



THE BUSINESS CARD BLUEPRINT

Simple. Clear. Memorable.

Your card has **one job**: Help people quickly understand who you are, what you do, and how to reach you.

KEEP IT
Simple

KEEP IT SIMPLE

- ✓ No more than 3 colors
- ✓ 1–2 clear, readable fonts
- ✓ Plenty of white space
- ✓ Strong contrast (easy to read)
- ✓ Clean design that is easy to scan in seconds

AVOID

- ✗ Decorative fonts that are difficult to read
- ✗ Tiny text
- ✗ Too many icons, colors or graphics
- ✗ Busy backgrounds
- ✗ Generic clip art

WHAT EVERY CARD SHOULD INCLUDE

- 1  **BUSINESS NAME**
Make this one of the most noticeable elements.
- 2  **YOUR NAME & TITLE**
Examples:
 - Jane Smith, Notary Public
 - Jane Smith, Mobile Notary
 - Jane Smith, Notary Signing Agent
- 3  **AT LEAST 2 CONTACT METHODS**
Examples:
 - Phone number
 - Email address
 - Website
 - Booking link

A phone number and email address are usually the strongest starting combination.
- 4  **ONE ADDITIONAL MESSAGE**
Choose ONE, not all of them.
 - Serving Pinal County
 - Mobile appointments available
 - Evening & weekend appointments
 - Hospital & assisted-living specialist
 - General notary & loan-signing services
 - Scan the QR code to book

WHAT NOT TO INCLUDE

- ✗ **YOUR COMMISSION NUMBER**
A commission number is generally unnecessary on a business card. It adds clutter and places identifying commission information into public circulation, where it could potentially be copied or misused.

Provide commission details only when they are legitimately needed for a transaction, hiring platform, contracting company, or official verification.
- ✗ **EVERY SERVICE YOU OFFER**
Do not try to list:
 - Acknowledgments
 - Jurats
 - Power of Attorney
 - Wills / Trusts
 - Loan Signings
 - Apostille Assistance
 - Hospitals
 - Jails
 - Weddings
 - Field Inspections
 - Fingerprinting

That belongs on a website, brochure, service menu, or booking page—not all on one card.

2 Seconds THE QUICK TEST

Before approving the design, look at the card for 3 seconds and ask:

- ✓ Can I immediately tell what the business does?
- ✓ Can I easily read the business name?
- ✓ Can I quickly find 2 ways to make contact?
- ✓ Is there one clear reason to choose or remember this notary?
- ✓ Does the card still look clean from arm's length?

IF THE ANSWER
TO ANY OF THESE
IS NO, SIMPLIFY IT.

3 Examples KEEP IT CLEAN. GET REMEMBERED.

✓ SIMPLE & EFFECTIVE



WHY IT WORKS

- ✓ Clear business name stands out
- ✓ Easy to read fonts
- ✓ 2 contact methods are easy to find
- ✓ One additional message (service area)
- ✓ Clean, open design
- ✓ Professional and trustworthy

✗ OVERCROWDED & CONFUSING



WHY IT DOESN'T WORK

- ✗ Too much text—hard to read
- ✗ Too many colors & fonts
- ✗ Commission number not needed
- ✗ Too many services listed
- ✗ Looks busy and unprofessional
- ✗ Overwhelms and confuses people



REMEMBER: Simplicity builds trust. A clean card looks professional, is easier to read, and gets you more calls.



KEEP IT SIMPLE. STAY PROFESSIONAL.

Clear cards get calls.



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