

THE ULTIMATE GUIDE TO BUSINESS CARDS



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DESIGN AND PRINT
MADE SIMPLE

SVP'S GUIDE TO BUSINESS CARDS

Affordable, visible and tangible, as long as your carrying one, a great business card will never let you down.

But, how do you create an effective business card and do they still have a place in today's digital society?

Read on to get all of your business card questions answered.

What is a Business Card?

Business cards are often the first piece of marketing material you'll print when you start or join a new business.

They are small, wallet-sized cards printed with your name, contact details, and business information.

Business cards are a simple way to pass your contact information on to prospects whilst networking or at business meetings, trade shows, and events.

However, they do much more than pass on your contact details. In fact, 72% of people say they would judge your business based on the quality of your business card. Making them a valuable tool for ensuring your business makes a great first impression.

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What is the size of a standard UK business card?

Similar in size to a credit card, the standard size for a UK business card is 85 mm wide x 55 mm high.

Sticking to the standard UK size ensures your business cards are easy to store in wallets and business card holders, making them more likely to be kept.

However, in a crowded market, some business professionals also opt for a square 55x55mm business card to help them stand out from the crowd.



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WHAT INFORMATION SHOULD YOU INCLUDE?

When creating a business card, it's all too easy to stick your basic contact details on a card and hope for the best.

But will this create a favourable impression of your brand? If you want to create a business card that stands out from the crowd and gets you noticed, you'll have to pay more attention to the information you include.

So, what information should you include on your custom business card?

1. Your name and job title

When someone looks at your business card, can they tell who you are and what you do?

Your business card should introduce you and your business to your prospects. Telling them exactly who you are and how you help your clients.



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WHAT INFORMATION SHOULD YOU INCLUDE?

2. Your brand logo and tagline

Your business card should act as an extension of your brand. Including your logo and your company tagline will ensure your business card is identifiable as coming from you.

3. Contact information

Your contact information should form the bulk of your business card. If you want people to get in contact with you, you have to tell them how.

So, what contact information should you include?

The thing to remember is not to overcrowd your business cards. Include as few contact details as possible whilst still providing your prospect with different ways to contact you.

We'd recommend including:

- Your business email address.
- Your business telephone number.
- Your mobile number (if you're frequently out of the office).



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WHAT INFORMATION SHOULD YOU INCLUDE?

4. Your company website

Providing a link to your company website is a great way to showcase the range of products and services you offer.

If you want to stand out, you could link to a unique URL that leads your prospects to a welcome message introducing your company or a free resource that will guide them along your customer journey. This is a great way to establish a personal connection with your prospects.

Top Tip: Avoid long URL's where possible. Tools like bitly are great for shortening long links and tracking how many people clicked on them. Or, QR codes are ideal for business cards. They're simple to scan and take your prospects directly to your website.



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WHAT INFORMATION SHOULD YOU INCLUDE?

5. Social media platforms

Social media is great for staying social! Providing your prospects with details of your business social media profiles means you can keep the conversation going long after you've exchanged business cards.

Your social media accounts should also provide greater insight into your company, allowing your prospects to get a good taste of the kind of work you produce.



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What thickness should my business cards be?

Generally speaking, the thicker your business cards, the better! The thickness of your business card stock has a huge impact on the look and feel of your print.

For a high-quality business card, we'd recommend opting for a 400gsm – 450gsm paper stock.

Or for a premium, stand-out business card, 810gsm Triplex business cards are durable and sure to get your business noticed.



TYPES OF BUSINESS CARD

Laminated Business Cards

Laminated business cards are high-quality business cards printed with matt, gloss, or soft-touch lamination. Lamination adds a layer of protective material to your business card to create a finish that lasts.

Lamination can affect how your colours look and how your business cards feel, so it's important to choose the right one. If you're not sure which one is right for you, check out the next section of this guide.



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TYPES OF BUSINESS CARD

Uncoated Business Cards

Uncoated business cards are the perfect budget-friendly choice for environmentally conscious businesses. As the business cards are uncoated, they are 100% recyclable.

With uncoated cards, the texture of the material is part of the tactile experience. Different stocks such as a cream or ivory board will stand out as different from standard cards.

Uncoated business cards are also great for use as appointment cards or loyalty cards as they're easy to stamp and write on.



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TYPES OF BUSINESS CARD

Triplex Business Cards

For a card that your prospects can't put down, choose Triplex Business Cards.

Triple-Layered Business Cards are printed onto a luxurious 810gsm kraft or uncoated card, encasing a coloured core centre to ensure you stand out at your next networking event.

Being one of the thickest business cards available, they are durable and sure to stand the test of time.



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TYPES OF LAMINATION

Lamination adds a sturdy level of protection to your business cards, creating an attractive finish that your prospects can't ignore.

Depending on the type of business you run, you may opt for a different lamination on your business cards.

Here are the different types of lamination and when you should use them:

Matt Lamination

Matt lamination is a popular choice if you're looking for low surface shine and a subtle, prestigious business card.

Unlike gloss lamination, it provides softer colours with less contrast. With its velvety texture, it creates a business card that your prospects won't want to put down.

Whilst it does form a protective coating over your print, it can sometimes be susceptible to scratching and fingerprints.

Opting for a matt laminated business card provides you with the option of adding a whole host of other contrasting finishes to your print like Spot UV and foiling.

TYPES OF LAMINATION

Gloss Lamination

If you're looking for a business card that shines, gloss lamination is a perfect choice.

Gloss lamination adds a high-gloss sheen to your business cards. Providing a higher level of protection than matt lamination, it's perfect for creating a business card that stands the test of time.

Gloss laminated business cards will grab the attention of your prospects with brighter colours, richer blacks and a greater shine, perfect for businesses wanting to raise their profile.



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TYPES OF LAMINATION

Soft Touch Lamination

Soft-touch lamination may be relatively new in the print world, but it still never fails to make an impact.

For a great all-round business card, soft-touch lamination produces vibrant colours with an appealing matt effect. Finished with a velvety, soft-touch texture, there's no wonder it encourages prospects to engage with your business cards for longer.

Due to its durable qualities, soft-touch lamination is the perfect choice for a business card that lasts. Its premium finish makes it less prone to fingerprints, scratches, and scuffs.

For best results, soft-touch lamination is paired with silk paper. Soft-touch lamination also looks fantastic when paired with Spot UV, for maximum contrast.

Top Tip: Be wary when using large areas of solid, dark colours with soft-touch lamination. This lamination is prone to showing fingerprints and marks if it has a dark colour (dark blue, black or grey) beneath it.

TYPES OF SPECIAL FINISH

Spot UV

If you want to draw attention to certain areas of your print, Spot UV is a popular choice!

Used to make certain areas of your print high-shine and glossy, it's perfect for creating a luxury business card that demands your prospects attention.

Although Spot UV can be applied to the whole card, it's much more effective when used to highlight your company logo or a particular element of your design.



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TYPES OF SPECIAL FINISH

Top Tip: Spot UV works perfectly when paired with silk business cards and a matt lamination! It adds greater contrast to your print and creates an extra layer of protection through the lamination process.

If you want to add Spot UV to your business cards, it will require a little extra work in the design stages. But, don't panic our [Ultimate Guide to Spot UV](#) walks you through the entire process of adding Spot UV to your artwork in Adobe InDesign and Illustrator.

Foiling

If you're looking to add an element of luxury to your business cards, then foiling is the perfect option.

Foiling creates a memorable, stand-out business card that your prospects can't avoid. It can be applied to your logo or certain aspects of your design or text, to create a luxurious, high-contrast finish that will ensure your business cards stand out from the crowd.

Print foiling is currently available in a wide range of colours including classic copper, gold, silver, green, and red.

TYPES OF SPECIAL FINISH



If you want to add foil to your business cards, it will require a little extra work in the design stages. But don't panic our [Ultimate Guide to Foiling](#) walks you through the entire process of adding foil to your artwork in Adobe InDesign and Illustrator.



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TIPS FOR EFFECTIVE BUSINESS CARDS

1. Follow the basic design principles

It may seem obvious, but you'd be surprised how many people forget to apply the basic principles of print design to their business cards.

When sending any project to your printer, don't forget to:

- Include a 3mm bleed and keep any copy at least 4mm away from the trim edge.
- Work at 300ppi for any images to achieve the best quality reproduction.
- Produce your design in CMYK colours.

2. Only include the most important information

With limited space, it's important to be selective about the information you include on your business card.

What will pique the interests of your recipients? What would they want to know about your business?

Including your name, company name, company website, email address and, business phone number will provide your prospects with everything they need to get in contact with you.

TIPS FOR EFFECTIVE BUSINESS CARDS

3. Ensure your text is easy to read

Creative fonts may be fun, but can your prospects read them?

Make sure the fonts you use are clear, easy-to-read, and reflect your branding.

There's plenty of scope to get creative with the design of your business card without compromising on clarity.

4. Use plenty of negative space

Resist the urge to fill every corner of your business card with text, design elements and information.

Incorporating plenty of white space creates breathing room and helps the most important design elements stand out.

5. Ensure your business card compliments your branding.

Your business cards should be an extension of your brand and should be instantly recognisable as coming from you. Using your brand fonts, colours and most importantly, stick to your brand guidelines to ensure consistency across your marketing materials.

HOW SOAR VALLEY PRESS CAN HELP YOU

At Soar Valley Press, we make the process simple. We can design your business cards, help you choose the right paper stock and lamination, and print them. Send us your artwork today for a quick turnaround, or talk to us about what you want to achieve and we'll design it for you.

Don't hesitate to get in contact with us on **0116 259 9955** or email our team at orders@soarvalleypress.co.uk

Looking for more useful information and resources? Visit our website soarvalleypress.co.uk

OUR GUARANTEE

We are totally committed to ensuring you are completely happy with the products and services that we supply. We will strive to ensure you have a positive experience and work hard to resolve any issues you may have. We offer a full refund or reprint if we are not able to deliver what we promise in our proposal.



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