



## BUSINESS CARD TRENDS FOR 2018

by **designhill**  
What Can We Expect?

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### The Simple Pass-off



#### Regardless of the style and setting of your business card

We can extract the same conclusion from many different artists. Business cards shouldn't be created too extravagantly as they turn into burdens of annoying paper not worth anybody's time. In fact, the whole purpose of exchanging cards with others is to allow for easy communication later on.

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### Confident Branding



#### You've got to push your company brand like nothing else

When it comes to passing around cards and word of mouth, nothing is more powerful than backup imagery and branding.



Notice fuzzy or embossed logos will stand out tremendously. Similarly adding holographic or shiny techniques over your logo gives your company the futuristic look. Every sleek businessman wants their cards to shine and this is one great technique. On a similar note you may create a letter branding or icon theme. This could be the first letter of your company.

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### Highlights of Typography



#### When you've got a company working in a specific sector of society it's simple to build clever puns with these.

Often times this will come into fruition through clothing apparel and print companies, also handymen decorating cards with tools and clipart.

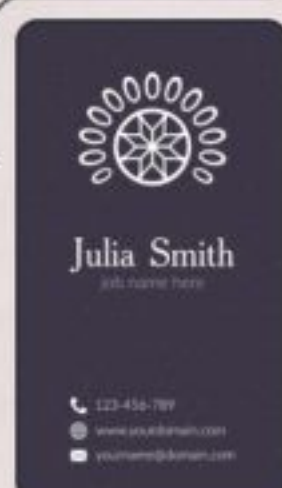
Symbolism can play a key role in business card design. For a company such as Google it's all too common an occurrence to play around in their neck of the woods. Holding the elite position of "Top Search Engine"

#### For some time consider how powerful the role of typography plays on your business card.

Anybody holding onto their piece of paper will surely be interested in the information printed. This means your contacts should be legible and neatly spaced! I can't even begin to imagine how many cards offer poor-quality optics when comparing text.

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### Clever Puns & Symbology



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### Suspending User Interaction



#### Throughout many of these tips it's difficult to fully grasp how business cards are created.

The vast amounts of creativity required far exceed the mindset of many top graphic designers. I often find myself digging through internet archives for fantastic galleries of newer and modern card structures. Below I've included over 25 business card examples for your viewing pleasure. These range from standard black-and-white letterpress to the exotic and almost inconceivable pieces.

#### One major point of interest towards card design comes from an aspect of human intervention.

By adding neat effects it's simple to create interactive business cards which capture the imagination.

Your competitors will be ripe with envy while all of your clientele and corporate partners will be awestruck. There are many examples of this style, namely by Matt Imus in the photo below. You may notice not only the small slots of information open but there is a sliding inner piece which displays extra information.

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### Design Gallery

