

IN FOCUS

MARKETING

What's wrong with this picture?

BUSINESS CARDS DECONSTRUCTED

CONTENT

MORE AND MORE businesses offer services rather than a product, Stewart said.

"Selling services is like selling the invisible," she said. "Trust is even more important." Good presentation helps build trust with the customer, who won't receive a service until after they've paid.

This card is not very balanced, Stewart said. It's a big block that doesn't feel finished. She did like the heavy paper.

ORDER

ONE of the principles Stewart emphasizes is the order of information. The most important information needs to be on top: primary contact, cell phone and Web site.

Though the email contact is prominent, the Web site isn't.

Nobody looks for a fax number on a business card — they'll call if they need it.

The second address, where our mail goes, doesn't help someone trying to find our office.



COLOR

BLUE is a cool color — calm, soft and soothing, Stewart said. Primary colors are often marketed at children, but using less color creates more of an impact. It also saves money on printing costs.

Secondary colors create more opportunity for complementary combinations.

The important thing is to like the color you choose — you'll use it on everything for a really long time.

FONT USAGE

WHAT does a font say about your business?

"People judge a business by how well put together it looks," Stewart said. A serif font (like the one used in most of our stories) is professional and easy to read. It's a classic type, used in newsprint. A sans serif font is more modern.

How we
were
critiqued

By Eddie Kovsky
IDAHO BUSINESS REVIEW

A business logo is an identifying mark — it's what clients recognize, and it's what makes a business stand out from the competition.

Businesses without a logo or with one needing a fresh take, got a crash course in

the basics on Nov. 7. Angela Stewart, of Angela R. Stewart Design, taught a two-hour seminar at the Idaho Small Business Development Center.

A good logo is simple, memorable, legible and appears on everything the company puts out, Stewart said.

Since a business's logo should appear everywhere, it's a great bit of marketing. And

there's no piece of marketing more important than a business card, she said.

At the end of her presentation, Stewart, along with the rest of the attendees, was kind enough to critique the *Idaho Business Review* logo as it appears on our business cards.

"It looks like a mini-recipe," said one attendee.

Stewart was only a little more charitable.