

Part 2

Creating a Business Card or Visiting Card

Business cards are cards bearing business information about a company or individual. They are shared during formal introductions as a convenience and a memory aid. A business card typically includes the giver's name, company affiliation (usually with a logo) and contact information such as street addresses, telephone number(s), fax number, e-mail addresses and website.

Before starting a new Visiting Card or a Business Card design its important to study some of the existed designs because it gives an idea on how the design elements, colours, fonts etc. are used in the design.

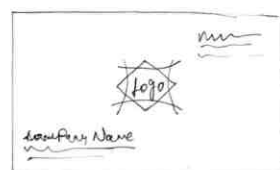
A good alignment and breathing space makes business card look different from the regular designs.

Business card looks good when it has more white space in it ie the entire card space shouldn't be filled with details in big fonts, more colours, more elements and in the background. It should be very simple with minimum fonts, colours and elements.

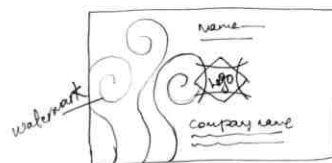
Before you start the actual design it is always good that you prepare some scribbles ie take a white paper and put your rough ideas with pencil. This makes your final job easier as it helps you to decide on which alignment you want to follow in the design, how to leave white space or breathing space and how you can arrange the elements and text in the design.

When you are ready with the rough ideas and options of the designs, select one of the best idea and start working on it. Now let us start the actual design. In this case we can use the logo of the previous exercise and start designing a business card for that.

Given below are the scribbles or rough ideas drawn. There are 3 different designs each with an individual alignment.



in this option all the elements are aligned in diagonal manner



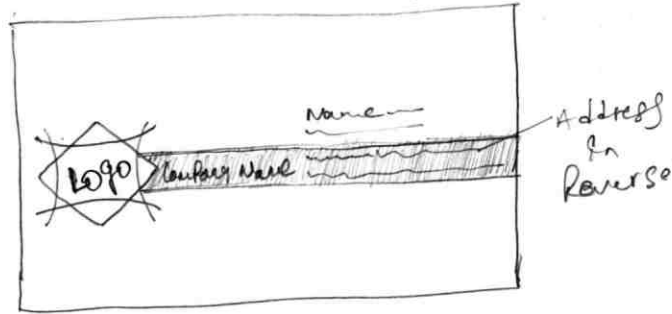
in this option all the elements are aligned to the left from the 2nd half of the centre leaving white space in the 1st half with an watermark



in this option the logo, company name and address are centre aligned with a reverse patch of black and name aligned seperately from the patch at the top of the address

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From the options shown in the scribbles let us start with 3rd option which looks different from other, because all the elements are aligned in straight line to the centre of the card leaving breathing space in top and bottom so that when you see the card at a glance the focus will be in centre



To start with first you have to decide on the card size that you want. Below are the different sizes followed in different countries:

Country/Standard	Dimensions (mm)	Dimensions (in)	Aspect ratio
ISO 216, A8 sized	74 × 52	2.913 × 2.047	1.423
Ireland, Italy, United Kingdom, France, Germany, Netherlands, Spain, Switzerland, Belgium	85 × 55	3.346 × 2.165	1.545
ISO/IEC 7810 ID-1, credit card sized	85.60 × 53.98	3.370 × 2.125	1.586
Australia, Denmark, New Zealand, Norway, Sweden	90 × 55	3.54 × 2.165	1.636
Japan	91 × 55	3.582 × 2.165	1.655
Hong Kong, China	90 × 54	3.543 × 2.125	1.667
Canada, United States	88.9 × 50.8	3.5 × 2	1.75
Iran	85 × 48	3.582 × 2.165	1.771
Argentina, Brazil, Czech Republic, Finland, Hungary, Israel, Kazakhstan, Poland, Romania, Russia, Serbia, Slovakia, Ukraine, Bulgaria, Latvia, Mexico and South Africa	90 × 50	3.543 × 1.968	1.8

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Let us start with drawing a box measuring 90 x 50 mm

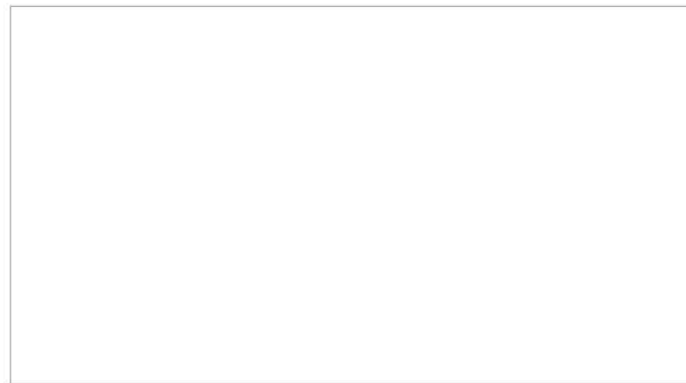
For this ensure that units of measurement is in millimeters selected in the property bar and draw a box with rectangle tool and give the measurements in the transform bar as shown below



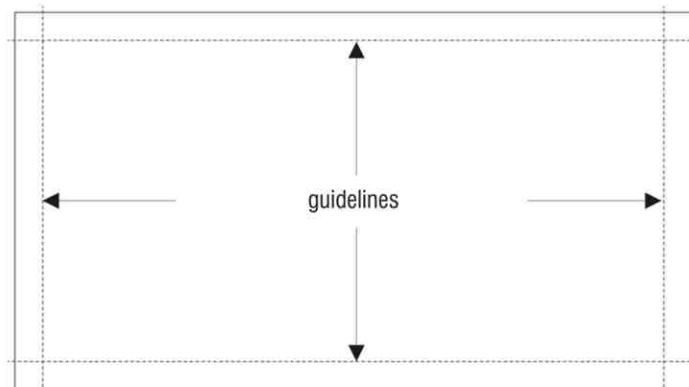
draw a box and select the box. when you select the box the property bar is changed to transform bar



now you give the height an width measurements that you want in the given area as shown above



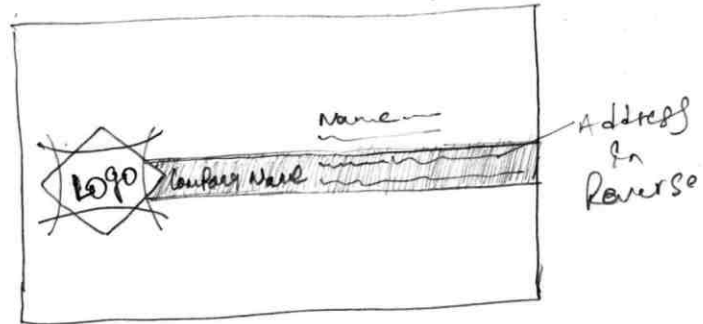
When you got the box with the measurements that you wanted ensure that you leave some 5mm space on all sides so that when the final card is printed and cutted your elements in the card will not go in cutting. So while working put the guidelines and start your work



When you are ready with the box, depending on the selected idea keep all the elements ready for the actual work .

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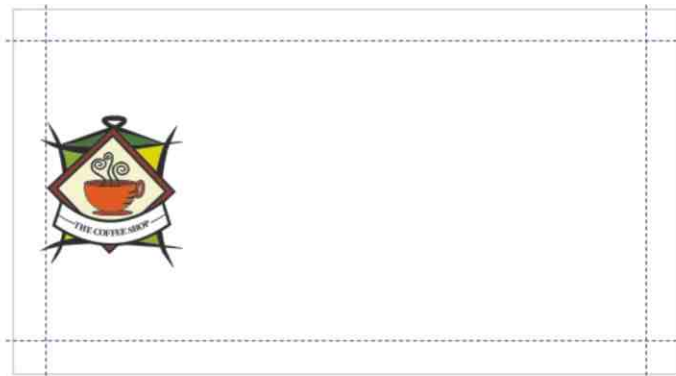


As per the scribble that you select from the options like in this case as shown above the elements such as logo (coffee shop logo), name - The Coffee Shop, name of the card holder and the address for communication.

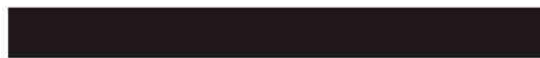


The Coffee Shop
Rafael Grigorian # 142, Rd. No-24, Banjara Hills, Hyderabad.
Manager Tel: +91 40 23312121. Cell: +91 98495 86556

Let us start putting all the elements one by one as per the scribble drawn. As per the scribble first place the logo to the left corner to left guideline making vertically centre. To make the logo vertically centre aligned, select the logo and wholding the shift key in the keyboard also select the box and press 'E' in the keyboard.



Now place the other element ie a black box aligned vertically centre which starts from the centre back of the logo to the right corner of the card

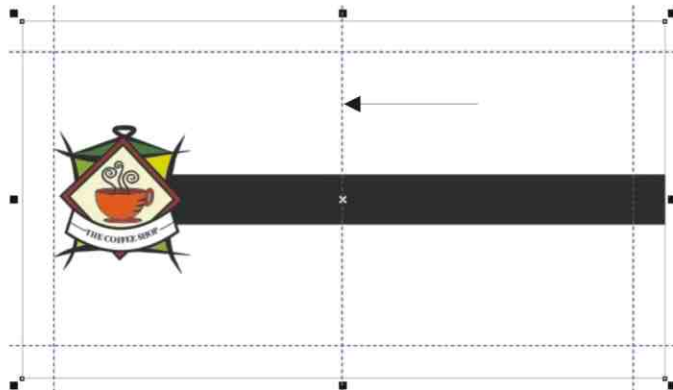


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Place the already drawn box in the card or draw a box from the centre of the logo to the right side of the card approximate height of 8mm. Fill the box with black colour. Now select the box wholding the shift key press 'E' in the keyboard to vertical align and press 'R' to right align to the card.



Now select the box and put a guideline just in the centre of the card to place the other elements.

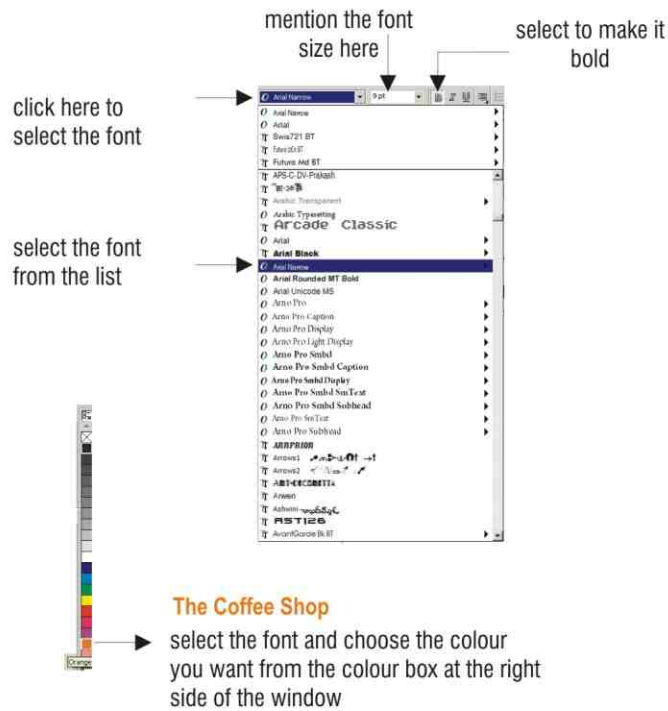


Now you place the company name or type the company name and put it in between the logo and the guideline, placing it vertically centre aligned

Now select the text and give a colour. The colour which you select should be same from the colours that you used in the logo. Because lesser the colours the more legible are the elements, if they are more it creates distraction.

Since the idea is to place the elements in the black box ensure that the fonts you select are the condensed and narrow once. Select a font from the property bar. In this case select 'Arial narrow' font of size 9pts and select orange colour which similar to the colour of the cup in the logo.

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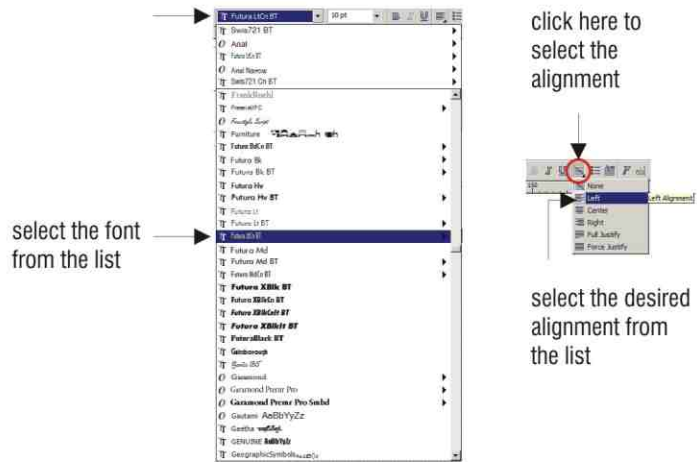
Whenever you are preparing the stationary designs ensure that your system is loaded with some different types condensed font families. Because the condensed fonts uses less space than expanded fonts.

ex: Arial narrow, Futura condensed, Swis condensed, Gillians condensed etc.

Now you place the address text or type the address text and place it in the black box in between the centre guideline and the guideline at the right. Ensure that the text is left aligned

Select the address text and select the more condensed font from your font list, so that it correctly fits in the place. In this case select 'Futura LtCnBt' font and size around 8pt and select white colour so that it appears as reversed in the black box. If the font is not there in your fonts list select the nearest condensed font and by adjusting the font size place it at the desired place.

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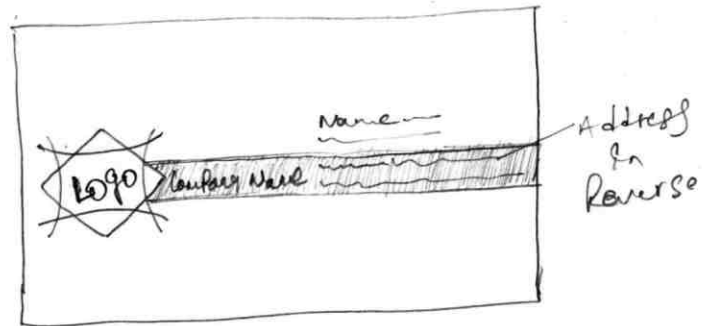


So now type the card holders name and designation in left alignment and place it above the address text in the box and left align it to the address text.

Since the name of the card holder has to be highlighted just differentiate it by using bold font from the same font family with a colour differentiation. In this case the font is differentiated by 'Futura Md Bt' with an orange colour.



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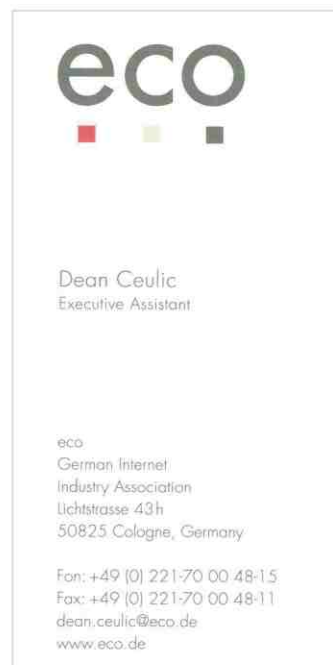
So this is how the Business card is prepared. The job becomes easier and faster whenever you prepare some rough ideas on a piece of paper. It helps you to plan what elements are to be included, where to be placed, what kind of fonts to be used, the alignment, the breathing space to be left etc.

As shown above, you can see how a rough idea is generated into a business card.

It is not mandatory that the design has to be horizontal, you can try vertical composition also depending on the nature and interest of the client. Below are some Business card designs for reference which have different alignments and compositions.



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For more clarity on this exercise you can see the video of this particular exercise.

You can also watch the video tutorials of some more design options of Business card designing.