



What makes a business card effective? Is it originality? Legibility? Simplicity?

Perhaps it's how your card prompts the recipient into contacting you. A clean, uncluttered design shows that you care about appearance and immediately sends out a professional vibe.

First and foremost, your card must clearly show your contact details. That's the priority. Even a poorly designed card must allow people to contact the owner. Kind of a no-brainer, but you'd be surprised how many cards hide the contact info behind some over-indulged colour scheme or illegible type.

Size deserves a mention. If your card doesn't fit into a holder or wallet it won't be kept close-by.

What about a gimmick? Here's an original idea that doesn't use card stock.

How much should conventions be challenged, and does it depend on the industry?

A business card should (at the very least) contain three elements (in order of importance):

1. Contact information
2. Company name
3. Visual identifier for the company (a logo for instance)

“Regardless how flashy or clever your card is, if contact information is not readily available, or quickly processed, the card failed. What does it matter if someone remembered some neat trick the card does or how nice it looked if they find a hint of difficulty acquiring your information from it.”

— TERRY TOLLESON

## Die-Cut Business Cards

