

Business Card Critique

Am I being offered a business card or a bribe? It makes me feel like I work for an ad agency in Quebec.

It's funny how there is so much information presented on Alternative Housing Solutions' business card, yet I still have no idea what the company does. There is too much to read in the introduction paragraph. It would have been more effective to use a simple logo and tagline to convey the same message. There is no connection between the logo and taking better control of one's financial future. Also, the typeface is too whimsical for a company that deals with money.

If Mr. Hanrahan's professional title had been included, it would have provided another clue as to what the company does. It looks like there may have been space delegated for that purpose, but it was never used.

There is a bit of scuffing



Pro: A strong and concept that is grabbing

Con: Typeface is too whimsical for financial company

Note: Get permission from the Bank of Canada when reproducing money

where the scoring for the fold took place. The paper stock is a regular weight which makes the folded card thick and a challenge to stuff into a wallet. Despite this, the "turn this card into cash in your pocket" concept is very clever and it's a great starting point that just needs a bit of refining. It certainly catches my attention.

Designers, marketers and business owners take note, if you plan to reproduce images of money - even if there are only portions of the bill being

shown as with this business card - you need to find out what is permissible by submitting a simple request to the Bank of Canada.

- Alana Berringer

Alana Berringer is the principal of Luoda Design, a Calgary-based design and communications company specializing in branding.

Want to put your business card under the microscope? Send four copies to: Business Card Critique, c/o Alberta Venture, #201, 10350-124 Street, Edmonton, AB, T5N 3V9. We regret that only those business cards chosen for publication can be reviewed.