11 Steps to Better Business Cards

1. Business cards are branding - Your card design needs to be consistent with your brand. Ensure your business card integrates with the overall look and feel of your brand. If someone has visited your website, driven past your truck, or called into your store, when they get your business card they should be saying 'ah-ha, I know these people!'.

2. Look professional - That means getting a professional design. At myredheeler.com.au there are free templates or you can use our online editor to create your cards, There's also a range of great online tools, such as canva.com, where you can design your own card. Alternatively, talk to one of our designers. It might cost a little more, but a bad design will cost you much, much more.

3. Make sure people can read your information - There's 2 steps to this. One, Your card should be a great introduction, short, snappy and easy to read. Two, don't include everything. If you haven't received a fax in 18 months, don't include the fax number. You don't need to include every little thing. If you need to reduce the font size below 7 point then you've included too much information. Time to cull.

4. Have a Unique Selling Point (USP) - Include a tagline or slogan to tell people what you do, not just who you are. This can help people decide if you are relevant to what they need. Make sure it is short and to the point. Six or seven words will do. Make it true to yourself, and don't be a cliche. Claiming to be a "unique innovative solutions driven service provider" isn't very unique.

5. Quality does matter - Often a business card will be a prospect's first introduction to you. First impressions matter. Use a good quality card. If you've included a photo on your card, make sure it's professionally shot. Make sure images aren't blurry and are saved at a decent resolution.

6. Make your card stand out - Simple (and relatively inexpensive) finishes can give you an edge. Rounded corners will make you stand out from the crowd, and they only cost $11. It's easy to include foiling or embossing, they guarantee a real 'wow' factor without the 'wow' price.

7. No bad emails or web addresses - We occasionally print cards without any emails. It's not hard to organise one, and people expect to be able to email you. All the time we print cards with a Gmail or Hotmail account. It lowers your credibility. Talk to us about organising your own email with your own custom URL. It's definitely worth it.

8. Keep to the point - Think of your business card like a billboard. When you drive past at 100kmh you need your information to be clear and concise. You don't need to include "Email" before your email. People know what an email address looks like. If you prefer to be called on your mobile, only include that. If you've got a website, blog, LinkedIn profile and 3 social media profiles, just point your potential customer to the one that matters most. Remember, your card should aim to help your customer contact you - it's about convenience.

9. Keep them current - Don't cross out information when it's wrong. Don't put little stickers over old information. Business cards are marketing tools. They represent you and what your business stands for.

10. Use the back - Not for the essential details, but to describe what you do, or something of value to your customer, like lines to write on or a special offer. Red Heeler offers free black printing on the reverse of all our paper business cards. Take advantage of the offer.

11. Include a Title - Or not. We don't include any titles on our cards. If you do, have a good think about what suits you best. If you're a one person company CEO is a bit much. But if you own your business, then it makes sense to call yourself Owner or Director.

Artwork Set-Up

Make sure the artwork size aligns with the business card size you want.
> Standard business card size 90mm x 55mm
> Slim line 90mm x 45mm

When designing your card try not to use fonts smaller than 7pt. Use thicker lines and darker colours whenever possible to produce a more consistent appearance.

Safe Area - is 2mm inside the edge of the card. Make sure any text or sensitive information is contained in the red box, otherwise it could get cut off.

Bleed Area - this is 2mm outside from the edge of the card. Any background colours, images or patterns should reach this bleed line. This will ensure there are no white edges when the card is trimmed.

Supplying Files

To ensure your business cards are the sharpest quality make sure you save your file:

☐ In a high resolution, preferably 300dpi so images aren't blurry,

☐ There are crop marks and a 2mm bleed.

☐ You supply in one of the following file formats: PDF, TIFF, JPG, EPS

redheeler
DESIGN ○ PRINT ○ PROMOTE

Content

Business Name:
_____

Name:
_____

Title:
_____

Other:
_____

Address:
_____
_____

Phone:
_____

Mobile:
_____

Email:
_____

Website:
_____

Logo file supplied:
_____

Tagline, slogan, business description:
_____
_____
_____
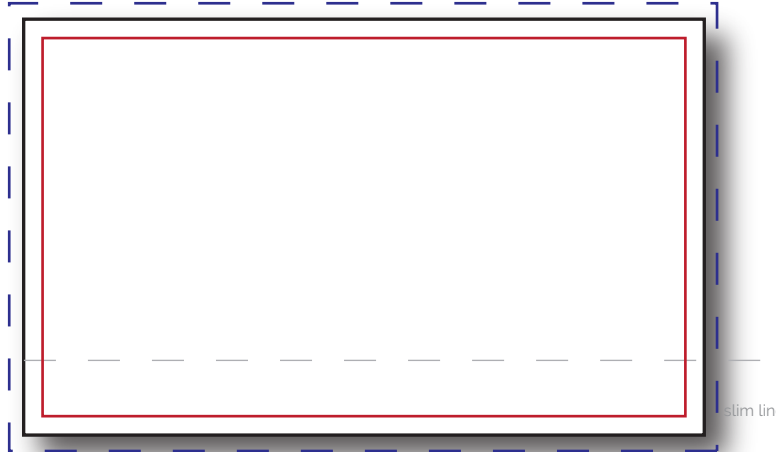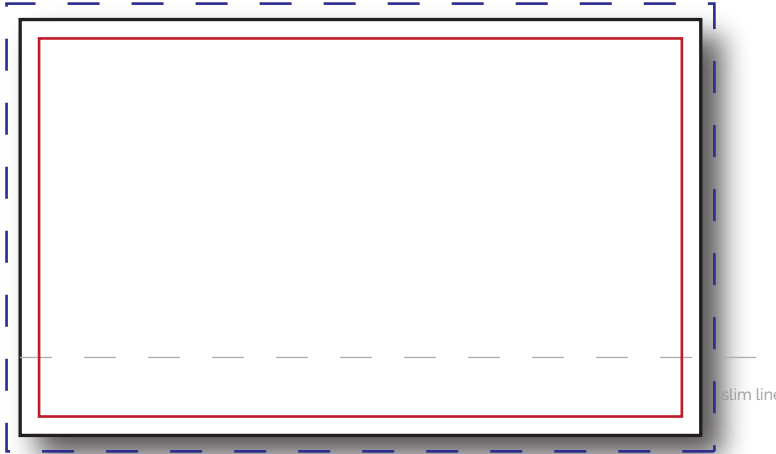
Social media handles:

☐ **f**   ☐ **in**   ☐ 🐦   ☐ **S**

Business Card Template

Use the below business card layout to sketch your preferred design. Prints to scale on A4.

Front

slim line

Back

slim line

☐ **Safe Area** - is 2mm inside the edge of the card. Make sure any text or sensitive information is contained in the red box, otherwise it could get cut off.

Bleed Area - is 2mm from the outside edge of the card. Make sure your background design, images or colours fully fill this area. This will ensure there are no white edges.

Print Options

1. Size
☐ Standard (90mm x 55mm)
☐ Slim line (90mm x 45mm)

2. Print
☐ Single sided colour
☐ Double sided colour
☐ Colour front and free black back

3. Paper & Finishing
☐ Luxury 420 Uncoated
  Great for appointment cards.
☐ Luxury 420 Gloss One Sided
  Perfect for making an impression.
☐ Luxury 420 Matt Two Sided
  Best business card for look and feel.
☐ Economy 310 Uncoated
  Best value.
☐ System Board 305
  Great for loyalty cards, score cards.
☐ Cast Coasted Gloss
  Value one sided gloss.
☐ Plastic White
  Indestructable, waterproof plastic cards.

4. Finishing Options
☐ Rounded corners
☐ Drilled holes
☐ Unique shape
☐ Magnet