

Business Card Design Tips

1. Include only information that is correct, current and relevant. If only 2 percent of people will need to know your fax number, leave it off. Those 2 out of 100 can call to get it.
2. Capture the most basic, essential personality traits of the business or person.
3. Without overdoing it, design in a way that will give people something to talk about once the card exchanges hands. Great design will capture attention and hold a viewer's interest, so make it memorable.
4. Remember that business cards are an *amuse-bouche*: a bite-sized hors d'oeuvre, served as an excitement of taste buds to both prepare the guest for the meal and to offer a glimpse into the chef's specific and personal approach to cooking.

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