BUSINESS CARD TRENDS FOR 2019

What Can We Expect?

1. The Simple Pass-off
   - Regardless of the style and setting of your business card, you can expect to see a strong emphasis on minimalistic design. Expect to see fewer elements, more whitespace, and a focus on typography and visuals.

2. Confident Branding
   - With the rise of digital marketing, businesses are placing a greater focus on their brand identity. This includes the use of logos and typography that are consistent across all platforms.

3. Highlights of Typography
   - Typography will continue to be a key element in business card design. Expect to see a mix of serif and sans-serif fonts, with an emphasis on readability and visual impact.

4. Clever Puns & Symbolology
   - Puns and symbols are becoming popular elements in business card design. Expect to see clever wordplay and symbolic elements that add a layer of meaning to the card.

5. Suspending User Interaction
   - Business cards are shifting from a static medium to one that can activate a digital experience. Expect to see QR codes, links to websites, and other interactive elements.

6. Design Gallery
   - Expect to see a wider range of design styles and techniques in business card design. This includes bold colors, geometric shapes, and unexpected materials.

Throughout many of these tips, it’s difficult to fully grasp how many different cards are created. The variety of styles and elements used in business card design is virtually limitless. So, what makes a business card stand out? One thing is clear: it must be visually appealing and memorable.