

BUSINESS CARD DESIGN CHECKLIST

- Make your margin at least ¼ inch wide in each direction.
- Use a clear, thick sans-serif font.
- Write out your company name.
- Use common words and letters.
- Write a job title.
- Write your address the way you would on an envelope.
- Make the back of your card white or a color light enough to write on.
- Don't make anything important a light color.
- Keep the standard information on the front.
- Don't use inverted text for your important information.
- Use a standard card size.
- Use cool elements.