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**Paula Black** has advised law firms around the globe on everything from powerful and innovative design to marketing strategy and business growth. She is an award-winning, Amazon-bestselling author and the force behind **In Black & White** ([inblackandwhiteblog.com](http://inblackandwhiteblog.com)), a blog dedicated to clear, straightforward advice and open discussion of legal marketing issues. For more information on Paula Black, her books and her company please visit [paulablacklegalmarketing.com](http://paulablacklegalmarketing.com).

## First Impressions: How Your Business Card Can Build Your Brand

For many people, the first impression of your firm will be your business card, making it a cornerstone of building your brand. Though small, business cards can pack a lot of information, the most important of which will be your firm logo. As the visual representation of your firm, your logo should be the centerpiece of your business card, creating a starting point for the two most important words in brand building: **Consistency** and **Repetition**. Once they have the business card in hand, that logo will build a link to your brochure, your website, your ads, your materials and most importantly YOU. It will connect all of the pieces and ultimately drive them back to the core contact information you have just presented them.

Below we've compiled a list of the top 5 things to remember when evaluating, creating or redesigning your business card.

### 1. Showcase the logo.

To gain maximum impact with your logo, a two-sided card will allow it to be shown at maximum size. Make sure that the information side is clean and uncluttered without a dominating graphic or layout that will confuse the recipient – we never want them to think that the information side of the card is the end of your story. The idea is for them to turn it over to get the full impact of the logo. Remember to include the firm name on the information side and in the same font as all the other information, but bolder – this avoids confusion.

## **2. Keep It Clean**

Make sure no element is too close to the logo – give it space to breathe. You want the logo to stand out and not be swallowed up by a sea of information, so make sure it's clear and readable.

## **3. Stay On Track**

Never water down your logo or shrink it to the point of illegibility. Don't use part of it or change the colors or fonts to fit different spaces. It should look the same everywhere—from your business card to your website. Keep it consistent.

## **4. Create A Sense Of Unity**

The information portion of the card will have to be flexible since information required for each attorney may vary. However, keep the name and the title as consistent as possible. Most good designers and printers can create a “shell” with the logo and firm information that can then be printed with individual information as needed. It will allow you to add or edit personal information as needed while keeping your cards consistent.

## **5. Remember Its Purpose.**

Always keep in mind the 3 purposes of a business card: to create brand identity for the firm; to remember the name of the individual; and to easily find the contact information.

Your business card is not a mini-brochure and it is not a personal brand, it is a reflection of your firm. It is the cornerstone of your brand identity and legal marketing efforts. Make it impactful! Keep it consistent! Give it out to EVERYONE!