

Color Business Cards

When you need to make a big impression on your customers, color business cards are the way to go. Do not underestimate the power of business card printing: these can be a marketing monster for your company. Customers have your contact information and are exposed to your brand every time they see your card.

When you're designing your color business cards, keep these important parts of the card in mind:

1. Color choices – because color business cards have become so economical, many businesses go overboard with color. Depending on what type of company you are, choose the amount of color appropriately. You can do a full color background of a picturesque scene or just include color in your logo.
2. Quality paper – since you will be printing color, you need to print on paper that can handle color. Glossy card stock typically provides the ideal paper type, but do not hesitate to consult with your printing company on this issue.
3. Your information – get your name, title, phone numbers, e-mail address, web address, and even your mailing address on the card. Give your customers every tool they need to get in touch with you when they're ready.
4. Logo and branding – make sure to include your logo on the card. If the only color you print is in your logo, it would be well used. If there's anything you want to stand off of the page, it would be your logo.
5. Use the back – do not forget that you can include a great deal of content on the back of the card. The front of the card covers the basics, but on the back of the card you can include vision and mission statements, details about your customer service goals, or any other information you may want your customer to have.
6. Bring in the pros – professional graphic designers can help you get the best color business cards for your dollar. In the least, design your card and run it by a professional. Their experience can save you a costly mistake or help you tweak your design.

About the Author

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