

## Business Card Format Guidelines

Business cards come in four formats: Children's Hospital, Children's Health System, Children's Hospital Foundation and The Amelia Center. Most employees use the Children's Health System or Children's Hospital standard card.

- All personal information should be entered in upper and lower case, with the exception of the e-mail, which should be all lower case.
- Phone numbers should be entered using periods, not dashes or parentheses. You can only list three contact numbers. (Format: 205.939.9100)
- Academic and medical credentials should follow names. In order to maintain a consistent appearance and to make maximum use of space, periods are not used in credentials. Include only the highest degree awarded (for example, a person with a BA, MA, and PhD would have only PhD listed).
- Only official job titles can be listed on the second line. If listing more than one job title, use shortened forms (for example: V.P., Public Relations and Marketing).
- The physical address must follow this format:
  - Suite/Floor Number and Building Name
  - Street Number and Street Name

For Example:

4th - Floor Park Place Suite 402 - ACC  
1600 5th Avenue South      1600 7th Avenue South