Lamination
- High Gloss Lamination
- Painted Edge
- Foil
- Spot Gloss
- Oversized or Slim
- Oval or Square
- Rounded Corners

Call Inkstar today with any print and design questions you have.