

BUSINESS CARD TIPS & SUGGESTIONS

Items to include on a business card:

- Contact information: name, email address, phone number
- Web address for your online portfolio
- Your industry or function (example: photography or photographer)

Optional items to include:

- A mailing address
- Your social media links (ensure your social media pages are professional)
- Your university and major (this is something for underclassmen to consider; keep in mind that new business cards will need to be printed after college if this information is added)
- General objective, accomplishments, relevant skill set such as computer or technical skills, languages, etc. Your business card could act as a mini résumé
- A logo (if you have a logo that you will use on your résumé and other application materials, include it on your card as well)
- A graphic element (if you do not have a logo, you may want to add some sort of graphic, such as lines to highlight your name)

Keep in mind:

- Your business card should have a professional look
- Any graphics on the card should be relevant and draw attention to important information, not take away from the text
- Colors are mainly neutral; bright/bold colors are used sparingly, as accents or in a cohesive way; colors are aligned with your online portfolio
- Your name, contact information and industry/function are the most important items on your business card; make sure this information stands out and is easy to read. This information should appear on the front of your card. You may also consider putting social media logos or links on the front, but remember to keep the overall design clean and simple
- If you decide to add detailed information (such as an objective, accomplishments or skills) it should be included on the back of your card
- Consider the orientation of your card; information can be presented horizontally or vertically