Several Unique Business Card Designs by Kaye Marks

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Have you already a particularly extensive experience with the corporate world? You might have already gotten your hands on a number of different business cards from various companies and people.

In fact, you may have even acquired your own through commercial printing by a commercial printing company. One important consideration to effective materials is the design employed in creating them and ironically, many cards suffer because of this factor. Here are some unique and cool designs, which you may want to apply in future batches so that you will be able to utilize them to their fullest.

1. Informal - Do not even think of attempting this if your field of work is just a bit intolerant of â€œunprofessionalâ€• behaviours. Not that having an informal designâ€”different shape, informal language odd use of colorsâ€”means that you are an unprofessional person, but certain companies and clients can think along these lines and immediately discount you as a possible business partner. For less strict professions, however, such as creative writing for one, feel free to use an informal design. They may be rare, but there are cases when informal designs are actually favoured over rigid and by-the-book designs.

2. Minimalist - Here we have another tried and tested design practice. The minimalist approach is particularly effective in attention catching because with so little elements in the business card to notice, clients have a particularly easy time in latching onto the important details and portions. For example, an elegant black and white design can be quite effective in giving the impression that you are neat, organized, and disciplined. Using particularly flashy designs can be mistaken for desperation and if there is one thing you do not want to come across as, it is a desperate bum in need of some work.

3. Profession-relevant - Most are designed in such a way that they look as generic as every other card. You, on the other hand, can make something that immediately screams out what profession you are in just with a single look or even a sideways glance on the card. An example of this is the card of an electronics engineer, which is designed with images of electronics equipment and components. Just remember to minimize clutter and to always incorporate a hint of formality to your card, no matter what.

4. Collectible - If you are feeling particularly playful or daring, you can make sets which can be collected by your clients, if only to give them more of a reason to hold on to your card. Just remember that cards are meant to be small, portable, and unobtrusive, so make sure not to defeat this purpose with overly daring choices.

Your commercial printing company would certainly be able to give you a lot more options regarding your business cards. After all, commercial printing is such a flourishing trade that commercial printers have already gathered a lot of experience in printing just about any material possible. With your very own material, it is no different.

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Kaye Marks - About Author:
Kaye Z. Marks is an avid writer and follower of a developments in commercial printing as a provided by commercial printing company that help businesses in their marketing and advertising campaigns.

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