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## WHAT ARE THE 5 TIPS TO CREATE AN EFFECTIVE BUSINESS CARD?

ADVERTISING & MARKETING

**With so many designs, shapes and stocks on offer, designing a business card of your own can often seem a daunting task. Here we look at five tips to ensure it's you that stands out from the card crowd.**

Ah, the business card. With so many designs, shapes and stocks on offer, designing a card of your own can often seem a daunting task. Not only that, there's all the other networkers and conference-goers to compete with. But we've all come across that one design that has stuck in our head, the one that still leaves a lasting impression. Here we look at five tips to ensure it's you that stands out from the card crowd.

### 1. Keep your details clean and simple

When it comes to your contact details, it's easy to include everything from your address, to social media handles. But often less is more. So try ditching the clutter and keep only the essentials – ensuring your name, job title and company logo are clearly displayed for all to see.

### 2. Know what look suits your business

Before you get stuck into the details of your design, it's good to have a clear vision about what you'd like your business cards to say about you. For instance, would you suit a professional clean-cut look, something more colourful and abstract, or perhaps a photo-led design to showcase your products or portfolio? With this decision firmly in mind, you're sure to create something that shows your business off in the best light.

### 3. Get as creative as you like!

Your business cards are usually the first thing someone has to remember you by, so they're a great opportunity to stand out from the crowd. Choosing things like a unique shape of card, a striking design, and even using them to promote your portfolio really makes you memorable. Thanks to [Printfinity](#) you can get a different image on each of your business cards too.

#### **4. Multi-functional cards**

A business card can be so much more than just a way to hand over your details. For instance for those in the food and drink industry, the reverse could be turned into a loyalty card, or if you work in retail, your cards could be used as a way to promote a sale or collection. Thinking a little outside the box when it comes to your cards can really help you get noticed.

#### **5. Deliver a tactile experience**

Your cards not only need to look good, but it's key they feel good too. After all, people are more likely to remember you with something that gives them a great tactile experience. That's why choosing styles like the textured Letterpress or triple-thick Luxe are a great way to add that extra dimension to every introduction.

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