

# The Business Card

A lasting impression

# Design

- ◆ White stock, dark ink (for easy reading and scanning into address books)
- ◆ Non-glossy surface – to make it easy to write on
- ◆ Standard size 2" x 3.5"
- ◆ Simple, easy to read type
- ◆ Clean crisp design
- ◆ No butterflies or unicorns – it's a BUSINESS card

# Printing

- ◆ Don't money for offset printing, or engraving
- ◆ Don't print 1000 (start with 50) – you'll probably make changes soon
- ◆ Print on a laser printer.

Use Avery ten-up, micro-perforated sheets for laser printers

# 5871 (white) or 5876 (ivory)

# Content

## Employee or Entrepreneur

- ◆ Name
- ◆ Company
- ◆ Permanent address
- ◆ Phone
- ◆ Email
- ◆ Company URL
- ◆ Photo or sketch of product (optional)

# Content

## Student

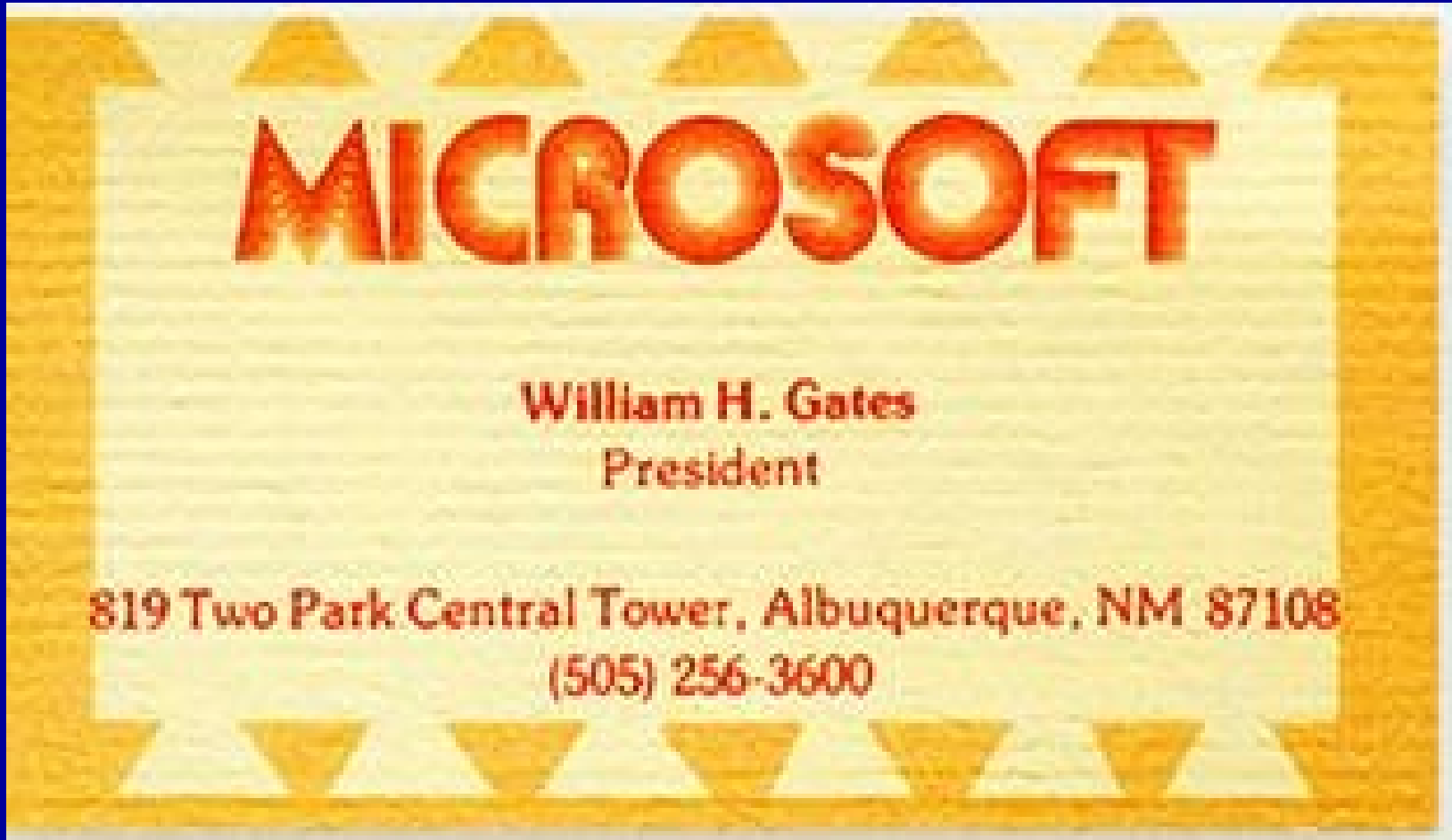
- ◆ Name
- ◆ School,
  - Major
  - Graduation year
- ◆ Permanent address (minimum: city /state; or country if international student)
- ◆ Phone
- ◆ Email

# Content

## Job Seeker

- ◆ Name
- ◆ Field or Expertise  
(e.g. - Attorney, Designer, Accountant)
- ◆ Permanent address
- ◆ Phone (with answering machine)
- ◆ Personal Email

# Sample Business Card 1



# Sample Business Card 2

## WRIGHT CYCLE COMPANY

1127 WEST THIRD ST.

DAYTON, OHIO

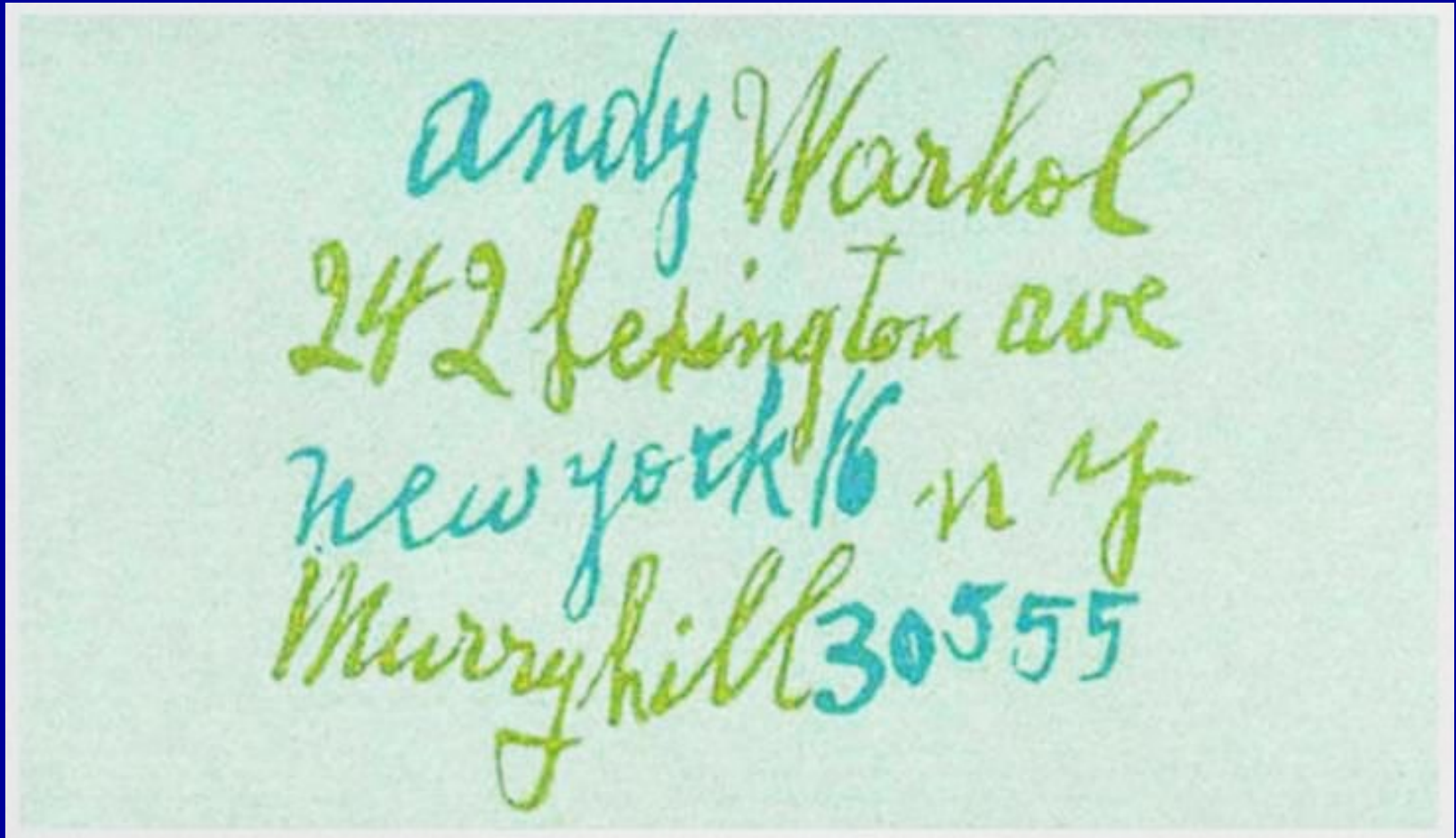
HANGER @ HUFFMAN FIELD

WILBUR WRIGHT

ORVILLE WRIGHT



## Sample Business Card 3



# The Card Game

The one who collects the most cards wins

## Rolodex Business Card Binder Kit

- Fits 3-ring binder
- Holds 100 business cards



# Blank Slide