

COLLAGE

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DO'S AND DON'TS

For business cards



In a highly competitive business environment, every detail is important. Whether it is the information that goes on your business card or the paper you use for your résumé. Anup Bhatia, certified writer, First Impression, Dubai, gives a few do's and don'ts for business cards:

Do's

- Develop two separate cards, one for personal use, the other for professional needs.
- Use readable fonts or highlighted letters which are easy to read.
- Keep it simple.
- Add all details in another language if required on the reverse side, or print a separate set for the same.
- 'Test-drive' your draft business card with friends and relatives of different age groups before you give the printer the go-ahead.

- Print your company logo/slogan/identity.
- List your toll-free number if you have one.
- Mention what your company does. Make it specific.
- Add a business slogan or an innovative design to make your business card look attractive.
- Consider a fold-over card if you have a lot of information to convey.
- Keep the print large enough for easy reading.

Don'ts

- Overcrowd your card with too much information.
- Hide important information on the back of the card.
- Use poor quality paper.
- Use too many fancy colours or graphics.
- Use too many fonts on one business card. Stick to one. Use two at the most.
- Use capital letters excessively.