

The Custom  
Boxes

# Top 10 Tips How To Design a Business Card

**YOUR text**  
space left for your text

[www.company-name.com](http://www.company-name.com)

**Company Address:**  
address details  
Your text



## Business Card

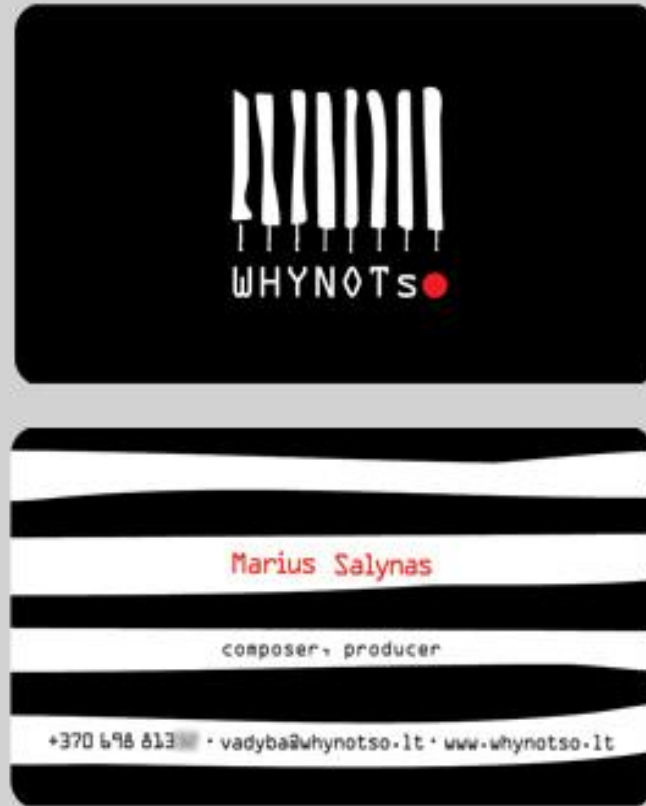
A business card usually includes the personal and contact information of the giver of the card. There are two primary purposes of a business card that is

- Represent your brand.
- Provide contact information.

A business card holds the giver's name, company name and the position of the giver in the company along with the logo of the company. It also includes addresses, telephone, cell phone and fax number.

## Who, What, Where and Why?

The most important content of a business card is who it belongs to, what the giver of the card does, where he does it etc. This is the first and foremost thing to do as it shows the information that you want to convey. Many times, a business card can be considered dull or useless, merely because it did not have the exact information needed. , One needs to think carefully about what information to provide without the card looking too messy.





## Legibility

If you have too much information to update on your card, you may be tempted to shrink the size of the font. While that is one possible option, it also happens that small font is readable on screen but comes out a smudge in the printed form. Also, while choosing the font, one must go for a simple font like Times New Roman or Calibri that are easily readable rather than Monotype Corsiva.



## **Designing Techniques.**

While the use of bright colors can make a business card look good but without proper use of design elements, even the most colorful card can be dull. Color techniques are often used by advertising and creative business with the aim of appearing fresh and original. There is no doubt that colors do enhance a business card but an old fashioned, black and white card can be just as appealing with the right designing.



## Emboss it

If one is concerned about designing a black and white card, no need to worry when one can emboss the card. Embossing gives the card a 3d, raised effect which gives the card more elegance. Usually, people don't like to risk in embossing their card so your card will surely be remembered for its unique effect.



## QR Coding

Another creative tip to make your business card stand out from the rest is to provide a QR code in it. Even to this day, many businesses prefer mentioning their information in written form. One can just provide the name of the business on the front and a QR code at the back which will transport the receiver of the card to the website of the business whenever the QR code is scanned. This way, the business card looks classy and elegant.

## Pictures speak Louder Than Words

We all are aware of the phrase "Pictures speak Louder than words". In the world of designing, this phrase is true. When creating a business card, the company can also use images that portray the nature of their business. For example, if a photographer is making his business card, he can include the distinctive shots that he may have taken to advertise his work.

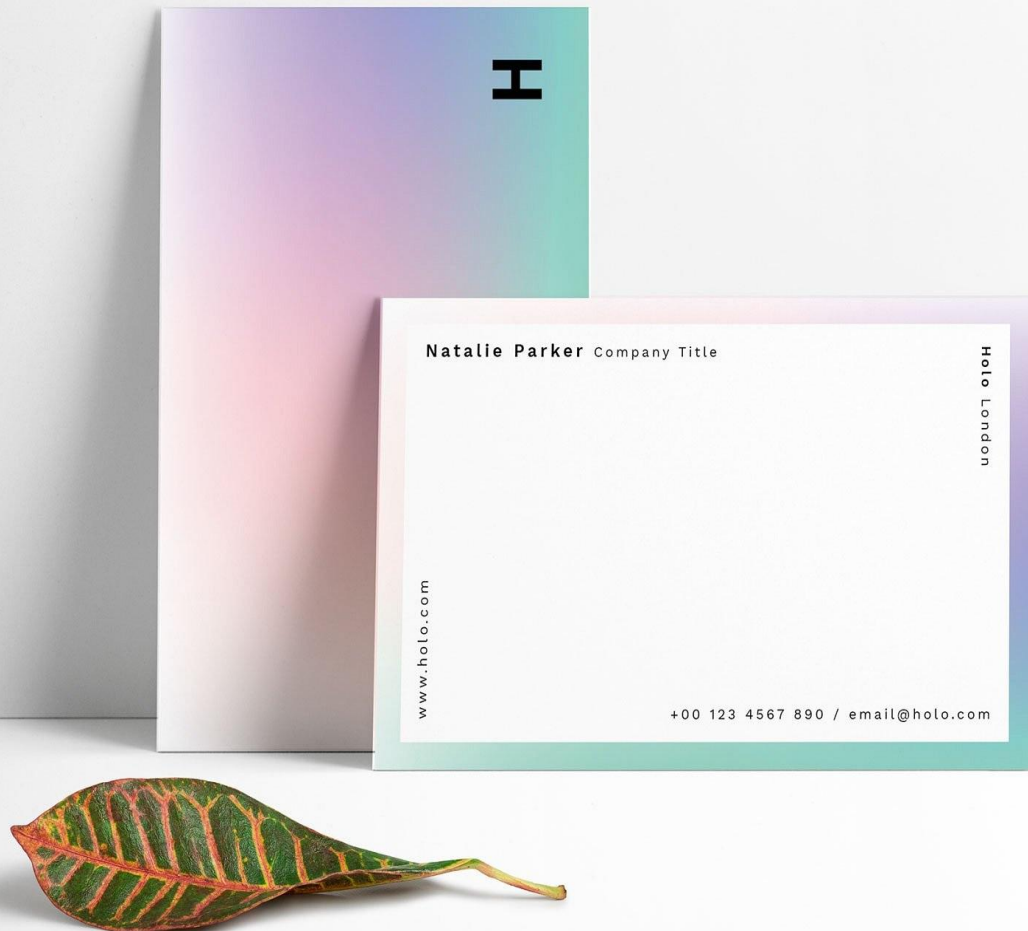






## Paper Thickness

It is very important to pay close attention to every aspect of the business card while designing one, whether it is on screen or in print form. The thickness of the business card tends to feel more expensive- applying that the business is in financial stability. A thin business card often gets torn up in between other cards.



# Business Card

Landscape and Portrait  
Photoshop and Indesign  
Template

## Borders

As much as borders and other creativity looks good on screen in a business card, one can never be too sure how it will look once its printed. Even a minute change in the printing, can change the angle of the border and ruin the look of the business card. It is usually advised to leave almost 3mm around the edge of the card, solely for such a reason.



## The Safe Area

Just like borders and other creativity, it is necessary to keep any important information in preferably, a center safe area of the business card to avoid the risk of it being cut off during printing.



## **Check, Check and Check again!**

The phrase "Better to be safe, than sorry" applies here perfectly. Once you are completely done with creating your business card, check every minute detail to the last point so that you do not receive disappointing news from the printers that some information got cut, or you missed an alphabet in the email address. Get Unique Business card Visit

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