



Each day millions of people all over the world are asking others, "May I have your card?" This commonplace business ritual looks different around the globe. In Korea you show respect for a colleague by presenting a business card in two hands. In the Far East most corporate business cards are two-sided, with one side, for example, in Korean, and the other side in English. The Western-size business card is slowly becoming the standard around the world, although many countries are still using variations of a larger card. In the nineteenth century, Victorian calling cards were elaborately decorated and oversized by present American standards. They were designed to showcase a name only. Today the designer is faced with so much information to include—from

e-mail to voice mail to mobile phone and 800 numbers, double addresses and domains—that the small business card is a challenge even for the most experienced designers. Information, by necessity, is flowing to the back side.

The business card is a small and portable marketing tool. The quality and intelligence of the information are a reflection on the card holder and her company. Digital business cards are gaining in popularity. These mini CDs have the capacity to hold a multimedia presentation on the size of a credit card. In the future a high-tech business card may double as an identification card and include a user's fingerprint or other biometric data.

Like the best packages, the best calling cards convey trustworthiness and WOW at once.

Tom Peters
Brand You

Process : business card design

Clarify positioning

- Revisit positioning goals.*
- Revisit competitive audit.*
- Revisit internal audit.*
- Understand brand hierarchy.*

> Determine need

- Who uses a card?*
- How frequent is the need?*
- What is the quantity required?*
- What is the critical information?*

> Finalize content

- Best-case scenario*
- Worst-case scenario*
- Unify abbreviations*
- Tagline*
- Regulatory info*
- Parent*
- Professional affiliation*

> Develop design

- Use real text.*
- Show actual size.*
- Examine iterations.*
- Consider the back.*
- Develop color strategy.*

> Identify paper

- Appropriate surface*
- Weight*
- Availability*
- Color*
- Quality*

Business card design basics

Think of a business card as a marketing tool.

Make it easy for the receiver of a card to retrieve information.

Make it easy for new cards to be produced.

Minimize the amount of information, within reason.

Consider using the back as a place for more information or a marketing message.

Carefully choose the weight of the paper to convey quality.

Feel the paper and the surface.

Make sure that all abbreviations are consistent.

Make sure that the titles are consistent.

Make sure that the typographic use of upper- and lowercase is consistent.

Develop system formats.

Do not consider an unusual size unless the company is a restaurant or a fashion house.

> Determine production method

Printing

Engraving

Foil stamping

Embossing

> Manage production

Review proofs.

Watch first run on press.



Infinite, a strategic identity and image management firm in Seoul, Korea, designed these bilingual, two-sided business cards for Daehan Investment Trust Securities and Unitel, an internet provider.

