

Branding lowdown: It's all in the cards

The type of business cards in your suit provides a pocket guide to your company

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Calling all entrepreneurs who have skimped on their business card budget! CFX Creative principal Carly Franklin is launching what she calls her inaugural bland business card and logo contest.

It works like this: send her your business card along with a short description of why you believe it looks bad and tell her what marketing goals you hope a redesign will achieve.

The winner gets a redesign package that Franklin values at \$5,000. She will redesign the winner's branding and Generation Printing will provide free printing services for the winner's new business cards and other branded stationery. Both the old and new card designs will appear in a future issue of BIV. For CFX contact details visit www.cfxcreative.com.

Franklin recently redesigned business cards for client Joyce Wishart, who is managing director of Need A Little Help Bookkeeping Services Ltd. The following are some of the elements of the redesign.

Old logo: The old logo looked dated and was hard to read.

New logo: The new logo uses the acronym NALH to shorten the company name. It gives a corporate feel to a company that has enjoyed significant growth since its inception. A single leaf attached to the company name tied the core concept of growth to the visual identity.

Old colour: A laid finish and ivory coloured stock provides less contrast for printed information and can look dated. Text is all one colour so important information is not highlighted.

New colour: Bright white provides excellent contrast for increased readability and a clean look. Redesigned cards use grey for less important information and bold green for important information.

Old cardstock: The original card's light-weight stock made it feel less substantial.

New cardstock: A smooth double-thick weight stock lends a more substantial feel to the cards and increases durability.



Old card back: Printing is only on one side. That misses the opportunity to reinforce brand messages.

New card back: The back of the card is printed with reversed type on solid green as a rich contrast to the card's white front. The reverse of the card was also used to promote the company's new tagline: nurturing growth in your bottom line.

Old shape: Square shape does not stand out.

New shape: The cards are now leaf shaped to give the pieces a distinctive, organic look.

Old typeface: Contact information is of mixed case and force-justified, leaving large gaps of space on the first line, decreasing readability.

New typeface: Alignment, spacing and balance of elements on the card creates a clear separation of all elements and establishes a clear visual hierarchy.