

Business Cards

Once you've established a strong online presence and as you begin to search for opportunities it's useful to create a set of business cards to help promote your work.

You can bring business cards to conferences, meetings, networking events, and openings. It's always a good idea to keep a few cards on hand — you never know who you may meet. These cards are often saved, act as a physical reminder of your practice, and provide a direct link to your contact information.

WHAT TO INCLUDE

Your cards should include your name or business name, email address, phone number, and website address. Avoid listing more than one email address so as not to confuse people. Cards can also include your general location — city, state, or region — or business address. It can be useful to list your creative field or business services. For example: artist, sculptor, photographer, or illustrator. Some people also choose to list social media accounts.

Your cards should use typography and a color palette that visually relate to your website. If you've created a personal logo, you can include it on your card.

Some people choose to incorporate visual patterns or images of their work on their business card. Many online print services allow you to print cards with a standard design on one side and a variety images on the back at no extra cost. If you go this route, be sure to use visuals that you feel are strong and showcase your talent.

DESIGN TIPS

Standard business cards are 3.5 x 2 inches. It's okay to experiment with the size of your cards. Some print services offer multiple options such as square versions. Make sure your business cards can easily fit in a wallet.

- Consider your margins: to be safe, leave 0.125 in. margin on all sides of the card.
- Don't overcrowd your card with information.
- Make the type legible. Don't go too small with your font size.
- Unless you feel confident in your typographic skills, use a standard font such as Helvetica or Times New Roman.
- Avoid mixing and matching typefaces.
- Spacing, bold type, or all caps can be used strategically to establish hierarchy on the page and make your card easier to read.

Printing Options

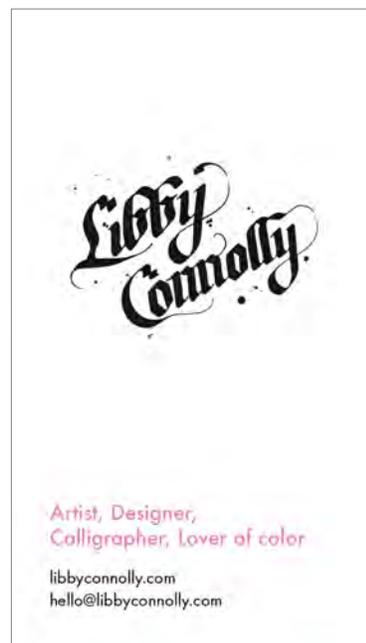
There are several online services, such as Moo and Vistaprint, that print quality business cards at reasonable prices. You can also likely find a local copy shop that can print cards for you at a competitive rate and quick turnaround.

Before you commit to a printer request a sample pack so you can determine the paper stock, finish options, and get a sense of the overall quality of the cards before making an investment. Make sure that you follow all file requirements, paying careful attention to trim and bleed size when preparing your files for print. Many printers provide instructions and file templates to help you with this process.

To get started, print 50–100 cards and see how quickly you go through them. Look out for coupons that online services frequently offer. Also keep in mind that cost of printing usually decreases the more items that you print.

If you have printing skills and access to equipment such as letterpress, screen printing, or custom rubber stamps, you can also choose to print your own cards. Just keep in mind that your cards should maintain a look of professionalism and hold up to wear and tear.

Business Card Examples



Dos & Don'ts

- Do include clear contact information.
- Do use keywords or a tagline to identify what kind of artist you are.
- Do use white space effectively.
- Do inject some personality into the design of your card using typography, color, language, or imagery.
- Don't use type that is too small to read.
- Don't forget your audience when designing your card.
- Don't forget to consider both sides of your card. You do not need to repeat information on the front and back, but they should feel visually similar.

