

Your visiting card defines you-Let's discover how?

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Most of the people do not realize the importance of a visiting card, mainly under the assumption that they do not need one. If we think more deeply, when someone calls out your name you turn to look back spontaneously and then you enquire why were you called? Actually we have all been born for a purpose and your identity is defined by your name, work, religion, knowledge and family. Every man has a dream that he has a profound identity in this rat race in whatever field he might be. Everyone has one common desire, to be known and to be heard.

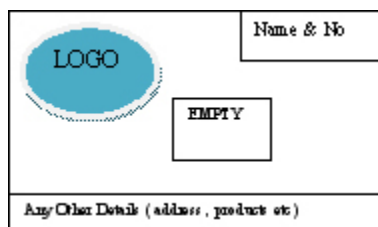
If you also want to establish your own identity then this article will be very fruitful for you.. So read on...And yes you guessed it right; we will be talking about the dos and don'ts of visiting cards..! What your visiting card says about you? Does it have a positive or negative impact on other people around you?

The queries you might be facing must include...whether a visiting card is necessary? Which color shape/ shape/ size it should be? Which will be most suitable for me and my organisation? Is the card should remain informative and clear? Also it should be attractive enough to be the first thing on your receiver's mind when they require your services.

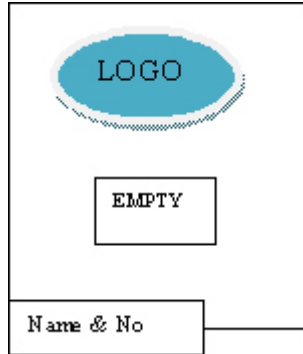
A visiting card is most economic and simple way to advertise yourself and when you pass your visiting card even if they don't need you now they will call later. Whether your organization is big or small if all the components in your card is right, success is definite, which one is right for you?

Cards are mainly classified into two types: horizontal and vertical.

Card – 1



Card - 2



Card (1) mainly signifies stability and on the other hand card (2) indicates success and growth.

1.The color of the card should be chosen in accordance to your birth date and the corresponding lucky colour. Try using pastel shades for the basic paper color since you will also have to choose a darker color for the overlaying font.

2.According to vastu, very important part of the visiting card is your company's logo. The logo should be placed in the NE or SE direction of the card. This will benefit you and result in lots of name and fame.

3.SW direction should be used to list your name and designation. Name should be spelt correctly in accordance with you DOB.

4.The centre of the card is also referred to as the 'BRAHMASTHAAN' which should be left empty. If there is anything in that area you will definitely face obstacles in your further growth and will hamper your monetary inflow.

5.At the bottom of the card you can add further details like contact, email address and office address as shown in the figure.

6.The font you choose should be legible and give the correct information.

7.As far as the logo is concerned, make sure that you are not using symbols containing knife and arrows etc basically things that are considered to against harmony.

8.Also the shape of the logo should be basic and not too complicated and haywire and should represent your objectives and your company in a suave manner.

9.Always Remember that your visiting card is a mirror of you...it should reflect your strengths in the right manner. It should be of an inspiration to the others and such that they always want to save and keep.